

AMA

CORPORATE PARTNERSHIP OPPORTUNITIES

2024-2025

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OVERVIEW

About Us

The UW American Marketing Association (AMA) is one of the largest business clubs on campus, offering a diverse array of industry speakers, professional workshops, networking opportunities, and social events. UW AMA is comprised of over **140 members** and ranks in the top **25 chapters internationally**.

UW AMA also parents three organizations, the **Case Competition Team**, the **AMA Agency**, and the **AMA Leadership Development Program**, which all offer hands-on experience and enable professional development for our members.

Our Team

The AMA Leadership Team is comprised of 14 hard-working and ambitious individuals. We aim to connect students with opportunities, facilitate professional development, acquire skills, and advance their marketing knowledge.



WHO WE ARE

Our Why

Vision Statement

Our purpose to cultivate a creative and limitless environment where our members have access to the top mentorship and learnings from industry professionals with the support of the Executive Board. We strive to challenge the boundaries of current industry trends as well as exceed expectations from previous years.

Mission Statement

Our mission is to help every member reach their full potential by providing marketing-related resources that enhance their future careers while they pursue their undergraduate education. We nurture students' passion for marketing, build connections with industry professionals, and ensure they are equipped with the knowledge, skills, and confidence to attain their dream career.

Hands on Engagement

Case Competition Team

AMA's **Case Competition Team** offers members the opportunity to compete and solve a real-world problem. Our team placed within the **top 15 teams** in the nation for the past **three years** in the row, and in 2020, we placed **3rd nationally** out of **300** teams.



AMA Agency

Parented by UW AMA, the **UW AMA Agency** is a **student-run marketing consultancy** that provides **pro-bono solutions** to local small businesses. Through quarterly client engagements, we have advanced our members' problem-solving abilities, technical skills, and professional development.

Past clients include:



Leadership Committee

Navigating a school of **50,000** students can be challenging. Our Leadership Committee provides a pipeline to the executive board through **1:1 mentorship** and involvement in AMA projects, helping members gain **leadership experience, build networks,** and acquire jobs and internships.



Professional Development

Weekly Meetings

1. Speaker Panel – Industry Focus:

- A panel of professionals from different companies within the same industry discussing industry trends, career paths, and essential skills.

2. Speaker Panel – Company Focus:

- A panel consisting of multiple representatives from the sponsoring company, discussing various roles, company culture, and specific projects.

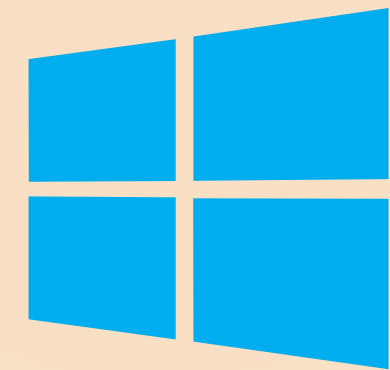
3. Keynote Speaker:

- A single keynote speaker from the sponsoring company highlighting their career path, current and upcoming projects, and key career insights.

4. Speaker Series (New):

- Week 1 Speaker Panel
- Week 2 Skills Workshop
- Week 3 Case Study

Past Speaker Events



*Our previous speakers represented over 100+ different companies

Events

Workshops

- Opportunity for members to **build strategic skills** that will help them in their marketing careers
- By leveraging AMA's network, they give a crash course on certain skills (data analytics, digital marketing, LinkedIn usage, etc.)
- **Attendance: <100 members**

Marketing and Mocktails

- Our **largest annual networking event** spread across UW and Greater Seattle Area
- In a room full of recruiters, professionals and the top 70 student marketers, we cultivate an environment where people can practice networking, discover opportunities, and prepare for the real-world
- **Attendance: <150 members + professionals**

Regional Marketing Conference

- Full day of speaker panels, workshops, and competitions to further **develop our students and challenge their capabilities**
- The list of events include workshops hosted by Seattle Sounders, competitions sponsored by Adidas, and awards banquet sponsored by Tolo Events
- **Attendance: <100 members + professionals**



AMA AGENCY



Who We Are

We are a student-run marketing consultancy that provides pro bono solutions to local small businesses.

Through quarterly client engagements, we connect students with real-world marketing projects that enhance their professional problem-solving skills and benefit the Seattle community.



