



AMA Pittsburgh

Win-Win ANNUAL Sponsorship Opportunities

AMA PITTSBURGH—KNOWN BY THE COMPANIES WE KEEP

About **300** members. The region's largest association of influential marketers.

AMA Pittsburgh emails reach approximately **2,000** past event attendees.

Company Revenue	Members by Title	Yrs in Marketing	Degree Attained
23% \$1B-plus	15% C-Suite	25% 20-plus	10% Doctorate
7% \$501M-\$999M	19% Sr. VP/VP	34% 10-19	42% Masters
10% \$101M-\$500M	21% Director	23% 5-9	
7% \$51-\$100M	20% Sr. Mgr./Sr. Brand		
47%	75%	82%	52%

Source: AMA Pittsburgh Membership Database.

HOW TO USE AMA SPONSORSHIPS

- Talent acquisition for HR teams (professional and graduate student candidates)
- Recruiting into college/university graduate or certificate programs
- Brand building/business building for marketing service providers
- Venue promotion (particularly venues that host business retreats/meetings)

MORE INFORMATION

For more information on AMA Pittsburgh event sponsorship opportunities, contact:

MIKE TIERNO

mtierno4@gmail.com
412.480.8432

MELISSA SMITH

melissasmith5398@gmail.com
215.264.6031

TERRI DEASY

robledeasy@gmail.com
412.852.0168

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PRIME NETWORKING OPPORTUNITIES WITH POTENTIAL EMPLOYEES, PARTNERS AND CLIENTS, PLUS THE FOLLOWING BENEFITS:

2016 ANNUAL SPONSOR BENEFITS

**Full Season
GOLD SILVER**

	Full Season GOLD	SILVER
Free AMA Memberships	Yes (2)	
Win-Win Custom Sponsor Benefit	Yes	
Rotating Banner Ad on AMA Website with Link	Yes	
Mention/Logo in Pittsburgh Business Times Ads Promoting Events	Yes	
Mention/Logo in Pittsburgh Business Times Bi-Annual Newsletter	Yes	
Mention/Logo in Event Direct Mail Promoting Events	Yes	
Permission to Use "AMA Pittsburgh Official Sponsor" on Company's Website	Yes	
Meet the Speakers—Ability to Reserve Seating at Speaker's Table	Yes (2)	
Ability to Distribute Literature or Giveaways at Select Events	Yes (4)	Yes (2)
Company Name Featured with Email Link in AMA E-sends to 2,000+	Yes	Yes
Complimentary Tickets to Each Event (Value of 4 tickets not to exceed \$35 each per event)	Yes (4)	Yes (2)
Verbal Recognition by Chapter President/Emcee at All Events	Yes	Yes
Logo on Registration/Event Room Signs	Yes	Yes
Logo in Event PowerPoint Loop	Yes	Yes
Mention or Logo in Event Program (when available)	Yes	Yes

INVESTMENT

One Season	\$5,000	\$3,500
Multiple season discounts available	\$ TBD	\$ TBD

All sponsor agreements subject to Board approval. In-kind sponsorships available commensurate with services.

Complimentary tickets valued at luncheon price.