

AM> | Long Beach

# SPONSORSHIP PACKAGE

American Marketing Association Long Beach



## Letter From Director of Sponsorships,

Hello, I am Yessica Bautista, Director of Sponsorships for the American Marketing Association (AMA) at Long Beach State University. AMA Long Beach is a collegiate chapter of the American Marketing Association, an organization that enriches its members' lives on a professional and personal level. Last year the chapter placed in the top 15 chapters amongst 320+ collegiate chapters across North America.

The CSULB AMA chapter attracts a wide variety of students by providing highly motivated individuals with the resources necessary to expand their professional skills and networking abilities. Some of our most impactful tools for engaging and motivating members are: guest speaker panels, firm tours, collegiate conferences, networking events, workshops, and community outreach events. These activities are meant to help develop well-rounded professionals through engaging skill-building and professional development. AMA Long Beach opportunities have been designed to allow members to connect and unlock their potential while effectively retaining their membership.

The success of the chapter was recently recognized by the Associated Business Students Organization Council (ABSOC) receiving the student organization of the year award for the 2021-2022 school year. This was made possible by individuals within the chapter dedicated to the success of the organization along with outside sponsorship and fundraising to help fund our chapter's goals.

We plan to continue this momentum as this year presents a big opportunity with CSULB being fully in-person for the second time since the beginning of the pandemic. With more people showing up to our general meetings, we are driven to have a big year and accomplish the goals we have set out for our chapter. Sponsorship allows us to recruit new students and give opportunities to the established chapter. We want to enrich the professional lives of our members and provide them with possibilities that go beyond their academic careers. To achieve our goals this year, we are searching for contributions from businesses, alumni, and individuals who want to see us succeed.

Thank you for considering sponsoring the American Marketing Association at CSU Long Beach.

**Yessica Bautista,**  
Director of Sponsorships



# A GLANCE AT PREVIOUS YEARS

As one of the top performing organizations at Long Beach State University, AMA prides itself in giving our students access to some of the best events and opportunities at the University.

Here are a few from previous years:



## Western Regional Conference

The Western Regional Conference (WRC) is held every year in partnership with other AMA collegiate chapters for the Southern California region. The conference is held in October and aims to give insight to our members about personal branding and how to maintain professional relationships in the business world.

## Agency 241

Agency 241 is a student-led marketing agency specializing in digital and social media marketing. The team is made up of students from diverse academic backgrounds to assure quality branding goals are met. Students use Agency 241 as a way to apply what they have learned in the classroom to the real world, and this helps further develop the talent they already have. Agency 241 is a great way for students to expand their leadership and professional skills.



## Benefit Concert

An annual event held by AMA Long Beach showcasing some of the bright young talents around the local area. All proceeds from this event are donated to a philanthropy partner of our choosing. Last year, we partnered with Able Art Works, a non-profit organization providing inclusive art programs and services for marginalized and underserved communities.



### Spring Banquet

The Spring Banquet is an event we hold each year to celebrate the accomplishments of the chapter, give out awards, and recap the AMA Long Beach's success. Last year we hosted the banquet at the Small Cafe in Long Beach and announced our Adam Ly Sponsorship to one of our members!



### Community Service Initiatives

At AMA Long Beach we value philanthropy and building a stronger community. Our chapter has given back to the community of Long Beach by organizing different community service events such as beach cleanups, food drives, and mental health workshops.

**AMA International Collegiate Conference**  
Every Spring semester the American Marketing Association collegiate chapters from all across North America gather to meet at the International Collegiate Conference (AMA ICC). This week-long event allows our members to attend professional workshops, enter into competitive marketing competitions hosted by nationally acclaimed companies, and meet other members from around the nation. The conference gives exclusive access to tools and advice to jumpstart our members. Cutting-edge speakers offer breakout sessions that cater to many aspects of marketing. These sessions are especially profitable to AMA members who are interested in future leadership positions.



# Our Previous Sponsors Include:





# Chapter Sponsorship Opportunities


By sponsoring our chapter your organization will:

- Be involved in one of the fastest growing chapters in the Southern California area.
- Position your business or organization with an attractive demographic in the Long Beach Area
- Give back to the future leaders of the community

There are several ways to support the AMA Chapter at LBSU:

- 1.Donate money
- 2.Sponsor a collegiate event
- 3.Provide an In-Kind donation of products and services for meetings and events
- 4.Offer discounts on merchandise to our members
- 5.

Your contributions are crucial to the success of our AMA Long Beach chapter. It is important to note that the American Marketing Association of Long Beach is a 501(c)3 organization, therefore, sponsored donation(s) are tax deductible when made to their office and earmarked for our organization. Our goal is to establish a mutually beneficial long-term relationship with each organization we partner with. Along with tax deductible contributions, our chapter has provided sponsorship packages for monetary donations



## Sponsors Will Receive:

Tiers	Basic \$125	Bronze \$250	Silver \$500	Gold \$1000
General Meeting or Event Promotion per semester (for basic tier only 1 promotion for the whole year)	1	2	4	6
Tagged post on social media of sponsored event or shoutout to the company for contribution		✓	✓	✓
Direct Link to Company Website on CSULB AMA Homepage			✓	✓
Company logo or displayed advertisement in AMA Newsletter for a semester			✓	✓
High-quality curated content for the sponsor to post on their social media backed and put together by our creative team				✓
Sponsorship booth for major event like WRC or Benefit Concert				✓

## Alumni Sponsors Will Receive:

Tiers	Bronze \$100 (\$10/ month)	Silver \$250 (\$25/month)	Gold \$500 (\$50/ month)
AMA Alumni or Donor T-Shirt/Stickers	✓	✓	✓
Banquet Ticket for Fall and Spring (per sem)	1	2	2
Distinguish Alumni or Donor Certificate (received at Spring Banquet)	✓	✓	✓
Distinguish Alumni or Donor Medal (received at Spring Banquet)		✓	✓
Distinguish Alumni or Donor Plaque (received at Spring Banquet)		✓	✓

**Sponsorship Levels**, These are general guidelines. We gratefully accept contributions of any level and will work with your organization to provide adequate recognition for your contributions.



## Ready to make a Donation?

Sponsor Name:

Contact Name:

Address:

Email:

Desired Sponsor Level:

Phone Number:

Date:

### Questions?

#### Please Contact Us:

Yessica Bautista  
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(301) 538-9299

And from all of us at the Long Beach American Marketing Association,  
thank you for your time and consideration!

