



MARKETER OF THE YEAR

Sponsorship Opportunities.



Dallas / Fort Worth

Sponsorship Opportunities

The Dallas Fort Worth Chapter of the American Marketing Association's Marketer of the Year Awards recognizes excellence in marketing in the DFW area across 25 marketing categories, plus awards for overall Marketer of the Year, Collegiate Marketer of the Year and CMO of the Year.

This annual event attracts submissions and attendees from companies of all sizes - Fortune 50 companies to independent agencies - to be recognized and to socialize with their peers.

Gain exposure and access to the most influential marketers in the DFW Metroplex while the AMA DFW honors marketers and their initiatives to address challenges, grow business and demonstrate vision, insight and a drive for excellence.

Advertising for this event includes regular insertions in the Dallas Business Journal.

For inquiries regarding sponsorship opportunities, please contact Stacy Thiele at stacythiele@gmail.com.

Level Sponsorships

Presenting Sponsorship Level **\$10,000** 1 available

As a Presenting sponsor, you will gain top recognition as the face of the AMA Marketer of the Year event.

Inclusions:

- Front row VIP table for 8
- Discounted ticket pricing on all additional tickets at the member rate
- Mention in event press releases
- Podium recognition
- Event sponsor included in all emails sent to the AMADFW database of +10k
- Reference as the Presenting sponsor in all social media activities leading up to the event
- Logo with hyperlink on event website
- On-site logo placement in presentation & program
- Option to distribute gift item to each attendee at their seat
- Recognition as the Presenting sponsor at all monthly Dallas Executive Luncheons prior to the event
- VIP table of 8 at one Dallas Executive Luncheon of your choice
- 2-page ad spread in event program
- Logo in all 3 ads in *Dallas Business Journal*
- Dedicated AMA Member liaison as point of contact along with assistance in promoting your brand via personal social media network

Platinum Sponsorship Level

\$8,000 1 available

Inclusions:

- VIP table for 8
- Discounted ticket pricing on up to 8 additional tickets at the member rate
- Podium recognition
- Recognition as sponsor included in 2 emails sent to AMADFW database of +10k
- Reference as event sponsor in 6 total social posts
- Recognition as a sponsor at all monthly Dallas Executive Luncheons prior to the event
- Logo with hyperlink on event website
- On-site logo placement in presentation & program
- Option to distribute gift item to each attendee at their seat
- Full page premium placement ad in event program
- Logo in 2 ads in *Dallas Business Journal*
- Dedicated AMA Member liaison as point of contact along with assistance in promoting your brand via personal social media network

Gold Sponsorship Level

\$5,000 3 available

Inclusions:

- 4 tickets to the event
- Discounted ticket pricing on up to 4 additional tickets at the member rate
- Reference as event sponsor in 6 total social posts
- Logo with hyperlink on event website
- On-site logo placement in presentation & program
- Option to distribute gift item to each attendee at their seat
- Recognition as a sponsor at all monthly Dallas Executive Luncheons prior to the event
- Full page ad in event program
- Company name in 2 ads in the *Dallas Business Journal*

Silver Sponsorship Level

\$2,000 5 available

Inclusions:

- 4 tickets to event
- Logo with hyperlink on event website
- Logo placement in program
- Company name in presentation
- Option to distribute gift item to each attendee in gift bag
- Half page ad in event program

Bronze Sponsorship Level

\$1,000 Unlimited availability

Inclusions:

- 2 tickets to event
- Company name on the event website and in program & presentation
- Option to distribute gift item to each attendee in gift bag

Friend of the Chapter

\$500 Unlimited availability

Inclusions:

- 2 tickets to event
- Mention on the event program

Individual Sponsorships

Cocktail Reception Sponsorship **\$6,000** 1 available

Inclusions:

- VIP seating for 4
- Logo with hyperlink on event website
- Logo displayed at reception
- Logo printed on reception napkins
- Option to distribute gift item to each attendee in gift bag
- Logo placement in program
- Company name in presentation
- Half page ad in event program

VIP Reception Sponsorship **\$4,000** 1 available

Inclusions:

