



**2019-2020**  
**CORPORATE**  
**SPONSORSHIP**  
**PACKET**



AMERICAN MARKETING  
ASSOCIATION

## AMA CORPORATE PARTNERSHIP PACKET 2019 - 2020

Dear Potential Sponsor,

My name is Matthew Bloomberg, Vice President of Corporate Relations and Professional Development, and I am writing on behalf of the American Marketing Association Collegiate Chapter at the University of Illinois at Urbana Champaign. AMA is eager to foster a mutually beneficial relationship between your company and our chapter this upcoming academic year.

Our AMA chapter is made up of over 100 motivated students ranging from freshmen to seniors. Members come from a variety of academic backgrounds that include majors in marketing, management, finance, psychology and more. AMA members are students excelling beyond their academic endeavors. Our passion for marketing drives us to find marketing experiences outside of the classroom and absorb all that is offered. We are excited to build relationships with your company. The University of Illinois Marketing program is proudly ranked 12<sup>th</sup> in the nation. With our impressive academic foundation and passion, our AMA chapter creates great networking potential.

There are a variety of ways companies can partner with AMA at the University of Illinois. This includes our various sponsorship levels as well the opportunity to come speak to our chapter. Sponsorships help us provide more events for our members. Corporate speakers promote a relationship between their company and our members and they provide students with a greater learning experience. Further details of sponsorship levels and the opportunity to be a corporate speaker are outlined in the following pages of this packet.

If you have any questions or would like more details, please do not hesitate to call me at (217) 415-5477 or to contact me via email at [corporate.relations@illinoisama.org](mailto:corporate.relations@illinoisama.org). Thank you and I look forward to working with you!

Sincerely,

**Matthew Bloomberg**

AMA VP Corporate Relations and Professional Development  
Gies College of Business - University of Illinois at Urbana-Champaign  
Marketing and Information Systems - 2021



AMERICAN MARKETING ASSOCIATION AT ILLINOIS

# ABOUT US

## ABOUT THE AMERICAN MARKETING ASSOCIATION

The American Marketing Association is a professional association for individuals and organizations leading the practice, teaching and development of marketing worldwide. The AMA consists of over 30,000 members internationally. The association seeks to empower marketers by providing resources that inspire, nurture, and motivate members.

## ABOUT THE UNIVERSITY OF ILLINOIS COLLEGIATE CHAPTER

The University of Illinois AMA chapter was founded in 1948 and was the first established collegiate chapter. Since the UIUC chapter's initial collegiate inception, the collegiate community has expanded to 320+ professional chapters across the US and Canada. Our chapter boasts over 100 members.

We received an award for Outstanding Professional Development at the Annual American Marketing Association Intercollegiate Conference in 2013-2014. In the year prior, 2012-2013, our chapter received three awards for Outstanding Membership Activities, Outstanding Chapter Planning, and Outstanding Professional Development. These awards recognize our efforts to make our chapter stronger. In 2010, we obtained recognition as one of the top 16 AMA Chapters out of 320+ collegiate chapters nationwide.

Our mission is to provide all University of Illinois students interested in marketing with the opportunity to develop themselves professionally, achieve personal growth, and foster relationships with a diverse group of business professionals and fellow students, while learning about marketing's essential role in a dynamic business environment.

We offer our students a variety of opportunities so members are well rounded and receive as much value from our organization as possible. Programming we offer includes but is not limited to:

- Professional Events
- Social Events
- Philanthropic Events
- Team Building Exercises
- Case competitions
- Consulting cases with local businesses
- Online Marketing Challenges

Please feel free to visit our newly updated website [illinoisama.org](http://illinoisama.org) to learn more.



# **BENEFITS OF PARTNERSHIP WITH AMA**

Creating a partnership between your company and AMA is mutually beneficial on multiple accounts:

## **NETWORKING OPPORTUNITIES**

A relationship with AMA creates a great networking opportunity. Students in our chapter are interested in pursuing careers related to marketing and partnering with our chapter allows your company direct access to these students.

## **SKILL ENHANCEMENT**

Partnerships help foster greater learning experiences for students. Sponsorships allow our chapter the ability to provide more programming opportunities that teach members skills beneficial for pursuing professional careers. Our members also benefit from learning from professionals. Ultimately, a greater learning experience for students is an asset to businesses who are looking to hire bright, talented students, because they will have more knowledge of the field.

