



100 Webster Street, Suite 101  
Oakland, CA 94607-3724  
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info@sfama.org  
[www.sfama.org](http://www.sfama.org)

## SFAMA SPONSORSHIP PROGRAM 2007/2008

The San Francisco chapter of the American Marketing Association is the leading organization for professional and student marketers in the Bay Area. Founded in 1937, our chapter reflects the innovation, standards of excellence, and industry and population diversity for which the Bay Area is known and celebrated. Our goal is to advance our members' professional capabilities and career development opportunities, while connecting with the area marketing community at large.

With our 70<sup>th</sup> anniversary this year, the SFAMA chapter's success and viability is in large part due to our sponsors. We are happy to offer a cafeteria style plan for sponsoring chapter activities tailored to your company's specific business objectives. We offer corporate sponsorship packages on a yearly basis to businesses interested in gaining exposure among marketing professionals in the Bay Area. We also offer one-off sponsorship opportunities. The benefits of sponsorship are numerous and are outlined in the subsequent pages. All program sponsors receive prominent exposure through SFAMA's events and other communications for a one-year period in accordance with their sponsorship level as outlined below.

With nearly 600 members, you will have access to key decision makers for purchasing marketing services and an excellent opportunity to raise your company's profile among marketing professionals in the San Francisco Bay Area. Further, because we connect monthly with nearly 2,500 local marketers on our professional associates e-mail list, we can offer extended reach beyond our base membership. We are proud of our diverse membership of marketing professionals from all sizes of companies and the full gamut of industries. We continually strive to increase our membership and actively work to retain current members.

At the Platinum, Premier and Category Leader levels, your sponsorship benefits include the assignment of a dedicated Sponsorship Committee member to ensure your company receives the benefits outlined in your company's respective sponsorship level. It is our goal to ensure your sponsorship of our chapter is a positive experience and that you receive all the benefits entitled to your company.

For more information about our sponsorship opportunities, please feel free to contact Andrea W. Snedeker, VP, Sponsorships. She will be more than happy to meet with you and to help you tailor a sponsorship package to meet your company's needs. She can be reached at 510.919.2324 or by e-mail at [andrea@lynxeyedmarketing.com](mailto:andrea@lynxeyedmarketing.com).

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Contact Andrea Snedeker, VP Sponsorships, for more information or to purchase a sponsorship package. Phone: 510.919.2324 or by e-mail at [andrea@lynxeyedmarketing.com](mailto:andrea@lynxeyedmarketing.com).

Please note: The SFAMA reserves the right to alter or change the sponsorship benefits at our discretion. However, if we remove a benefit, we will replace it with a similarly valued benefit of our choosing.



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## SPONSORSHIP OPPORTUNITIES OVERVIEW

### *Sustaining Program Sponsorship Levels*

- Platinum--\$10,000
- Premier --\$5,000
- Elite --\$2,500
- Benefactor --\$1,000

### *Excellence in Marketing Awards*

- Category Leader - \$5,000
- Brand Builder - \$2,500
- Innovator - \$1,200
- Market Leader - \$500

### *Annual Holiday Party*

- Annual Holiday Party - \$3,000

### *Mixers*

- Mixer - \$500

### *Advertisements*

- Printed newsletter
- e-Mail communication
- Web-site

### *Friend of the SFAMA*

- In-Kind Donations

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## SPONSORSHIP DESCRIPTIONS AND BENEFITS

### PROGRAM SPONSORSHIPS

#### **PLATINUM (2) @ \$10,000 – NON-COMPETING ONLY**

- **Sponsor for (8) monthly programs**
- Year-long web-page link with company description on SFAMA sponsorship page and rotating special mention of platinum sponsorship on homepage
- Sponsor logo on email blast announcing (8) monthly programs
- (2) passes to each of the (8) monthly programs and to the annual EIMA and the Holiday Party (*additional tickets can be purchased at the AMA member rate*)
- Sponsor signage posted in the registration area at (8) monthly programs
- Sponsor receives (2) one minute presentation opportunities at (2) of the (8) sponsored programs (*to be mutually determined by the sponsor and the AMA Sponsorship and Program Committees*)
- Opportunity to set-up a table display at (a minimum of 4) of the (8) sponsored programs. Company materials will be distributed to all attendees at the remaining programs in lieu of a table display.
- Two one half page advertisements in SFAMA newsletter
- Right to send an e-mail communication (approved by SFAMA) to program attendees four times a year – must be done through SFAMA – schedule to be mutually agreed upon
- Ability to provide company collateral material and giveaways in new member orientation packages
- Right of first selection for AMA Special Event sponsorship opportunities
- Right of first refusal for renewal at Platinum level