- 4 tickets to the event
- 2 tickets to the VIP reception
- Logo with hyperlink on event website
- Logo displayed at VIP reception
- Option to distribute gift item to each attendee in gift bag
- Logo placement in program
- Company name in presentation
- Half page ad in event program

Photographer Sponsorship **\$4,000** 1 available

Inclusions:

- 2 tickets to event
- Logo with hyperlink on event website
- Logo displayed on backdrop of photo station
- Option to distribute gift item to each attendee in gift bag
- Logo placement in program
- Company name in presentation
- Half page ad in event program

Floral Sponsorship **\$4,000** 1 available

Inclusions:

- 2 tickets to event
- Logo with hyperlink on event website
- Logo displayed at floral arrangements at podium & reception
- Option to distribute gift item to each attendee in gift bag
- Logo placement in program
- Company name in presentation
- Half page ad in event program

Water Bottle Sponsorship

\$4,000 1 available

Inclusions:

- 2 tickets to event
- Logo with hyperlink on event website
- Logo displayed with AMA logo on water bottle labels given at end of evening for trip home
- Option to distribute gift item to each attendee in gift bag
- Logo placement in program
- Company name in presentation
- Half page ad in event program

Gift Bag Sponsorship

\$2,500 1 available

Inclusions:

- 2 tickets to event
- Logo (exclusive) printed on Gift Bag distributed to each attendee
- Logo with hyperlink on event website
- Logo placement in program
- Company name in presentation
- Option to distribute gift item to each attendee in gift bag
- Half page ad in event program

Non-Profit Sponsorship

\$3,000 1 available

Inclusions:

- 2 tickets to event
- Logo with hyperlink on event website with mention that the sponsor is paying for 50% of the non-profit entry fee
- Logo placement in program
- Company name in presentation
- Half page ad in event program
- Opportunity to present the non-profit award at the gala

*The purpose of this sponsorship is to be able to offer a discounted entry fee to non-profits.

Our Mission

To educate, support, and enhance the performance of our members and marketing professionals throughout the Metroplex.

Founded in 1956, the AMA DFW is a 501(c) 3

Addressing Every Stage of a Marketer's Career



Events and Resources

Dallas Executive Luncheons

The 3rd Wednesday of the month

Panels and keynote speakers presenting on topics about which marketers need to know. Recent speakers include senior marketers from Adobe, Hotels.com, Fossil, AT&T, Southwest Airlines, Half Price Books, Sabre, Citi, The Container Store, Texas Capital Bank, Six Flags, 7-Eleven, DFW Airport, Verizon Wireless, Forrester and JC Penney.

Meet & Greets

The 1st Thursday of the month

Connect with marketers from around the metroplex! Each month we visit a trendy hot spot in the Metroplex.

Special Interest Groups (SIGs)

6-8 programs a year

Deeper digs into topics relevant to Metroplex marketers. From Branding and Strategy to Innovation, Healthcare, and Nonprofit marketing; SIG programs are open to everyone.

Mentor Program

Program runs Sept - May

25 protégées are interviewed and paired with professionals who support career and professional development

NextGen

Quarterly Events

Programs targeted to help marketing professionals 22-35.

Special Events

Partnering with local and national organizations to provide our members discounted tickets to relevant programs and conferences.

CMO Advisory Council

Quarterly gatherings

Bringing together the area's top marketing minds. Please inquire about joining the CMO Advisory Council.

Marketer of the Year Awards Gala

May 2, 2019

Honoring work in 25 categories, as well as a CMO of the Year, and a DFW Marketing Legend.

Professional Certified Marketer Accreditation

The "gold standard" of marketing skillset validation. Current tracks include; Digital Marketing, Content Marketing and Marketing Management. Receive a discount with the code: AMADFW20. Details at AMA.org/PCM

Career Center

An online portal where employers can reach the most qualified candidates – AMA Members!

Collegiate

We provide a liaison to the local collegiate chapters who helps to secure speakers for their programs, organize a "shadow day" and offers insight into how to run a chapter.

We are always looking for great volunteers and future leaders!
volunteers@amadfw.com

Our Reach / Connections

Members: 570+
Database: 10,000+

Facebook: 1,700+
Twitter: 5,000+

LinkedIn: 11,000+