



Chicago

Corporate Sponsorship Packages

CONTACT US TODAY TO RESERVE YOUR SPONSORSHIP:

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Reach Chicago's Marketing Community

Connect to a network of marketers and decision-makers at the right time: when they're advancing their careers and looking for the partners, tools and services to make it happen. Our sponsors gain:

- Repeated visibility, brand awareness and content expertise among Chicagoland marketers.
- High quality leads to increase ROI at an attractive cost.
- Targeted opportunities to engage marketers who self-select topics connected to your brand.
- Premium placement at BrandSmart, the Midwest's longest-running brand marketing event.

"BrandSmart is an excellent venue to make new connections, learn new creative approaches from colleagues, and build brand awareness with marketing executives in the greater Chicago area."

~ Kevin Tuley, *StudioNorth*



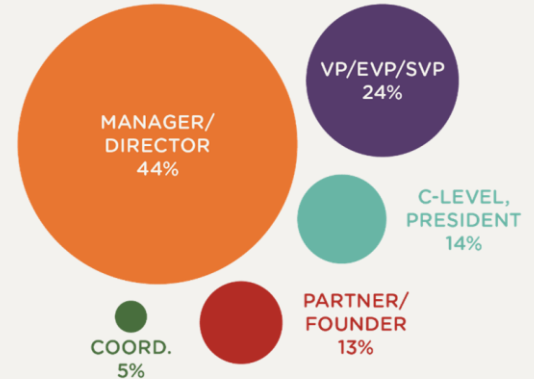
Our Community

As one of the largest chapters of the American Marketing Association, AMA Chicago stands more than 85 years strong in its mission to provide opportunities for Chicago area marketers to expand their knowledge, improve their skills and grow in their careers through access to leaders in the field and skill-building content.

No other organization in our city connects as many marketers with as many opportunities as AMA Chicago.

- 60% “marketers” and 40% marketing service suppliers and an email database of 8,000 marketers in Chicagoland.
- 51% are in leadership positions. They lead our field forward and implement the tools their brands use.
- 44% are mid-level managers, the daily decision-makers who develop, implement and manage brand strategy.
- 5% are up-and-coming marketers, ready to soak up connections and learn new skills.

MARKETING ROLE



DIGITAL REACH



Our Annual Calendar

This calendar is tentative and subject to change.
View the latest events at amachicago.org/events

JANUARY

Connex
Workshop

JULY

Connex
Workshop

FEBRUARY

Signature Speaker Series
Workshop

AUGUST

Workshop

MARCH

Connex
Workshop

SEPTEMBER

Connex
The Marketing Immersive

APRIL

BrandSmart

OCTOBER

Connex
CMO Forum

MAY

Connex
Workshop

NOVEMBER

Connex
Workshop

JUNE

Signature Speaker Series
Workshop

DECEMBER

Signature Speaker Series

Our Events

AMA Chicago's programs provide an opportunity to gain knowledge through targeted content. From major industry-leading conferences to more intimate gatherings, we make it easy to build or maintain a deep, professional network.

Members receive FREE access to all monthly events and discounts on BrandSmart. Non-members may attend any event for a fee.

CONNEX is our popular networking event, hosted the second Wednesday of every other month. Guests have marketing-focused discussions led by topic experts.

WORKSHOPS are virtual, lunchtime events held monthly. Each workshop dives into a specific marketing topic, with a speaker delivering actionable advice to be immediately implemented.

SHARED INTEREST GROUPS (SIGs) are member-only, collaborative discussion groups aligned around a specific marketing focus. SIGs meet monthly and have dedicated Slack channels for ongoing problem-solving and sharing.

SIGNATURE SPEAKER SERIES features leading marketers from innovative brands and service providers. Programs give marketers the tools, insights and inspiration to take their careers to the next level.

THE MARKETING IMMERSIVE is a half-day of enriching workshops designed to equip marketers of all levels with the skills and knowledge necessary for crafting an effective marketing plan for the coming year.

CMO FORUM equips marketers of every level with insights and tactics to use in the office to push their careers, teams and strategies forward.

BRANDSMART is the longest-running branding conference in the country. Thought leaders, brands and marketing experts convene to share strategies for today and tomorrow.



April 24, 2025 | 9:00 a.m. – 4:30 p.m.
University Club of Chicago

Future Proofing Your Brand

Now in its 23rd year, BrandSmart is the longest-running brand marketing conference in the country. The event includes a mix of TED Talk-style presentations and breakout sessions that feature innovators, thought leaders, disrupters and transformers. Attendees spend the day networking with their peers and discussing the hottest marketing topics while uncovering strategies and insights that will empower their brands to not only persevere but thrive in an ever evolving marketplace.