#### **PREMIER (3) @ \$5,000 – COMPETING OKAY**

- **Sponsor for (5) monthly programs**
- Year-long web-page link with company description on SFAMA sponsorship page and rotating special mention of Premier sponsorship on homepage
- Sponsor logo on e-mail blast announcing (5) monthly programs
- (2) passes to each of the (5) monthly programs and (1) pass to the annual EIMA and the Holiday Party (*additional tickets can be purchased at the AMA member rate*)
- Sponsor signage posted in the registration area at monthly programs
- Sponsor receives (1) one minute presentation opportunity at (1) of the (5) sponsored programs (*to be mutually determined by the sponsor and the AMA Sponsorship and Program Committees*)
- Opportunity to set-up a table display at up to (3) of the (5) sponsored programs. Company materials will be distributed to all attendees at the remaining programs in lieu of a table display.
- Two one quarter page ads in SFAMA newsletter
- Distribution of sponsor's literature at remaining (2) sponsored programs
- Right to send an e-mail communication (approved by SFAMA) to program attendees two times a year – must be done through SFAMA – schedule to be mutually agreed upon
- Right of first refusal for renewal at Premier level

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#### **ELITE (4) @ \$2,500 – COMPETING OKAY**

- Sponsor for (3) monthly programs
- Year-long web-page link with company description on SFAMA sponsorship page and rotating special mention of Elite sponsorship on homepage
- Sponsor logo on email blast announcing (3) monthly programs
- (1) pass to each of the (3) monthly programs (*additional tickets can be purchased at the AMA member rate*)
- Sponsor signage posted in the registration area at (3) monthly programs
- Opportunity to set-up a table display at up to (3) of the sponsored programs. Company materials will be distributed in lieu of a table display if sponsor is not in attendance.
- One eighth page ad in SFAMA newsletter
- Right to send an e-mail communication (approved by SFAMA) to program attendees one time during the year – must be done through SFAMA – schedule to be mutually agreed upon
- Right of first refusal for renewal at Elite level

#### **BENEFACTOR (6) @ \$1,000 – COMPETING OKAY**

- Sponsor for (single) monthly program
- Sponsor logo on email blast announcing monthly program
- (2) passes to the monthly program (*additional tickets can be purchased at the AMA member rate*)
- Sponsor signage posted in the registration area at monthly program
- Table display at the sponsored program
- Right of first refusal for renewal at Benefactor level

### **EXCELLENCE IN MARKETING AWARDS**

#### **CATEGORY LEADER (2) @ \$5,000 – NON-COMPETING ONLY**

- Sponsor logo on all email blasts announcing the special event
- EIMA web-page link with company description on SFAMA sponsorship page and rotating special mention of Category Leader sponsorship prior to the event and for one month following the event
- Sponsor receives public speaking opportunity to acknowledge their sponsorship and introduce the program MC or opportunity to MC the distribution raffle items (must choose at time of sponsorship)
- Sponsor logo in all print materials related to event
- Table display at the event
- Opportunity to distribute branded promotional item to attendees
- (4) passes to the event (*additional tickets can be purchased at the AMA member rate*)
- Sponsor signage posted in the registration area at the program
- Logo on SFAMA web-site
- Right to send an e-mail communication (approved by SFAMA) to program attendees one time – must be done through SFAMA – schedule to be mutually agreed upon but must be immediately prior the event or after
- Right of first refusal for renewal at Category Leader level

#### **BRAND BUILDER (4) @ \$2,500 – COMPETING ONLY**

- Sponsor logo on all e-mail blasts announcing the special event
- Sponsor logo in all print materials related to event
- Table display at the event
- (3) passes to the event (*additional tickets can be purchased at the AMA member rate*)