300+

Students Engaged



50+

Client Projects

Our Work

Projects

5 client engagements per quarter
4 consultants and **1 project manager**
7-week period with final presentation

Recruitment

Competitive application and interview process (**>25% acceptance rate**)
across **diverse grades, majors, and backgrounds**

Solutions across strategy and implementation



Customer and Market Research



Brand Management



Social Media Strategy



Website Redesign and SEO



Email Marketing Campaigns

Project Spotlight

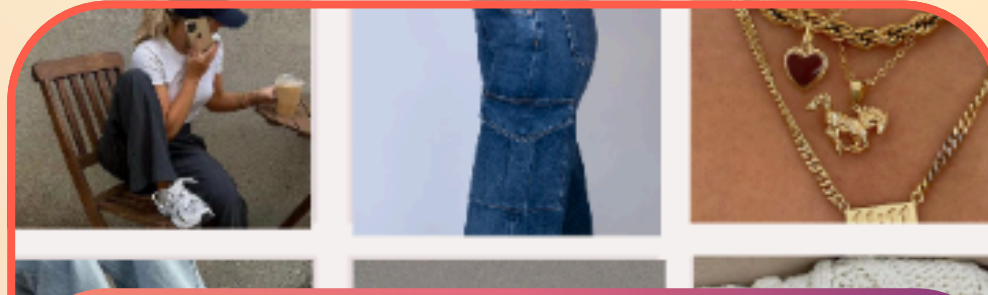


Client

MILLIE is a woman-owned **fashion boutique** curating high-quality athleisure & streetwear



Queen Anne



Objective

Develop a **robust digital presence** to **boost brand awareness** and **sales**



Autumn 2023



Key Deliverables

- Website Redesign
- SEO Audit
- Social Media Analysis
- Influencer Program
- Newsletter Campaign

Partnership Opportunity

Your support would enable us to **achieve our strategic objectives** and realize our vision to **support our local community of businesses and future marketers**



Benefits

- ✓ **Logo recognition** on website and social media (**>1.4k followers**)
- ✓ **Verbal recognition** at all AMA Agency events
- ✓ **≥1 guaranteed workshop** for all AMA and Agency members per quarter
- ✓ Access to AMA Agency **resume book**



www.uwama.com/clients

AMA'S FUTURE

Partnership Opportunity

With your support, we can achieve our **strategic goals** and bring our vision to life, **benefiting our local business community and future marketers.**



\$4,500 Total

All donations are **fully tax deductible** using our tax ID # 47-3566097, as UW AMA is a certified **501(c)(3) public charity.**

Goals

- ✓ Increase number of **member events by 20%**
- ✓ **Maintain low cost** for membership dues
- ✓ Financially support the **AMA National Team** to attend the ICC
- ✓ **Expand access to resources** and top professionals in the industry

SPONSORSHIP TIERS

BRONZE \$250

Website Exposure

- Logo on website
- Listed as **Bronze sponsor** in all events

Email Marketing

- Featured in **2 spotlight emails** across the year/contract term

Event Recognition

- Company shoutout at AMA kickoff meeting as **AMA's Bronze tier sponsor** (estimated attendance of 200 students)

SILVER \$750

Website Exposure

- Logo on website
- Listed as **Silver sponsor** in all events

Email Marketing

- Featured in newsletter and **3 spotlight emails** across the year/contract term

Event Recognition

- Company shoutout at AMA kickoff meeting as **AMA's Silver tier sponsor**

Social Media

- **1 exclusive Instagram post** with highlights of incoming projects, product launch, or hiring event
- **1 spotlight story** highlighting the company

GOLD \$1000

Website Exposure

- Logo on website
- Listed as **Gold sponsor** in all events

Email Marketing

- Featured in **all newsletter and spotlight emails** across the year/contract term

Event Recognition

- Company shoutout at AMA kickoff meeting as **AMA's Gold tier sponsor**

Social Media

- **2 exclusive Instagram posts** with highlights of incoming projects, product launch, or hiring event
- **1 spotlight story and 1 Instagram reel** highlighting the company

Speaker Meetings

- Sponsor **one Speaker Event** at a weekly AMA meeting

PLATINUM \$2000

Website Exposure

- Separate **dedicated page** highlighting contributions to AMA
- **Exclusive link** to company's website on AMA member page

Email Marketing

- **One spotlight email** and all featured in AMA weekly emails

Event Recognition

- Listed as **Platinum sponsor** in all event promotion materials
- Company shoutout at AMA kickoff meeting as AMA's **Platinum tier sponsor**

Social Media

- **2 sponsored posts, one reel, and 3 stories** in addition to event-specific promotions
- LinkedIn: **2 exclusive posts**, highlighted as platinum sponsors in specific events

Recruiting

- Access to AMA Agency and Executive Board **Resume Book**
- Internship/career opportunity featured at the **top of internship portal**

Speaker Meetings

- Announced as **Platinum tier at every meeting**
- **First pick** of which speaker meeting to sponsor
- **First pick** for M&M, banquet, career fair, regional conference engagement
- **Early access to events**

