



2019 SPONSORSHIP PACKAGES

Our sponsorship packages can be customized to meet your company's goals. When you partner with the Reno-Tahoe American Marketing Association, you'll receive real opportunities to connect with local marketers while giving back to the community. Becoming a AMA sponsor is more than having your logo on our website - it means you are building relationships with the marketing influencers and decision-makers of the Reno-Tahoe community and helping us elevate the caliber of AMA events.

	Title Sponsor	Partner Sponsor	Luncheon Sponsor	Chapter Sponsor	Student Sponsor
	\$5,000	\$1,500	\$500	\$300	\$125
Only one available	>				
Premiere recognition on printed and digital Special Event materials	>				
Memberships to Reno-Tahoe AMA Chapter	5 memberships (\$1,500 value)	2 memberships (\$600 value)			
Seats to any AMA luncheon throughout the year	10 seats (\$250 value)	4 seats (\$100 value)	4 seats (\$100 value)		5 seats for university/community college students
Featured sponsor in all communications*	>	>	Throughout the luncheon month		
Featured blog post	>	>	>	>	>
Premiere recognition at one luncheon	Includes introductory speaking opportunity before luncheon		>		>
In-kind availability				All previous in-kind sponsors included in this tier	

*Includes monthly social media outreach, newsletters, Reno-Tahoe AMA website & luncheon slideshow.

Email Melissa Perez-Rios for additional sponsorship information mperezrios@nevada.unr.edu

The Reno-Tahoe chapter of the American Marketing Association (AMA) was founded locally in 1982, and serves as the resource for area marketers to learn, grow, and connect through opportunities that promote education and marketing excellence.

> Luncheons

10 luncheons per year

Attendance ranges between 40 and 60 people

Nationally recognized speakers such as Mark Schaefer, Chris Guillebeau, local agencies such as Noble Studios, and celebrated academics such as Dr. Brett Simmons

> Special Events

3 annual special events per year

- The Marketing Workshop: Educational series that features the top names in marketing
- The Ace Awards: Recognizing excellence in marketing in our local community
- Mingle Bells: Collaboration with other local organizations that brings people together for the holidays and benefits a different charity each year

Attendance ranges between 75 and 125 people

> Email

1 monthly newsletter

2-3 monthly event focused emails per month

Each email reaches over 3,500 people from various local companies such as Microsoft, IGT, UNR, Renown, The Atlantis, and more

> Website

Approximately 1,000 sessions per month

75% new visitors

Geographic breakdown of traffic:

- 57% Nevada (80% Reno, 10% Sparks, others mixed)
- 18.5% California (25% San Francisco, 17% Sacramento, 8% Los Angeles, 5% Truckee, others mixed)

> Facebook

1,000+ likes

1,000+ followers

Approximately 100 engagements per month on average

2 posts per week

> Twitter

3,000+ followers; 1-2 posts per week

> LinkedIn

450 members; 1-2 posts per week

> Instagram

1,000+ followers; 1-2 posts per week

