

# American Marketing Association Knoxville Chapter

CONNECT • INSPIRE • DEVELOP

**SPONSORSHIP:** Open the door to Knoxville's network of marketing leaders.

Connect with Knoxvillians with clout, with people who possess passion for their profession. These are the influencers and decision makers.

Today's highly competitive marketplace is filled with organizations focused on advertising, interactive media and public relations. Knoxville American Marketing Association runs point on the conversation for all things marketing.

There's nothing like a strong network, an extended team, for reaching amazing goals. KAMA reaches marketing practitioners in all organization types and enterprises in the area: public and companies, universities, hospitals, digital marketing firms, nonprofits and more.

**BECOME A KAMA SPONSOR OR PARTNER TODAY.**

We're grateful for your interest in Knoxville American Marketing Association (KAMA) Partnership program. As Knoxville's premier professional society, we're passionate about developing marketing leaders committed to reaching and sustaining remarkable relationships with clients and customers. Our goal is, simply, to make vital contributions and a difference in economic growth and an improved quality of life in East Tennessee, creating ripples that extend far beyond its borders.

*Partnership with us gives you access to marketers throughout East Tennessee.*

Together, we'll support the KAMA mission: To connect, inspire and develop the marketing community. And, together, we'll share a greater vision: To be the trusted resource in advancing the art, science and practice of marketing in our region.



## **ANNUAL SPONSORSHIP: \$5,000\***

- (2) Complimentary memberships for the year
- Designation as a member of the prestigious Circle of Eagles Endowment Fund
- Logo on KAMA website page throughout the year
- (1) Sponsor Spotlight on KAMA event page
- Logo recognition included on KAMA Facebook cover photo throughout the year
- Verbal recognition at all KAMA events throughout the year
- Logo inclusion on all banners, table cards, programs at events
- Opportunity to include promotional material in goodie bags at annual conference
- Choice of four (4) tickets to either the KAMA Honors event or annual conference

## **AFFINITY PARTNERS: \$2,500 Level (4 available)**

- (1) Complimentary membership for the year
- Sponsor of the luncheon series
- Number of events: 7
- Logo in web ads promoting each luncheon
- Logo in each luncheon email blast
- Logo on KAMA luncheon event pages
- (1) Sponsor Spotlight on KAMA event page
- Opportunity for company representative to be a guest speaker at one luncheon
- Opportunity to introduce speaker at one luncheon
- Verbal recognition at each luncheon
- Logo visibility at each luncheon (PPT slide show)
- Opportunity to distribute promotional material at each luncheon
- Two (2) complimentary registrations for luncheons
- Choice of two (2) tickets to either the KAMA Honors event or annual conference

## **\$500 LEVEL: (unlimited)**

- Covers luncheon fees for student members
- Logo on KAMA website
- Choice of two (2) tickets to either the KAMA Honors event or annual conference

## EVENT SPONSORSHIPS

### ANNUAL CONFERENCE\*\* AND KAMA HONORS: **\$1,000** (6 available)

- Sponsor of KAMA Annual Events
- Number of events: 2
- Logo in web ads promoting each event
- Logo in all print ads for each event
- Logo in each event email blast
- Logo on KAMA event pages
- (1) Sponsor Spotlight on KAMA event page
- Exhibit space at the annual conference
- Verbal recognition at each event
- Logo visibility at events (PPT slide show)
- Logo inclusion on all banners, table cards, programs at the conference and KAMA Honors event
- Opportunity to include promotional material in goodie bags at annual conference
- Two (2) tickets to the annual KAMA Honors event

\*Supports student members by giving them the ability to attend professional development programs

\*\*Panel Sponsorships will also be available and outlined closer to the event

For more information or to become a sponsor, please contact Sarah Dixon at (865) 523-2665, or [sponsorships@kama.org](mailto:sponsorships@kama.org)!

