



San Francisco Bay Area Chapter
American Marketing Association

A large, light gray graphic of the Golden Gate Bridge spans the width of the page, serving as a background for the central text.

SFAMA Sponsorship

Reaching the Bay Area's Marketing Community

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SFAMA Sponsorship Offers

Your target market

The Leading Association

SFAMA is the leading association for professional development and networking for the Bay Area's top marketing professionals. Through cutting edge monthly educational programs with nationally known speakers, we have established a standard of excellence in advancing the marketing discipline in San Francisco.

With nearly 400 members, sponsors will have access to the Bay Area's marketing elite and an excellent opportunity to raise their company's profile among them. Most of our events are open to nonmembers and therefore reach far beyond our member base. Our popular programming has given us a community in the thousands.

3,000 Marketing Professionals

SFAMA's community of more than 3000 marketing professionals represents a variety of marketing disciplines. Our audience consists primarily of CMOs, decision-making marketing professionals, business executives and founders, educators and students.

Our members share one thing in common – the desire to be the best marketers they can be. They join to continue their education and to learn about the best practices, products and services available.

When you sponsor with SFAMA you:

- Associate your company with the leading authority on marketing in the Bay Area
- Reach key marketing decision makers through our events, website, email blasts and various social media platforms
- Reach 3,000 marketing professionals through our email blasts which are generally sent three times a month for 9,000 impressions per month
- Reach our growing social media community: 2,000 member LinkedIn group, 1,400 Twitter followers and 1,000 Facebook friends
- Engage and showcase your sales team in chapter sponsorship
- Build lasting relationships
- Are viewed as a contributor to San Francisco's business, education and nonprofit communities

Corporate sponsorship packages are offered on a yearly basis and receive prominent exposure through events and other channels based on sponsor level. Our sponsorship benefits are detailed in the enclosed package and range from \$1,500 - \$10,000. In-kind sponsorships are negotiated individually, based on perceived value for both parties.





SFAMA Is

Our vision, members, motivation

Vision

The San Francisco American Marketing Association offers professional and student marketers from across our diverse region a nexus of continued learning, professional development and camaraderie. Reflecting the Bay Area's tradition of excellence and innovation, we are focused on leading trends in today's marketing environment.

Who We Are

SFAMA is a diverse group of elite marketing professionals including members from advertising, public relations, product management, market research, consulting firms and the rest of the marketing spectrum. Chartered in 1937, our goal is to advance members' professional capabilities in marketing. Cutting-edge programming and extensive networking opportunities further this goal.

Why

Members join for a variety of reasons, among them:

- Exposure to leading edge thinking to deepen marketing expertise
- Access proven trusted marketing strategies, best practices etc. designed to foster professional development and stimulate new ideas
- A source for up-to-date marketing tools to establish marketing talent/resourcefulness
- Stay current with marketplace opportunities to more effectively manage careers
- Connect with like-minded people in order to collaborate, create and share opportunities for personal advancement and business problem solving



Photography courtesy of Gregory Cowley Photography

SFAMA Programming

At our best

SFAMA is renowned for its cutting edge monthly educational programming. We regularly attract the highest level attendees with our industry expert and C-level speakers. Some recent programs include:

Social Marketing 101

Over the past few years, we have learned that having a social marketing strategy is a great and inexpensive way for businesses to get their name out there. All it takes is to start a twitter or Facebook account. But how effective is your social strategy working for you? Does it generate enough awareness for your brand? Is your next step to advertise through the various social media channels? Join us as we discuss how some of the top social media sites and how advertising works.

Hot or Not: The Disruptive Tech Outlook for 2012

What new technologies should be on your radar, and which ones can you safely ignore? Charlene Li, founder of Altimeter Group and author of "Open Leadership" and "Groundswell" provides her take on what 2012 brings. Topics include the rise and use of social data, the evolution of new search technologies, and the evolution of consumer experiences.

But more than just a rundown of new technologies, the evenings focus will be on what companies today need to do to prepare for this emerging future. You'll walk out at the end of the evening armed with pragmatic, practical steps to take.



Your Marketing Career: Live the Life You Envision



As the marketing landscape lives in constant change, so does our career path as marketers. Jennifer Remling, Director of Global Recruiting at AKQA and author of *Carve Your Own Road: Live the Life You Envision* will discuss how to navigate your way through the competitive landscape and come out on top on your terms. Jennifer will share how she progressed from college to a new world of self-discovery, and on to Director of Global Recruiting at AKQA.





