



Austin Chapter Sponsorship Prospectus

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Thank you for your interest in sponsoring the Austin AMA Chapter. Please review our sponsorship options to see what best fits your needs. If you don't see what you are looking for, please do not hesitate to reach out and we are open to building out a custom package that best fits your marketing goals and objectives!

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Diamond Sponsorship

Diamond Sponsorship

- **Duration:** 1 year
- **Sponsor Event Benefits:**
 - *Opportunity to provide a drawing/giveaway of service, product at the end of over programming event*
 - *Opportunity to display up to two promotional materials at every event (Signage, seat drop, etc.)*
 - *Complimentary registration for up to two team members for every programming event (happy hour, luncheons, Special Interest Groups, etc)*
 - *Opportunity to address attendees prior to presentation at up to 3 AMA programming events*
- **Online Inclusions:**
 - Website:
 - Logo & link displayed on sponsor, event and hope page sidebar web pages
 - 200 word description on sponsors page
 - Email:
 - Logo, link and 100 word description included in all event communications
 - 2 Dedicated sponsor emails to member database
 - 1 Dedicated sponsor email to non-member database
 - Social Media
 - 5 Dedicated Facebook posts on AMA Austin page
 - 6 Dedicated Twitter posts on AMA Austin Page
 - Recognition on all AMA Austin programming Facebook event pages

Non- AMA Member Sponsorship Cost: \$2,500

AMA Member Discount Sponsorship Cost: \$2,000

Platinum Sponsorship

Platinum Sponsorship

- **Duration:** 6 months
- **Sponsor Event Benefits:**
 - *Opportunity to provide a drawing/giveaway of service, product at the end of over programming event*
 - *Opportunity to display one promotional item at every event (Signage, seat drop, etc.)*
 - *Complimentary registration for up to one team member 5 programming events of your choice (happy hour, luncheons, Special Interest Groups, etc)*
 - *Opportunity to address attendees prior to presentation at up to 1 AMA programming events*
- **Online Inclusions:**
 - Website:
 - Logo & link displayed on sponsor, event and home page sidebar web pages
 - 100 word description on sponsors page
 - Email:
 - Logo, link and 50 word description included included in all event communications
 - 1 Dedicated sponsor emails to member database
 - Social Media
 - 3 Dedicated Facebook posts on AMA Austin page
 - 3 Dedicated Twitter posts on AMA Austin Page
 - Recognition on all AMA Austin programming Facebook event pages

Non- AMA Member Sponsorship Cost: \$1,800

AMA Member Discount Sponsorship Cost: \$1,400

Gold Sponsorship

Gold Sponsorship

- **Duration:** 6 months
- **Sponsor Event Benefits:**
 - *Opportunity to provide a drawing/giveaway of service, product at the end of over programming event*
 - *Complimentary registration for one team member at one programming event of your choice (happy hour, luncheons, Special Interest Groups, etc)*
- **Online Inclusions:**
 - Website:
 - Logo & link displayed on sponsor, event and home page sidebar web pages
 - 50 word description on sponsors page
 - Email:
 - Logo, link and 25 word description included included in all event communications
 - Social Media
 - 1 Dedicated Facebook posts on AMA Austin page
 - 1 Dedicated Twitter posts on AMA Austin Page

Non- AMA Member Sponsorship Cost: \$1,000

AMA Member Discount Sponsorship Cost: \$750

Silver Sponsorship

Silver Sponsorship

- **Duration:** 6 months
- **Sponsor Event Benefits:**
 - *Complimentary registration for one team member at one programming event of your choice (happy hour, luncheons, Special Interest Groups, etc)*
- **Online Inclusions:**
 - Website:
 - Logo & link displayed on sponsor, event and home page sidebar web pages
 - Email:
 - Logo and link included one event communications
 - Social Media
 - 1 Dedicated Twitter posts on AMA Austin Page

Non- AMA Member Sponsorship Cost: \$750

AMA Member Discount Sponsorship Cost: \$500

Event Sponsorship

Event Sponsorship

- **Duration:** 1 month
- **Options for event sponsorship can include:**
 - Monetary contribution for cost of event
 - Donated F&B for breakfast, luncheon or happy hour event
 - Marketing executive speaker at event
 - Donated venue space for event
- **Sponsor Event Benefits:**
 - *Complimentary registration for two team members at sponsored event*
- **Online Inclusions:**
 - Website:
 - Logo & link displayed on event
 - Email:
 - Logo and link included sponsored event communications
 - Social Media
 - 1 Dedicated Facebook post on event page

Cost to be determined based on sponsorship agreement

In-Kind Sponsorship

In-Kind Sponsorship

- **Duration:** Varies
- **Sponsor Event Benefits:**
 - *Complimentary registration for one team member at one programming event event*
- **Online Inclusions:**
 - Website:
 - Logo & link displayed on sponsor webpage
 - Email:
 - Logo and link included email communication
 - Social Media
 - Recognition on AMA Austin Facebook and Twitter pages

Cost to be determined based on sponsorship agreement

Sponsorship Overview

	Diamond Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Event Sponsor	In-Kind Sponsor
Event Benefits						
<i>Opportunity to provide a drawing/giveaway</i>	x	x	X	-	X	To be determined
<i>Opportunity to address attendees</i>	Up to 3 events	1 event	-	-	X	
<i>Opportunity to display promotional items</i>	2	1	-	-	X	
<i>Complimentary registrations</i>	2/event	1 @ up to 5 events	1	-	2 @ sponsored event	
Online Benefits						
<i>Sponsor/Event website logo & link</i>	X	X	X	X	On event page	To be determined
<i>Description on website</i>	200 words	100 words	50 words	-		
<i>Dedicated email blasts</i>	(2) member database (1) non-member database	(1) member database	-	-	-	

Sponsorship Overview

	Diamond Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Event Sponsor	In-Kind Sponsor
Online Benefits (cont)						
<i>Inclusion in AMA Austin communications</i>	Logo, link, 100 word description	Logo, link, 50 word description	Logo, link, 25 word description	Logo, link	Sponsored event emails	To be determined
<i>Dedicated Facebook Posts</i>	5	3	1	-	-	
<i>Dedicated Tweets</i>	6	3	1	1	-	
<i>Event Facebook Recognition</i>	X	X	-	-	X	
Non Member Cost:	\$2,500	\$1,800	\$1,000	\$750	To be discussed	
Member Cost:	\$2,000	\$1,400	\$750	\$500		

Contact us to talk more about your sponsorship!

Please reach out to sponsors@austinama.org and we will find a time to discuss your sponsorship with AMA Austin!