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- Sponsor signage posted in the registration area at the program
- Right of first refusal for renewal at Brand Builder level

#### **INNOVATOR (4) @ \$1,200 – COMPETING OKAY**

- Sponsor logo on all e-mail blasts announcing the special event
- Sponsor logo in all print materials related to event
- (2) passes to the event (*additional tickets can be purchased at the AMA member rate*)
- Sponsor signage posted in the registration area at the program
- Right of first refusal for renewal at Innovator level

#### **MARKET LEADER (6) @ \$500 – COMPETING OKAY**

- (2) passes to the event (*additional tickets can be purchased at the AMA member rate*)
- Sponsor signage posted in the registration area at the program
- Right of first refusal for renewal at Market Leader level

### **HOLIDAY PARTY**

#### **ANNUAL HOLIDAY PARTY (1) @ \$3,000**

- **Exclusive sponsor of the special event**
- Sponsor logo on all e-mail blasts announcing the special event
- (4) passes to the event (*additional tickets can be purchased at the AMA member rate*)
- Sponsor signage posted in the registration area at the program
- Opportunity to distribute branded promotional item to attendees
- Right to send an e-mail communication (approved by SFAMA) to program attendees immediately prior or after the event – must be done through SFAMA – schedule to be mutually agreed upon
- Right of first refusal for renewal

### **MIXERS**

#### **Mixers (when scheduled) (2) @ \$500 – NON COMPETING**

- Tabletop display, including materials and signage, at mixer
- Product or literature display at registration table
- Recognition as an event sponsor in SFAMA promotional materials prior to event
- Public recognition and short description of company at event during introductions
- Link to sponsor's web-site via company provided logo wherever sponsored mixer is mentioned

### **ADVERTISEMENTS**

#### **SFAMA Marketing Connections Newsletter**

#### **Advertising Rate Schedule & Ad Sizes**

The chapter sends a print newsletter to members four times per year. The following are the advertising rates and ad sizes available at each advertising frequency\*. These rates are valid for black and white or color advertisements.

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Rate Per Issue at Each Frequency Rate				
Ad Dimensions (Choose layout preferred)	1 Issue	2 Issues	3 Issues	4 Issues
Half Page of 8 1/2" x 11" layout	\$825	\$800	\$775	\$750
1/4 Page of 8 1/2" x 11" layout	\$465	\$440	\$415	\$390
1/8 Page of 8 1/2" x 11" layout	\$255	\$240	\$225	\$210

\*For example, if you want to have a 1/4 page ad in 3 issues, you would pay \$415 x 3 = \$1245

### E-mail Advertisements

The chapter sends on an as needed basis electronic communications to members each month. Sponsors have the opportunity to reach our membership through this communication vehicle.

#### **Logo - \$400 – 150 pixels**

- One month beginning on 1<sup>st</sup> day of month through last day of month
  - Link to sponsor's web-site from HTML communication
  - Company name, logo and 50 word description listed under resources section of [www.sfama.org](http://www.sfama.org)

#### **Animated GIF - \$500 – 150 pixels**

- One month beginning on 1<sup>st</sup> day of month through last day of month
  - Link to sponsor's web-site from HTML communication web-site
  - Company name, logo and 50 word description listed under resources section of the [www.sfama.org](http://www.sfama.org)

### Web-site Logo Placement

Sponsors have the opportunity to list their logo in the resources section of [www.sfama.org](http://www.sfama.org).

#### **Logo - \$400 – 150 pixels**

- One month beginning on 1<sup>st</sup> day of month through last day of month
  - Link to sponsor's web-site from SFAMA web-site
  - Company name, logo and 50 word description listed under resources section of [www.sfama.org](http://www.sfama.org)

#### **Animated GIF - \$500 – 150 pixels**

- One month beginning on 1<sup>st</sup> day of month through last day of month
  - Link to sponsor's web-site from SFAMA web-site
  - Company name, logo and 50 word description listed under resources section of the [www.sfama.org](http://www.sfama.org)

### FRIEND OF THE SFAMA – In Kind Donations

The SFAMA Chapter welcomes solicitations for in-kind trades. If you have a product or service you would like to have considered for an in-kind trade, please contact us.

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