## **STRENGTHEN TIES WITH THE UNIVERSITY OF ILLINOIS**

Partnering with AMA creates a stronger tie between your business and our University. The University of Illinois is a high performing school, ranked as the number 11 best public university by U.S. News & World Report's America's Best Colleges. Specifically, the University of Illinois-College of Business is ranked 14<sup>th</sup> nationally!

## **GREATER EXPOSURE**

We display our partner's logos on a variety of platforms. AMA has a recently updated webpage where we display our partner's logo and a link to each partner's webpage. Partners also gain exposure on Quad Day where they will have their logo displayed on all of our chapter newsletters, announcements, and on our t-shirts.

# PARTNERSHIP LEVELS

We rely greatly on the support of our corporate sponsors to be able to provide our students with quality programming experiences. Through your support, we will be able to hold more events throughout the year as well as reduce the cost to students in the form of dues and event fees. Below are our partnership tiers for the 2019-2020 school year.

## Gold Level Sponsor (\$700+)

- Guaranteed networking with AMA members at professional and social events
- A page of career/internship opportunities on our website and company exposure through AMA weekly emails and communication.
- Invitation to attend AMA weekly meetings
- Large sized company logo on AMA t-shirts and additional marketing materials
- Scrolling company logo at footer of our web pages with link to company's homepage
- Exposure to hundreds of students on Quad Day and Business Quad Day
- Opportunity to sponsor/have company logo/name on AMA at Illinois social media posts
- Five free creatively designed AMA at Illinois T-Shirts!

## Silver Level Sponsor (\$300-\$699)

- Opportunities to network with AMA members at professional and social events
- Partial page of AMA at Illinois website dedicated to your company and career/internship opportunities
- Invitation to attend AMA weekly meetings
- Medium sized company logo on AMA t-shirts and marketing materials
- Scrolling company logo at footer of our web pages with link to company's homepage
- Opportunity to sponsor/have company logo/name on AMA at Illinois social media posts

## Bronze Level Sponsor (\$100-\$299)

- Opportunity to network with AMA members at professional events
- Invitation to attend AMA weekly meetings
- Placement with name of your company on the AMA at Illinois website with link to your homepage
- Small company logo on AMA t-shirts and marketing materials
- Opportunity to host a meeting/workshop through AMA to prepare students for their careers
- Opportunity to sponsor/have company logo/name on AMA at Illinois social media posts

## Professional Speaker (\$ Optional)

- Opportunity to share information about your company with members
- Exposure and networking opportunity for both students and your company



On the following pages, you will find a sponsorship commitment form. If you desire, please thoroughly complete the form and return it to the address listed in order for us to recognize your support. Your time and consideration is greatly appreciated and we hope you will choose to support us in our efforts.

## WE APPRECIATE YOUR SUPPORT!

With the generous support of past sponsors, we have been able to...

...host numerous membership events,



and national conferences,

attend regional



and more!



# COMMITMENT FORM 2019-2020

I am pleased to support the University of Illinois at Urbana-Champaign's American Marketing Association as a sponsor:

_____	Gold Level Sponsor	\$700+
_____	Silver Level Sponsor	\$300-\$699
_____	Bronze Level Sponsor	\$100-299
_____	We will be unable to offer sponsorship at the above listed levels, but I would like to send a professional to campus to speak to AMA!	

Company Name:

Contact Name:

Address:

Phone Number:

E-Mail: Organization/Company Name:

Preferred Campus Visit Dates (M-F):

Checks can be made payable to "AMA at Illinois"  
Please send this commitment form and your signed check to:

American Marketing Association at Illinois  
Office of Undergraduate Affairs Attn; Betsy Lancaster  
1055 Business Instructional Facility, MC-520  
515 East Gregory Drive  
Champaign, IL 61820

Please contact Matthew Bloomberg at [corporate.relations@illinoisama.org](mailto:corporate.relations@illinoisama.org) with any questions.

**THANK YOU FOR SUPPORTING AMA AT ILLINOIS THROUGH YOUR PARTNERSHIP COMMITMENT.  
WE LOOK FORWARD TO WORKING WITH YOU THIS YEAR!**



AMERICAN MARKETING ASSOCIATION AT ILLINOIS