Exclusive Events

- **Company visit** with estimated attendance of 15 top marketing students
- **Private dinner** with sponsor, AMA Exec Board, and prospective professionals organized by AMA
- **Sponsor lunch and learn** with company in collaboration with Foster Career Services

Merchandise

- **Logo** on merchandise and highlighted during ICC

Add Ons

Agency \$500

Logo recognition on website and social media (>1.4 followers)

Verbal recognition at all AMA Agency events

≥1 **guaranteed workshop** for all AMA and Agency members per quarter

Access to AMA Agency **resume book**

M&M

Website Exposure

- Logo on website
- Listed as **Silver sponsor** in all events

Email Marketing

- Featured in newsletter and **3 spotlight emails** across the year/contract term

Event Recognition

- Company shoutout at AMA kickoff meeting as **AMA's Silver tier sponsor**

Social Media

- **1 exclusive Instagram post** with highlights of incoming projects, product launch, or hiring event
- **1 spotlight story** highlighting the company

RMC

Website Exposure

- Logo on website
- Listed as **Gold sponsor** in all events

Email Marketing

- Featured in **all newsletter and spotlight** emails across the year/contract term

Event Recognition

- Company shoutout at AMA kickoff meeting as **AMA's Gold tier sponsor**

Social Media

- **2 exclusive Instagram posts** with highlights of incoming projects, product launch, or hiring event
- **1 spotlight story and 1 Instagram reel** highlighting the company

Speaker Meetings

- Sponsor **one Speaker Event** at a weekly AMA meeting

Social Media

Instagram

Key Insights

Followers: 1,437

- Average Engagement: +200
- Average Impressions: +1,250
- Average Profile Activity: +350

