

2024-2025



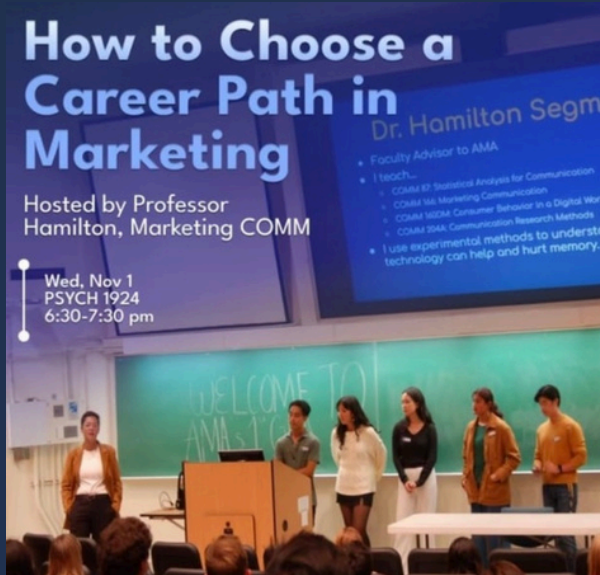
AM> AMERICAN MARKETING
ASSOCIATION

Sponsorship Proposal

University of California Santa Barbara

UCSB AMA

A student-led organization dedicated to helping UCSB students discover their path in marketing



WHAT IS UCSB AMERICAN MARKETING ASSOCIATION?

AMA is the first established marketing student community on UCSB's campus. We are dedicated to furthering students' education outside the classroom in the field of marketing.

We offer hands-on experience through projects that allow students to put their marketing knowledge to practical use. As well as, social and professional events for members to network with like-minded students and local professionals.



WHY SHOULD YOU SPONSOR US?

Through various events, communications, and engagement channels, the Santa Barbara AMA offers your business a range of opportunities to get connected with potential prospects and ultimately expand your company. We highly value our sponsors and consistently generate new business for them all the time!

What sets us apart is our distinctive approach. We actively engage with our sponsors to gain a comprehensive grasp on their partnership goals to design a valuable package with benefits that matter to them. We maintain consistent communication to explore fresh ideas and continue to enhance the value we provide.



Benefits You Could Enjoy:

We want to work to develop a package that will best fit YOUR business!

01 Development

- Santa Barbara AMA memberships
- Job board postings

02 Digital

- Website integration
- Email
- Blogs
- Podcast interviews
- Video and commercials
- Spotlight features
- Social media

03 Events

- Promotion at events and tabling
- Signage
- Swag and promotional items
- Event hosting

04 Print

- Ads
- Press releases



Sponsorship Packages:

1

Gold Sponsor

\$3,000 or equivalent

- Logo on pre and post-event emails
- Logo and description with website URL link on our website
- Logo on all tabling events
- Logo at the end of all meeting slides
- Promo on our social media channels every month
- 30-40 second promotion every AMA meeting to our members
- Live 60-minute Zoom or in-person workshop with our members

2

Silver

\$2,000 or equivalent

- Logo on pre and post-event emails
- Logo and description with website URL link on our website
- Logo on all tabling events
- Logo at the end of all meeting slides
- Promo on our social media channels every month
- 30-40 second promotion every AMA meeting to our members

3

Bronze

\$1,000 or equivalent

- Logo on pre and post-event emails
- Logo and description with website URL link on our website
- Logo on all tabling events
- Logo at the end of all meeting slides

4

In-Kind Partner

Let's chat about what products or services we can provide one another!



For inquiries,
contact us.



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