Moving Down the Click: What Drives Engagement?

The online landscape has gotten noisier and more cluttered for advertisers due to smarter, yet distracted, consumers. How do advertisers in today's fragmented and noisy environment not only find the right consumers, but increase engagement to create lasting value?

We've assembled a distinguished panel of experts from leading brands and agencies, as well as an industry analyst, to help get at the drivers behind user engagement.

By giving examples of "user engagement nirvana," this panel will answer the questions – How are we defining user engagement in today's marketplace? And, how do advertisers know if they have reached their target and moved the needle?

Sports Marketing Panel

Sports are one of the nation's largest businesses, grossing an estimated \$414 billion in 2010. Sports stars are now becoming more than just heroes. They are brands in their own right; some even have their own reality shows!



Have you ever wondered how marketers of baseball, ice hockey and football teams create campaigns to increase their following, fill the stadium in a time of recession, enable fans to have relationships with the stars and create shareholder value at the same time? If so, join the SFAMA for our sports marketing event and meet our panel of experts as they give a deep dive into this area.

Video Marketing: What's working...and what's not

We have all seen that video has become a critical part of the marketing mix over the last few years from the use of video conferencing at events to the promotion of products through viral videos on YouTube. The SFAMA's next event will look into why video has become an increasingly more popular tool, the key ingredients to creating the best video for your audience and what we will see next in the space. Our panel of experts will give you the tips and tricks of the trade and highlight what has worked for them and their clients including what to avoid.

With the increasing speeds of the Internet, mobile technology and the computerization of IT we are just touching on the potential of what video can offer!

Mashable & Ben Parr: Changing the Way We View News



Find out what Ben Parr thinks of the future of social and tech at our next big event on June 22nd from 6 to 8:30 p.m. in San Francisco. He will give a tantalizing review of where we are today and where we are headed in the future. Are you wondering how business sharing is going to change in the future? Or maybe you are wondering what new technology platforms are going to change how we market?

SFAMA Networking

Mingling with the marketing elite

Networking is a key at all **SFAMA** functions but some events have that focus completely. Mixers are a way for marketers to make valuable connections in a relaxed atmosphere. Our monthly content events are educational and engaging. They have a hosted cocktail hour prior to the speaker or panel.

Networking on the Nines

SFAMA established Networking on the Nines, a series of monthly mixers, to foster quality connections among the most influential professionals in the Bay Area. 111 Minna and Dada have been recent hosts.

Bite Caramba

“BITE Caramba” was hosted by Bite Communications, **SFAMA** and PRSA Silicon Valley and PRSA San Francisco.

Attendees enjoyed the best of San Francisco’s Mexican cuisine and sweeping bay views on the roof deck.



ad:tech’s Big Networking Bash

SFAMA joined just about everyone at ad:tech - conference and exhibit hall attendees, exhibitors, speakers and press - for this all-inclusive networking event. As day one of the exhibit hall closed, everyone relaxed and drank with friends and colleagues before heading out to evening festivities. ad:tech is the largest gathering of digital marketers and **SFAMA** is co-sponsoring the bash.

Content Events

SFAMA content events are monthly meetings centered around a trending topic. The evening begins with a mixer followed by our renowned programming and Q&A time.





Corporate Sponsorship

The right SFAMA sponsorship level for you

Put you and your company in front of the most dynamic group of Bay Area marketing professionals with **SFAMA** corporate sponsorship. Not only will you associate your company with the leading authority on marketing in the Bay Area, you'll reach key marketing decision makers through our events, website, email blasts and various social media platforms. Build lasting relationships and engage your sales team with a yearlong **SFAMA** partnership. Corporate sponsorships begin at just \$1,500.

