



AMA  DFW  
**MARKETER**  
OF THE YEAR  
2020

# Sponsorship Opportunities.

  
AMERICAN MARKETING  
ASSOCIATION

Dallas / Fort Worth

# Sponsorship Opportunities

The Dallas Fort Worth Chapter of the American Marketing Association's Marketer of the Year Awards recognize 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 our sponsorship director at [sponsorship@amadfw.com](mailto:sponsorship@amadfw.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

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## 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*

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## 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

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## 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

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## Friend of the Chapter

**\$500** Unlimited availability

### Inclusions:

- 2 tickets to event
- Mention on the event program

# Individual Sponsorships

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## 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

## 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 **\$2,500** 1 available

### Inclusions:

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

\*The purpose of this sponsorship is to be able to cover the 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

## Special Events

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

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## Marketer of the Year Awards Gala

**May 14, 2020**

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

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## 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](http://AMA.org/PCM)

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## Career Center

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

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## 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](mailto:volunteers@amadfw.com)**

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## Our Reach / Connections

**Members: 520+**  
**Database: 10,000+**

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

**LinkedIn: 11,000+**