

Brandsmart Corporate Sponsorship Packages

CONTACT US TODAY TO RESERVE YOUR SPONSORSHIP:

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Connect Your Brand to Chicago's Marketing Community

AMA Chicago brings together marketers across industries, career stages and specialties to learn from one another, build meaningful professional relationships and stay relevant in a fast-changing profession.

Our sponsors become part of that community — gaining year-round opportunities to build visibility, demonstrate expertise and develop relationships with the marketers shaping Chicago business.

- **Build sustained awareness** with Chicago-area marketers throughout the year.
- **Share expertise and useful ideas** around topics relevant to your brand and our community.
- **Develop relationships with marketers and decision-makers** through targeted programs and experiences.
- **Gain premium visibility at BrandSmart**, Chicago's premier annual gathering for brand marketers.

Together, we can make Chicago an even better place to build a marketing career!

"Great mix of educational content and networking."

~ Julia Parisot

Chicago's Professional Marketing Community

For nearly 90 years, AMA Chicago has brought Chicago marketers together to learn, connect and grow throughout their careers.

As the profession continues to change, we keep evolving our community, programming and opportunities so marketers can strengthen their skills, build meaningful relationships, stay relevant and grow into leadership.

No other organization in Chicago connects marketers with the breadth of people, ideas and professional experiences that AMA Chicago does.

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

~ Anonymous Sponsor



Chicago's Professional Marketing Community

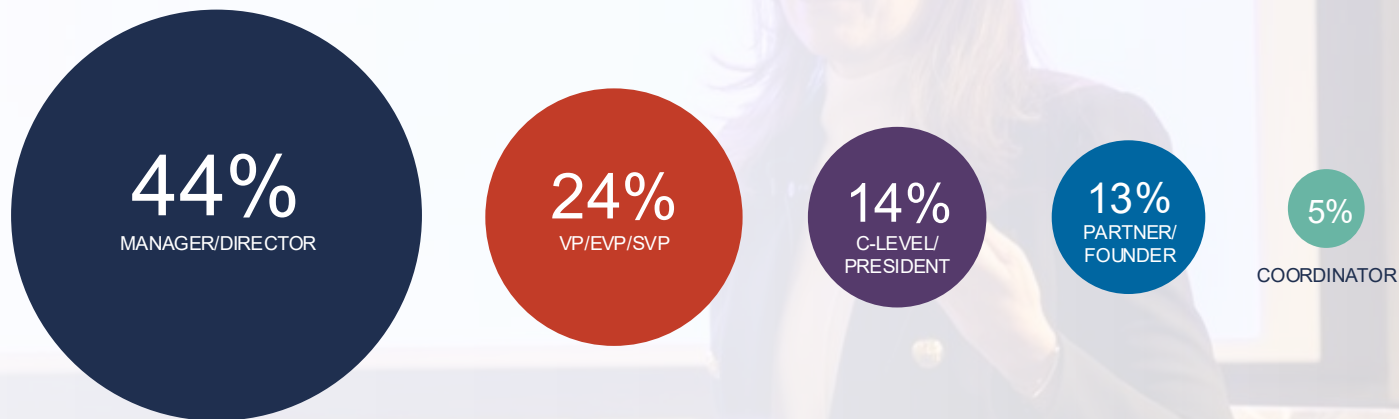
For sponsors, that creates an opportunity to become part of the community helping make Chicago one of the best places to build a marketing career. They lead our field forward and implement the tools their brands use.

- **60% marketers / 40% marketing service providers**, plus an email community of 8,400 Chicago-area marketers.
- **51% hold senior leadership roles**, influencing strategy, teams, partners and technology decisions.
- **44% are managers and directors**, leading the day-to-day work of building and executing marketing strategy.
- **5% are early-career marketers**, developing the skills and relationships that will shape the next generation of Chicago marketing leadership.



Connect Across the Marketing Career Journey

From emerging marketers to C-suite leaders, AMA Chicago connects professionals at every stage of a marketing career.



OUR EXTENDED CHICAGO MARKETING COMMUNITY





Beyond Efficiency: The Next Era of Marketing

April 22, 2027 | 9:00 a.m. – 4:30 p.m.

City Hall, Chicago

Now in its 25th 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

"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

Be a part of the BrandSmart Annual Conference

Exhibit Sponsor

- Exhibit booth
- Website/email linked logo
- 2 event tickets (\$730 value)
- 1 app lead capture license (\$199 value)

\$2,750

Breakout Speaker Sponsor

- All the "Exhibit Sponsor" items
- 20-min client breakout speaker slot
- :30 video play before session
- Tote bag logo
- 4 event tickets (\$1,460 value)
- 2 lead capture licenses (\$398 value)

\$5,000

Main Stage Speaker Sponsor

- All the "Event Sponsor" items
- 20-min Main Stage speaker slot
- :30 video play
- Tote bag logo
- Dedicated email feature to 8,400 subscribers
- LinkedIn Live interview
- 6 event tickets (\$2,190 value)
- 2 lead capture licenses (\$398 value)

\$10,000



Stand-Alone Opportunities

CONSIDER THESE ADDITIONAL SPONSORSHIP OPPORTUNITIES

BRANDSMART EVENT SPONSORSHIP

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

BRANDSMART UNIQUE SPONSORSHIP OPTIONS

Visual Boards by Ink Factory	\$10,000
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
Main stage :30 video played before a speaker	\$2,500
Table-drop in main room (limited to 2 sponsors)	\$750

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

~ Ryan Rusin

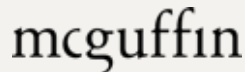
BrandSmart

Previous Participants

SPEAKERS



SPONSORS





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

Programming that Keeps Chicago Marketers Growing

Throughout the year, AMA Chicago gives marketers opportunities to build skills, explore what is changing in the profession, learn from marketing leaders and learn from one another.

From hands-on workshops and peer exchanges to major industry events, our programming creates multiple ways for sponsors to engage with Chicago marketers in relevant, credible environments.



Programming that Keeps Chicago Marketers Growing

CONNEX Facilitated, marketing-focused conversations designed to help marketers exchange ideas and build meaningful professional relationships.

WORKSHOPS Practical, skill-building sessions that give marketers tools and approaches they can put to work immediately.

SHARED INTEREST GROUPS (SIGs) Member-only peer communities organized around marketing specialties, with monthly discussions and ongoing connection through Slack.

AI MARKETING FORUM A monthly show-and-tell where marketers share how they are using AI in real work, demonstrate projects and approaches, and learn from one another through discussion and Q&A. The Forum meets marketers where they are with AI, rather than assuming everyone is at the same stage.

SIGNATURE SPEAKER SERIES Marketing leaders share how they are navigating change, driving growth, building brands and leading the profession forward.

THE MARKETING IMMERSIVE A half-day working experience that helps marketers prepare stronger plans for the year ahead through expert-led, practical sessions.

CMO FORUM Senior marketing leaders discuss the decisions, challenges and opportunities shaping marketing organizations today.

BRANDSMART AMA Chicago's flagship annual conference brings marketers together for a day of ideas, insight and conversation about what is next for brands and marketing.

A Year of Opportunities to Connect

AMA Chicago engages the marketing community throughout the year, giving sponsors multiple opportunities to build familiarity, contribute expertise and develop relationships over time.

PLUS: AI Marketing Forum meets monthly throughout the year.

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



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

[Learn more](#)





Chicago