Platinum Sponsor \$10,000

Yearlong Benefits:

- Opportunity for sponsor to provide white papers, tools, tips and best practices, PPTs, etc. uploaded to **SFAMA** website (or just logo and company description, with link to sponsor-hosted materials.)
- Opportunity to provide speaker or panelist at **SFAMA** event (sponsor will work with **SFAMA** to determine individual)
- Press release upon signing
- Banner ad on **SFAMA** website for one year - top placement
- Company brand placement in all venues (website, promotions, events, materials, etc.) - largest and most prominent
- Company branding in digital promotions (exposure to 3,000 subscribers) as a platinum sponsor
- Opportunity to work with our social media team at **SFAMA** discretion
- Opportunity to introduce your company at the beginning of a content meeting (dependant upon Availability)
- Company executive profile on website
- Service mark/logo highlighting your company as platinum sponsor with link-back to your website on our resources and sponsorship pages
- Complementary passes to events to be used at your discretion - 12
- Company branding via signage and/or slideshows at events - all
- Option to place marketing material at registration desk
- Opportunity for door prize giveaway at event - all
- Option for custom sponsorship opportunities
- \$2,000 option to sponsor the Holiday Party (regularly \$2,500)

Gold Sponsor \$5,000

Benefits:

- Banner ad on **SFAMA** website for one year - middle placement
- Company brand placement in all venues (website, promotions, events, materials, etc.) - large and more prominent
- Company branding in digital promotions (exposure to 3,000 subscribers) as a gold sponsor
- Opportunity to work with our social media team at **SFAMA** discretion
- Option to place marketing material at registration desk
- Service mark/logo highlighting your company as gold sponsor with link-back to your website on our resources and sponsorship pages
- Complementary passes to events to be used at your discretion - 10
- Company branding via signage and/or slideshows at events
- Opportunity for door prize giveaway at event - 5
- Option for custom sponsorship opportunities

Silver Sponsor \$2,500

Yearlong Benefits:

- Company brand placement in all venues (website, promotions, events, materials, etc.) - average size
- Company branding in digital promotions (exposure to 3,000 subscribers) as a silver sponsor
- Opportunity to work with our social media team at **SFAMA** discretion
- Service mark/logo highlighting your company as silver sponsor with link-back to your website on our resources and sponsorship pages
- Complementary passes to events to be used at your discretion - 4
- Company branding via signage and/or slideshows at events
- Option to place marketing material at registration desk
- Opportunity for door prize giveaway at event – 2
- Option for custom sponsorship opportunities





Bronze Sponsor \$1,500

Yearlong Benefits:

- Company brand placement in all venues (website, promotions, events, materials, etc.) – mentioned
- Company name listed in digital promotions (exposure to 3,000 subscribers) as a bronze sponsor
- Service mark/logo highlighting your company as bronze sponsor with link-back to your website on our resources and sponsorship pages
- Complementary passes to events to be used at your discretion - 2
- Company branding via signage and/or slideshows at events
- Opportunity for door prize giveaway at event -1

Event Sponsorship

Just the right SFAMA event

Some companies prefer to sponsor only targeted, singular events. In that case, we offer event sponsorship. Event sponsorship is available for both content events and mixers.

Event Sponsor: Content \$2,000

Benefits:

- Company brand placement in all venues (website event page, promotions, materials, etc.)
- Complementary passes to event - 2
- Company branding in event promotions (exposure to 3,000 subscribers)
- Opportunity to work with our social media team at **SFAMA** discretion
- Company branding via signage and/or slideshows at event
- Option to place marketing material at registration desk
- Opportunity for door prize giveaway at event



Event Sponsor: Mixer \$1,500

Benefits:

- Company brand placement in all venues (website event page, promotions, materials, etc.)
- Complementary passes to event - 2
- Company branding in event promotions (exposure to 3,000 subscribers)
- Opportunity to work with our social media team at **SFAMA** discretion
- Company branding via signage and/or slideshow at mixer





In-Kind Sponsorship

Mutually beneficial barter

Reach our Bay Area decision makers through in-kind sponsorship. These special trade out arrangements allow our community to experience firsthand your products and services.

In-Kind sponsorship arrangements are negotiated individually depending on the value to both parties, but all include components of our corporate sponsorship packages



Photography courtesy of Gregory Cowley Photography

In-Kind Sponsor

Benefits:

- Company brand placement in all venues (website event page, promotions, materials, etc.)
- Complementary passes to events - ranges based upon sponsorship value
- Company branding in event promotions (exposure to 3,000 subscribers)
- Opportunity to work with our social media team at **SFAMA** discretion
- Company branding via signage and/or slideshows at event
- Opportunity for door prize giveaway at events

