



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.

"Great mix of educational content and networking."

~ Julia Parisot

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.

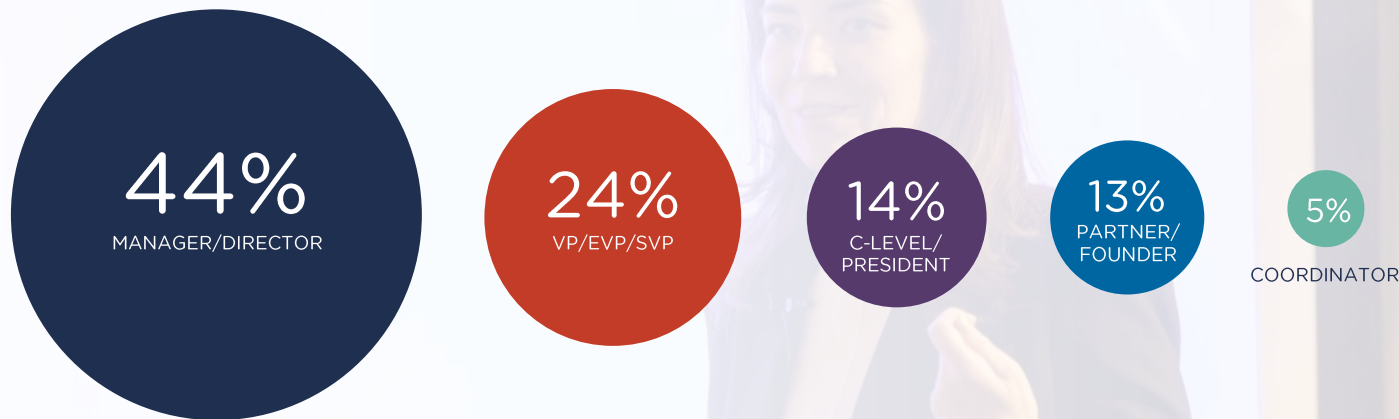
- 60% “marketers” and 40% marketing service suppliers and an email database of 8,000 marketers in Chicagoland.
- 51% are in leadership positions. They lead our field forward and implement the tools their brands use.
- 44% are mid-level managers, the daily decision-makers who develop, implement, and manage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

"AMA Chicago is a great community, and it is worth getting to know."

~ Anonymous Sponsor



Our Community by Marketing Role



OUR DIGITAL REACH



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 on 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.

Our Annual Calendar

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

JANUARY	FEBRUARY	MARCH	APRIL
Connex Workshop	Signature Speaker Series Workshop	Connex Workshop	BrandSmart
MAY	JUNE	JULY	AUGUST
Connex Workshop	Signature Speaker Series Workshop	Connex Workshop	Workshop
SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Connex The Marketing Immersive	Connex CMO Forum	Connex Workshop	Signature Speaker Series



⚡ BrandSmart

Marketing in the Age of Acceleration

April 23, 2026 | 9:00 a.m. – 4:30 p.m.
City Hall, Chicago

Now in its 24th 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 featuring innovators, thought leaders, disruptors, 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+ marketers from every industry

Details and registration: brandsmart.amachicago.org



⚡ BrandSmart Sponsorship Opportunities

BRANDSMART SPONSORSHIP

- Exhibit booth and 2 tickets for employees or clients (\$690 value)
- Linked logo on BrandSmart website (brandsmart.amachicago.org)
- Linked logo in event emails to 8K subscribers
- One lead capture license for the mobile app

"I think, if you're a marketer in/around Chicago, BrandSmart should be on your radar and something you consider attending each year."

~ Anonymous Sponsor

\$2,500

BRANDSMART BREAKOUT SESSION SPEAKER

All of the items included in the BrandSmart Sponsorship, plus:

- Feature one of your clients as a 20-minute guest 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
- 2 lead capture licenses for the mobile app

\$5,000

BRANDSMART MAIN STAGE SPEAKER

All of the items included in the BrandSmart Sponsorship, plus:

- 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 tickets = \$2,070 value)
- Logo on 250+ attendee tote bags
- LinkedIn Live Interview with chapter leader
- Content in email to 8k marketers
- 2 lead capture licenses for the mobile app

\$10,000

BrandSmart Additional Sponsorship Opportunities

CONSIDER THESE STAND-ALONE OPPORTUNITIES

BRANDSMART EVENT SPONSORSHIP

Exclusive happy hour sponsor	\$8,000
Exclusive breakfast sponsor	\$3,000
Exclusive lunch sponsor	\$6,000

BRANDSMART UNIQUE SPONSORSHIP OPTIONS

Main stage :30 video played once in the morning or afternoon. Includes 4 tickets and an intro to a main stage speaker	\$2,500
Branded Session Room, all 4 rounds with :30 video plays	\$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

"List of speakers was top notch. Entire event was well run."

~ Ryan Rusin

⚡ BrandSmart Logo Sponsorship

CONSIDER THESE ADDITIONAL OPPORTUNITIES

THE GOLD STAR PACKAGE



Your logo will appear:

- In all dedicated BrandSmart emails
- On the Brandsmart website
- On the main stage screen at BrandSmart
- In the BrandSmart mobile app

Plus, you will receive:

- One lead capture license on the app
- 6 tickets to BrandSmart
(for your clients, guests, and potential clients)

\$3,000

THE PLATINUM STAR PACKAGE



You will receive all of the items included in the Gold Star Package, plus:

CMO Forum event visibility:

- Your logo on the CMO Forum webpage as a sponsor
- Your logo on the main stage screen as a sponsor
- 6 tickets to the event
- Can place something on each chair at the event

\$5,000



⚡ BrandSmart Previous Participants

SPEAKERS



SPONSORS



BrandSmart Previous Participants

“Great event, great venue,
great people, great content.”

