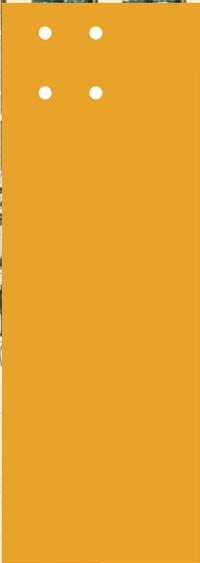




Detroit

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AMA DETROIT RESOURCE PARTNER PROGRAM



amadetroit.org/sponsor



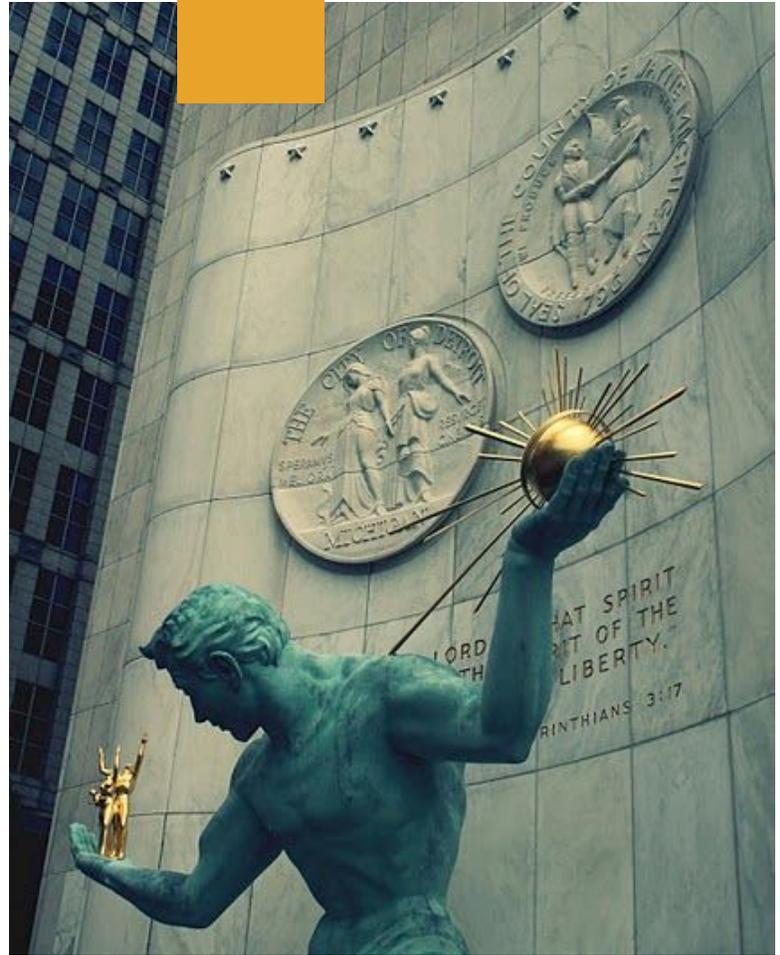
connect@amadetroit.org

WHY PARTNER?

The Resource Partner Program was designed to create unique opportunities for businesses to stand out and have quality time supporting the marketing community. Partnering with AMA Detroit prominently showcases your brand to our broad audience of marketing professionals across the region.

We offer a variety of opportunities including:

- Increased brand/company/product image and awareness
- A new avenue for recruiting new talent/employees
- An opportunity to network and build relationships with the local business community
- A way to find new purchasers for your products or services



OUR COMMUNITY

Job Titles

- CEO
- CMO
- Director
- Manager
- Faculty
- Specialist
- Coordinator

Average Event Attendance

- 25 in-person
- 45 virtual

Industries

- Higher Education
- Private
- Public
- Non-profit

Social Media Audience

- 3,000 followers

Email List Size

- 3,500 subscribers



AMA Detroit has 150+ active members and a local network of 3000+ professional marketers, faculty, and student practitioners. Since 1941, AMA Detroit has continued to assist marketers in Southeast Michigan stay current with relative trends, industry best practices, skill development, and networking opportunities.

Not only is AMA Detroit comprised of current professionals, but also boasts a large collegiate following with college chapters across the state engaging with programming.

BENEFITS OUTLINE



One Sponsorship Level

To keep things simple, AMA Detroit offers one simple option for sponsorship. This single plan provides plenty of promotional opportunities for an entire calendar year all at one great price.

Commitment: \$1,000 (Full calendar year)*

Logo, bio, and link to company website on AMA Detroit's website

Two sponsored blog posts on AMA Detroit's website (content approved by AMA Detroit)

One company e-newsletter feature

Four social media highlights on AMA Detroit's social media accounts

Host one 30-minute webinar (presentation approved by AMA Detroit)

Recognition with company name and logo as a Resource Partner before all events (in-person and virtually)

Ability to attend AMA Detroit Chapter Events at 50% Discount

**\$1,000 can also be provided through in-kind products or services*



INTERESTED? PARTNER WITH AMA DETROIT

EMAIL US TO BOOK YOUR SPONSORSHIP
CONNECT@AMADETROIT.ORG

 amadetroit.org/sponsor

 connect@amadetroit.org