OUR AUDIENCE

BrandSmart brings decision-makers from brands, agencies and other marketing services organizations to connect, learn and grow together.

- 300-400 attendees
- 50% from Brands / 50% from Marketing Services Organizations

Details and registration: brandsmart.amachicago.org





“...best part of being an AMA Chicago sponsor...we have new clients today.”

~Tony Gnau, T60 Productions

BRANDSMART SPONSORSHIP - \$2,500

- Exhibit booth & 2 tickets for employees or clients (\$690 value)
- Linked logo on BrandSmart website (brandsmart.amachicago.org)
- Linked logo in event emails to 8K subscribers

ADD 1 OF THE FOLLOWING FOR GREATER EXPOSURE:

BrandSmart Breakout Session Speaker - Add \$2,500 to equal \$5,000

- 20-minute speaker (requires AMA Chicago chapter speaker and content program approval)
- Your 30-second video played before your speaker
- 2 additional tickets for employees or clients (4 total tickets = \$1,400 value)
- Logo on 250+ attendee tote bags

OR

BrandSmart Main Stage Speaker - Add \$7,500 to equal \$10,000

- 20-minute speaker (requires AMA Chicago's approval of speaker and content)
- Your 30-second video played before your speaker
- 4 additional tickets for employees or clients (6 total tkt = \$2,070 value)
- Logo on 250+ attendee tote bags
- **LinkedIn Live Interview with chapter leader**
- **Content in email to 8k marketers**

CONSIDER THESE STAND-ALONE OPPORTUNITIES:

- Exclusive happy hour sponsor - **SOLD**
- Exclusive breakfast sponsor - \$3,000
- Exclusive lunch sponsor - **SOLD**
- Main stage :30 video played once in the morning or afternoon - \$2,500 includes 4 tkts & Intro a main stage speaker
- Branded Session Room all 4 rounds with :30 video play - \$5,000
- Branded Lanyards up to 300 (you keep what gets turned in) - \$3,000
- Table drop in main room (limited to 2 sponsors) - \$750
- Chair drop in a breakout session (limited to 1 sponsor per breakout) - \$300

Previous BrandSmart Participation

ATTENDEES

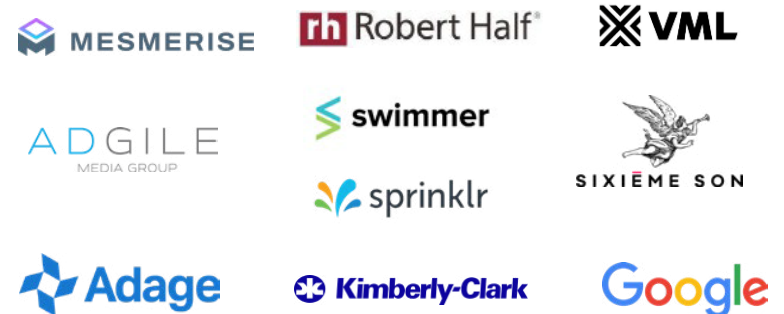
BrandSmart draws hometown heroes and decision-makers from national brands. Here are just a few of the companies that have attended.


Allstate Identity Protection	Merchandise Mart Properties
American College of Prosthodontists	Molson Coors
American Lung Association	National Restaurant Association
Appraisal Institute	Northwestern University Medill School of Journalism
Best Western Hotels & Resorts	O-Cedar
Big Ten Conference	PepsiCo
BMO Financial Group	Relativity
Brookfield Zoo	rEvolution Chicago
Caterpillar, Inc.	Reynolds Consumer Products
Chicago Association of Realtors	Roosevelt University
Coldwell Banker	Rush University
CUNA Mutual Group	Shedd Aquarium
Dairy Farmers of Wisconsin	Sigma Tau Delta NIU
Erie Family Health Centers	Southern Illinois University
Farmers Fridge	Talentfoot
First Midwest Bank	TopGolf
Humana, Inc.	Trunk Club
Hyatt Hotels Corporation	Uncle Dan's Outdoor Store
Kraft Heinz	Wells Fargo
Maple Flooring Manufacturers Association	Wounded Warrior Project