Venue Sponsorship

Increase awareness by hosting a SFAMA event

Showcase your company by hosting the **SFAMA**. A variety of meeting space is needed, everything from small niche-market special interest groups to large content events and mixers. Venue sponsorship includes handling onsite logistics, setup, breakdown and clean up. In exchange for this we offer you:

Venue Sponsor

Benefits:

- Company brand placement in all venues (website event page, promotions, materials, etc.)
- Complementary passes to event - 2
- Company branding in event promotions (exposure to 3,000 subscribers)
- Opportunity to work with our social media team at **SFAMA** discretion
- Opportunity to introduce your company at the beginning of the meeting
- Company branding via signage and/or slideshows at event
- Option to place marketing material at registration desk
- Opportunity for door prize giveaway at event





Food & Beverage Sponsorship

A unique sampling and promotion opportunity

Introduce or reinforce your brand to our upscale demographic with SFAMA F&B sponsorship. Each content event begins with an hour long mixer where our F&B sponsors are highlighted. This is a perfect sampling opportunity; **SFAMA** attendees are both affluent and social media savvy. If they like your product, they are likely to let others know.

While we encourage F&B sponsors to attend, it is not required. We are interested in beer, wine, spirits and water beverages. In the food area we keep it fresh with a variety of sponsors, everything from gourmet food trucks to top restaurants.

Food & Beverage Sponsor

Benefits:

- Company brand placement in all venues (website event page, promotions, materials, etc.)
- Complementary passes to event - 2
- Company branding in event promotions (exposure to 3,000 subscribers)
- Opportunity to work with our social media team at **SFAMA** discretion
- Company branding via signage and/or slideshows at event
- Opportunity for door prize giveaway at event



SFAMA Sponsorship

Moving the needle

A Marketing Partnership

SFAMA sponsorship will help you move the needle. Whatever your marketing goals, we are your enthusiastic partner in making it happen. Sponsorship opportunities include:

Corporate Sponsorship

Building a yearlong relationship, from \$1,500 - \$10,000

Event Sponsorship

Focusing on one particular event or mixer, from \$1,500

In-Kind Sponsorship

Providing products or services in exchange for promotion

Venue Sponsorship

Hosting events and mixers at your place of business

Food & Beverage Sponsorship

Providing refreshments at events

The Next Step

Please contact us for a recommendation on which sponsorship package best fits your needs. We look forward to working with you

Please Contact: sponsorship@sfama.org



SPONSORSHIP AGREEMENT TERMS AND CONDITIONS

Sponsorships are available on a first-come, first-served basis. The San Francisco Chapter of the American Marketing Association (**SFAMA**) will notify sponsor in the event the sponsorship selected is unavailable.

Corporate sponsorship is effective for one year in accordance with the selected sponsorship level, beginning on the date below. Signee agrees to pay amount indicated above for sponsorship. Payment in full is due upon receipt of this agreement.

The SFAMA reserves the right to withdraw the sponsorship if payment is not received within 10 business days of receipt of the signed agreement. No refunds will be made after receipt of payment, except in cases where the selected sponsorship is unavailable. Acceptance of this application by the **SFAMA** constitutes an agreement.

Any claims in excess of \$5,000 must be arbitrated in San Francisco before a single arbitrator appointed by the American Arbitration Association and neither party has the right to conduct any civil discovery. Claims less than \$5,000 are required to be filed in the Small Claims Division of the San Francisco Courts.

The undersigned agrees to all Terms and Conditions as specified above:

Sponsor Authorized Signature

_____ Date _____

SFAMA Authorized Signature

_____ Date _____

COMPANY DESCRIPTION

Submit a separate sheet with a description of your company's services (100 words maximum) to be used in SFAMA sponsorship materials and on the SFAMA website.

INSTRUCTIONS FOR SUBMITTING YOUR COMPANY LOGO

- For Print, your logo art should be submitted as follows:
 - o Adobe Illustrator EPS file (vector image) - One color = Black; Color = 4-Color Process (CMYK). Spot colors must be converted to Process colors before submitting logo art.
- For SFAMA.org, logos files should be in either JPG or GIF format and should be no larger than 155pxls in width.
- Please provide any brand standard guidelines for using your company logo in print materials and online.
- Logo art may be sent on CD/DVD to P.O Box 193548 San Francisco, CA 94119
- Email your logo art as follows: Use Stuffit or WinZip to compress and protect the file from corruption. Email to info@SFAMA.org.