Reels

- Average Views: +2,500
- Average Engagement: +100



Social Media

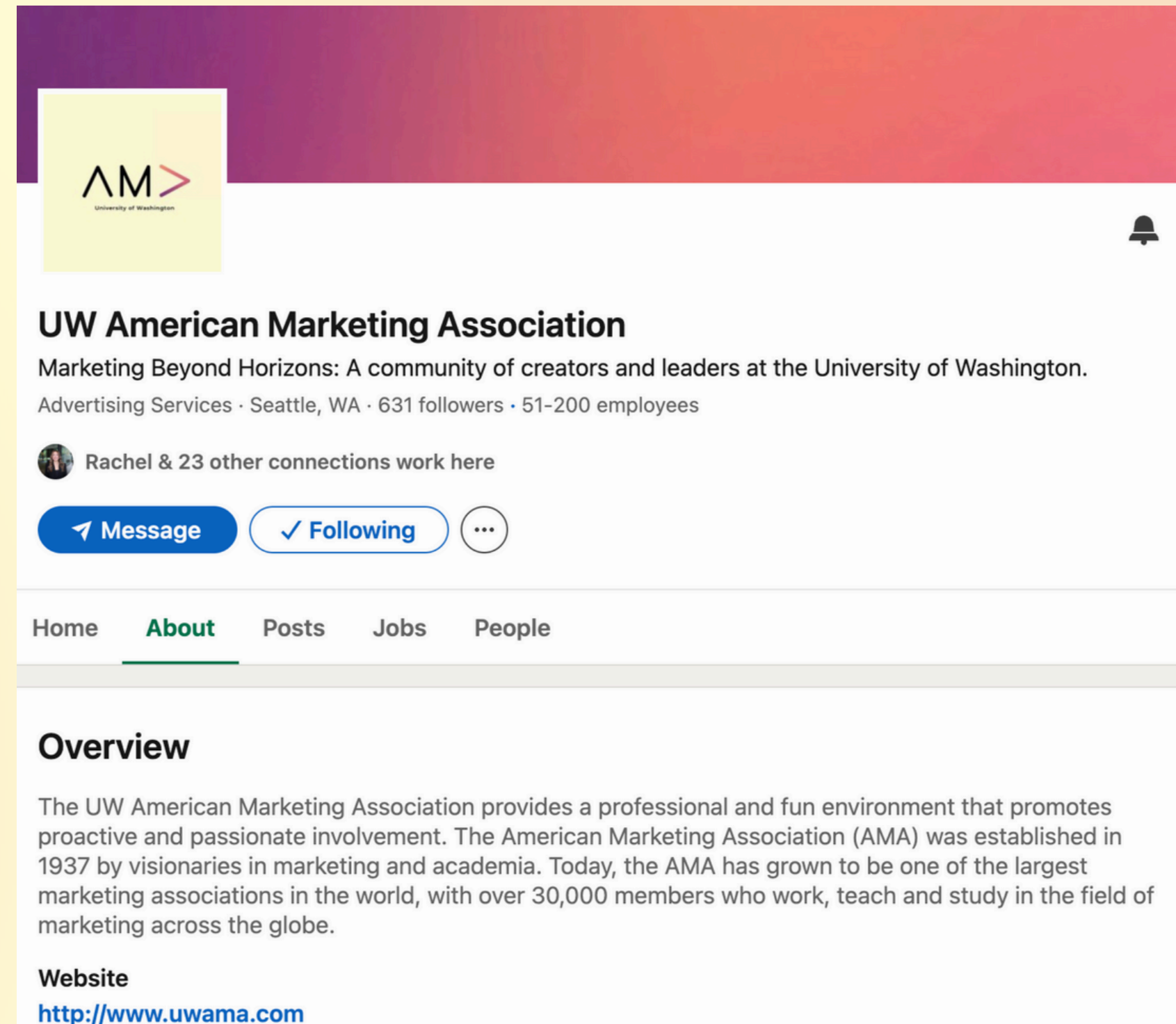
LinkedIn

Key Insights

Followers: 555

- Average Engagement: +150
- Average Impressions: +750
- Average Profile Activity: +100

Newsletter



The screenshot shows the LinkedIn profile for the UW American Marketing Association. The profile picture is the AMA logo, which consists of the letters 'AM' followed by a greater-than sign '>' in a stylized font. The profile name is 'UW American Marketing Association' and the tagline is 'Marketing Beyond Horizons: A community of creators and leaders at the University of Washington.' The location is 'Advertising Services · Seattle, WA' and there are '631 followers' and '51-200 employees'. A notification bell icon is in the top right corner. Below the profile information, it says 'Rachel & 23 other connections work here'. There are three buttons: 'Message', 'Following', and a three-dot menu. The navigation bar includes 'Home', 'About', 'Posts', 'Jobs', and 'People', with 'About' being the active tab. The 'Overview' section contains a paragraph: 'The UW American Marketing Association provides a professional and fun environment that promotes proactive and passionate involvement. The American Marketing Association (AMA) was established in 1937 by visionaries in marketing and academia. Today, the AMA has grown to be one of the largest marketing associations in the world, with over 30,000 members who work, teach and study in the field of marketing across the globe.' At the bottom, there is a 'Website' link: 'http://www.uwama.com'.

Website

uwama.com



Sponsorship Allocation



AMA International Collegiate Conference (ICC)

The 2024 AMA ICC is a pivotal event where AMA chapters across the nation to compete, network, and learn. It offers unmatched opportunities for professional development and career advancement.

Your sponsorship would cover travel/accommodation for our members to attend the conference in New Orleans, Louisiana. The University of Washington and Foster School of Business will not be covering these expenses, making your contribution vital.

UW AMA is a top 25 chapter out of 350+ internationally; we intend to return to the 2025 ICC placing top 20. We invite our sponsors to be part of the exciting achievements we have planned for the upcoming school year and the ICC!



Sponsorship Allocation

Sponsor's Benefits

- Supports emerging marketers to develop skills, gain exposure, and showcase talents nationally
- Student brand ambassadors promote your company at ICC through branded materials (apparel, presentations, etc.)
- Sponsors featured across digital platforms, tagging and acknowledging your support in all related content
- Outreach engagement increase by 150% during time at ICC

Student's Benefits

- Showcase talent and nationally compete, bringing recognition to the University of Washington and UW AMA chapter.
- Connecting with other AMA chapters and professionals, building relationships and expanding their networks.
- Lead workshops, showcasing the UW AMA chapter's accomplishments, such as Sydney, our 2023-24 President, who led a workshop on executive communication last year.

Sponsorship Spotlight



Partner -- Adidas

Being one of the biggest companies in the sports wearable market, UW AMA has the great privilege to have Adidas as a sponsor.

UW AMA Provided

As Adidas released a new version of the alpha boosts, UW AMA gave Adidas a platform to market their product to a large population of their ideal target audience. We also paired with Adidas to run a raffle to greatly increase the exposure of their brand and products.

- + 100 sign ups to their raffle giveaway
- +125% impressions
- + 50 follower increase on Adidas Instagram

Adidas Provided

- + \$200 worth of merch for Regional Conference
- New Alpha Boost Shoes as prize for Sales Competition
- Hosted the first pitch at the Seattle Mariners game for Perfect Pitch 1st place winner



Interested in Becoming an AMA Sponsor?

Contact Us!



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@uw_ama

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Learn More!



www.uwama.com/clients

