



## **PLATINUM SPONSORSHIP - \$10,000 PER YEAR**

- Recognition with AMA brand at (co-branded) dedicated event (i.e. event, workshop, educational webinar, lunch & learn).
- Recognition on [www.amaboston.org](http://www.amaboston.org) web rotation of sponsors with logo, tag line and a URL link to the sponsor's website.
- Verbal Podium recognition at two (2) regular events and one (1) SIG events throughout the year and sponsor logo on a looped flash presentation running on the screen before each regular event begins.
- Visual recognition (logo) on monthly newsletter (12 months).
- Opportunity to set up single table display at two (2) regular events and to offer a raffle for attendees at event through collection of business cards at sponsor's display at regular events.
- Opportunity to distribute information at two (2) regular events.
- Opportunity to offer a raffle for attendees at one (1) event through collection of business cards at Sponsor's display at regular events.
- Opportunity to write social media post to be sent out via AMA Boston social media forms (Facebook, LinkedIn, Twitter) in the year that you are sponsoring
- Opportunity to write a blog post every quarter (subject to AMA Boston content guidelines)
- Recognition as annual sponsor in all communications

### **BENEFITS**

- \* Endorsement and promotion through AMA Boston's online and offline channels
- \* Access to a highly engaged group of Boston's marketing professionals
- \* Access to marketing professionals across a broad spectrum of industry and experience
- \* Opportunity to selectively target and promote an organization's products and services



- \* Target event attendees via direct mail, social media, email marketing, word-of-mouth, at-event presentations, etc.

## **OUR REACH**

- \* 500+ chapter members
- \* 8,500+ opt-in highly-relevant, highly engaged email contacts
- \* Strong social media influence
  - Twitter 9,300+; LinkedIn: 1,150+; Facebook 1,200+ Likes
- \* Web traffic driven by content marketing & blog strategy
  - 12,617 monthly unique visitors, 7,604 monthly page views.

## **AUDIENCE DEMOGRAPHICS**

- 92% professionals; 23% of those in Executive, 50% Manager, and 20% Influencers roles
- 26% with 20+ years of work experience
- 63% B2C, 37% B2B

## **AUDIENCE AREAS OF INTEREST**

- Strategy and Planning
- Branding and Product Management
- Customer Engagement
- Market Research



**CALL**            781-647-7555

**EMAIL**           [sponsorship@amaboston.org](mailto:sponsorship@amaboston.org)

**VISIT**            <http://amaboston.org/sponsors/> to learn about other Sponsorship tiers