~ Kenn Kennedy

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
American College of Prosthodontists
American Lung Association
Appraisal Institute
Best Western Hotels & Resorts
Big Ten Conference
BMO Financial Group
Brookfield Zoo
Caterpillar, Inc.
Chicago Association of Realtors
Coldwell Banker
CUNA Mutual Group
Dairy Farmers of Wisconsin
Erie Family Health Centers
Farmers Fridge

First Midwest Bank
Humana, Inc.
Hyatt Hotels Corporation
Kraft Heinz
Maple Flooring
Manufacturers Association
Merchandise Mart Properties
Molson Coors
National Restaurant Association
Northwestern University
Medill School of Journalism
O-Cedar
PepsiCo
Relativity
rEvolution Chicago

Reynolds Consumer Products
Roosevelt University
Rush University
Shedd Aquarium
Sigma Tau Delta NIU
Southern Illinois University
Talentfoot
TopGolf
Trunk Club
Uncle Dan's Outdoor Store
Wells Fargo
Wounded Warrior Project

Annual Packages

We have many ways for you to get involved.

The Signature Package



Includes:

- Event Sponsorship
- Awareness Drivers

The Ambassador Package



Includes:

- Event Sponsorship
- Awareness Drivers
- Thought Leadership Opportunities
- BrandSmart Benefits

The Marquee Package



Includes:

- Event Sponsorship
- Awareness Drivers
- Thought Leadership Opportunities
- BrandSmart Benefits
- Exclusive Benefits

The Premiere Package



Includes:

- Event Sponsorship
- Awareness Drivers
- Thought Leadership Opportunities
- BrandSmart Benefits
- Exclusive Benefits



Annual Packages: The Signature Package

Event Sponsorships

- Your :30 Video played at:
 - CMO Forum
 - Signature Speaker Series (3 events)
- 4 tickets to each event

Awareness Drivers

- Your logo on the AMA Chicago website and emails
- Blog on the chapter's website
- \$99 AMAC job postings (\$150 value)
- 1 annual membership

Thought Leadership Opportunities

BrandSmart Benefits

Exclusive Benefits

\$5,000

Annual Packages: The Ambassador Package

Event Sponsorships	Awareness Drivers	Thought Leadership Opportunities	BrandSmart Benefits	Exclusive Benefits
• Listed as a sponsor at: ◦ 3 workshop events ◦ 3 Connex events • 2 tickets to each event	• Your logo on the AMA Chicago website and emails • Blog on the chapter's website • \$99 AMAC job postings (\$150 value) • 2 annual memberships	• Provide an expert at one Connex event • Link to your content in an email and a social post • LinkedIn Live Interview with an AMA Chicago leader	• Exhibit Booth • :30 Video at a Breakout session • 2 tickets to the event (\$690 Value) • Logo on BrandSmart pages and emails • Linked logo in event emails to our 8,000 subscribers • 1 License to capture for leads in event app	

\$7,500

Annual Packages: The Marquee Package

Event Sponsorships	Awareness Drivers	Thought Leadership Opportunities	BrandSmart Benefits	Exclusive Benefits
• Listed as a sponsor at: ◦ 6 workshop events ◦ 6 Connex events • 4 tickets to each event • Sponsor of: ◦ 3 Signature Series events ◦ CMO Forum • Your :30 video played at each event	• Your logo on the AMA Chicago website and emails • Blog on the chapter's website • \$99 AMAC job postings (\$150 value) • Your :30 video played at each event • A custom email (\$1,000 value) to our 8,000+ email list	• Provide an expert at one Connex event • Link to your content in an email and a social post • LinkedIn Live Interview with an AMA Chicago leader • A banner ad in an AMA Chicago email • Virtual, advertised, 1-hour case study	• Exhibit Booth • :30 Video at a 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 • 2 licenses to capture for leads in event app	• 1 Marketer of the Year Award entry • 1 Palmer Award entry

\$15,000

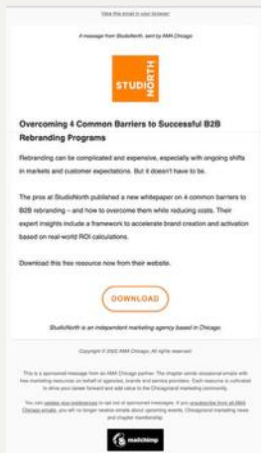
Annual Packages: The Premiere Package

Event Sponsorships	Awareness Drivers	Thought Leadership Opportunities	BrandSmart Benefits	Exclusive Benefits
- Listed as a sponsor at: 6 workshop events 6 Connex events 6 tickets to each event - Sponsor of: - All Signature Series events - CMO Forum - Your :30 video played at each event	- Your logo on the AMA Chicago website and emails - Blog on the chapter's website \$99 AMAC job postings (\$150 value) - Your :30 video shown on our website 2 custom emails (\$2,000 value) to our 8,000+ email list 8 annual memberships	- Provide an expert at one Connex event - Link to your content in an email and a social post - LinkedIn Live Interview with an AMA Chicago leader 2 banner ads in an AMA Chicago email - Virtual, advertised, 1-hour case study	- Exhibit Booth :30 Video at a 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 2 licenses to capture for leads in event app	- 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 are the Sponsors' responsibility. 1 Marketer of the Year Award entry 3 Palmer Award entries (in different categories)
				\$25,000

Deluxe Digital Custom HTML Email

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 the sponsor



Linked landing page on
sponsor's website hosting
educational content



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



\$1,000



Chicago