SPEAKERS



SPONSORS



ANNUAL PACKAGES	 The Signature Package (\$5,000)	 The Ambassador Package (\$7,500)	 The Marquee Package (\$15,000)	 The Premiere Package (\$25,000)
Event Sponsorships	<ul style="list-style-type: none"> • Your :30 Video played at: <ul style="list-style-type: none"> ◦ CMO Forum ◦ Signature Speaker Series (3 Events) • Plus, 4 tickets to each event 	<ul style="list-style-type: none"> • Listed as sponsor at: <ul style="list-style-type: none"> ◦ 3 workshop events ◦ 3 Connex events • Plus, 2 tickets to each event 	<ul style="list-style-type: none"> • Listed as sponsor at: <ul style="list-style-type: none"> ◦ 6 workshop events ◦ 6 Connex events • Plus, 4 tickets to each event • AND Sponsor of: <ul style="list-style-type: none"> ◦ 3 Signature Speaker Series Events ◦ CMO Forum • Plus, your :30 video played at each event 	<ul style="list-style-type: none"> • Listed as sponsor at: <ul style="list-style-type: none"> ◦ 6 workshop events ◦ 6 Connex events • Plus, 6 tickets to each event • AND Sponsor of: <ul style="list-style-type: none"> ◦ 3 Signature Speaker Series Events ◦ CMO Forum • Plus, your :30 video played at each event
Awareness Drivers	<ul style="list-style-type: none"> • Your logo on AMA Chicago website & emails • Blog on chapter website • \$99 AMAC job postings (\$150 value) 	<ul style="list-style-type: none"> • Your logo on AMA Chicago website & emails • Blog on chapter website • \$99 AMAC job postings (\$150 value) 	<ul style="list-style-type: none"> • Your logo on AMA Chicago website & emails • Blog on chapter website • \$99 AMAC job postings (\$150 value) • Your :30 video shown on our website • A Custom Email - \$1,000 value (8,000+ email list) 	<ul style="list-style-type: none"> • Your logo on AMA Chicago website & emails • Blog on chapter website • \$99 AMAC job postings (\$150 value) • Your :30 video shown on our website • 2 Custom Emails - \$2,000 value (8,000+ email list)
Thought Leadership Opportunities		<ul style="list-style-type: none"> • Provide an expert at one Connex event • Link to your content in an email and a social post • LinkedIn Live Interview with AMA Chicago leader 	<ul style="list-style-type: none"> • Provide an expert at one Connex event • Link to your content in an email and a social post • LinkedIn Live Interview with AMA Chicago leader • A banner ad in an AMA Chicago email 	<ul style="list-style-type: none"> • Provide an expert at one Connex event • Link to your content in an email and a social post • LinkedIn Live Interview with AMA Chicago leader • 2 banner ads in an AMA Chicago email
BrandSmart Benefits		<ul style="list-style-type: none"> • Exhibit Booth • :30 Video at Breakout session • 2 Tickets to the event (\$690 Value) • Logo on BrandSmart pages and emails • Linked logo in event emails to 8K subscribers 	<ul style="list-style-type: none"> • Exhibit Booth • :30 Video at Breakout session • 4 Tickets to the event (\$1.380 value) • Logo on Brandsmart pages and emails • Logo on attendee bag • 1 breakout session speaker (Topic and speaker to be approved by AMA Chicago.) • Content download offer in event email 	<ul style="list-style-type: none"> • Exhibit Booth • :30 Video at Breakout session • 6 Tickets to the event (\$2,070 Value) • Logo on Brandsmart pages and emails • Logo on attendee bag • 20-minute 1 Main stage speaker (Topic and speaker to be approved by AMA Chicago.) • Content download offer in event email
Exclusive Benefits				<ul style="list-style-type: none"> • A curated focus group dinner AMAC to curate a list of prospects to attend your private hosted dinner. Lead a discussion on a topic of your choice. Event expenses Sponsors responsibility

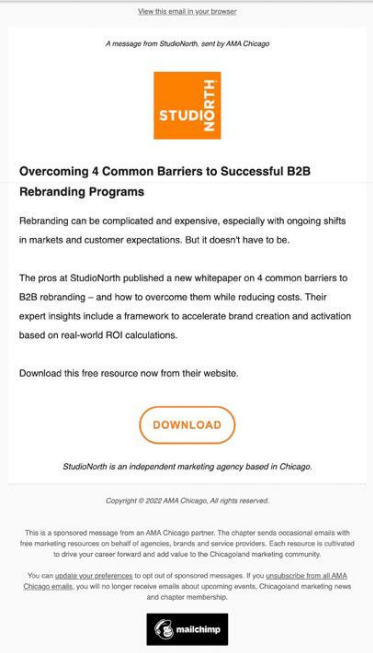
DELUXE DIGITAL CUSTOM HTML EMAIL - \$1,000

AMA Chicago will deploy an email of your educational content to its database of 8K marketers. Content and landing page require chapter approval. **This is available only as an add-on to other sponsorship options in this document, not as a stand-alone option.**

Custom HTML email sent by AMA Chicago on behalf of sponsor

Linked landing page on sponsor's website hosting educational content.

Content-rich resource from sponsor. Can be a PDF, blog, video or other content.





Chicago

