

AM> | Long Beach

SPONSORSHIP PACKAGE 2026-2027

American Marketing Association
California State University, Long Beach



LETTER FROM THE DIRECTOR OF SPONSORSHIPS

Hello,

I'm Dakota Hedgepeth, the Director of Sponsorships for the American Marketing Association (AMA) at California State University, Long Beach. AMA Long Beach is a collegiate chapter of the American Marketing Association dedicated to supporting students both professionally and personally. Last year, our chapter was recognized as a **Top 20 chapter at the International Collegiate Conference among more than 320 collegiate chapters across North America.**

The CSULB AMA chapter attracts a diverse group of driven students by providing opportunities to strengthen their professional skills, expand their networks, and connect with industry leaders. Through **guest speaker panels, firm tours, collegiate conferences, networking events, workshops, and community outreach**, our chapter helps members develop into well-rounded professionals prepared for success beyond the classroom.

AMA Long Beach experiences are designed to allow members to connect and unlock their potential while effectively retaining their membership. The success of the chapter was recognized by the Associated Business Students Organization Council (ABSOC). **We received the student organization of the year award for two consecutive school years from 2022 to 2024.** 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.

As our chapter continues to expand, we are focused on strengthening our initiatives to better reflect our members' needs, such as **Agency 241, our Connects mentor-mentee program, Ambassadors and Committees, community service opportunities, and our Points to Success program.** These programs allow members to build meaningful relationships and stay actively engaged throughout the year. We're excited to continue building momentum and create more memorable experiences for our members.

As the attendance at our general meetings grows, we are driven to have a big year and accomplish the goals we have set out for our chapter. **A sponsorship allows us to recruit new students and give opportunities to our 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! **We would be grateful for your support and look forward to the possibility of partnering with you.**

Dakota Hedgepeth
Director of Sponsorships



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 engaged student 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 CSULB:

- Donate money
- Sponsor a collegiate event
- Provide an in-kind donation of products or services for meetings and events
- Offer discounts on merchandise to our members

Your contributions are crucial to the success of our AMA Long Beach chapter.

It's important to note that the American Marketing Association of Long Beach is a 501(c)(3) organization. Sponsored donations are tax-deductible when made to our office and earmarked for our organization.

Our goal is to establish a mutually beneficial, long-term relationship with every organization we partner with. In addition to tax-deductible contributions, our chapter offers sponsorship packages for monetary donations.

Past Sponsors



WHAT WE DO

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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.



International Collegiate Conference

Every spring, AMA collegiate chapters across North America gather for the International Collegiate Conference (AMA ICC). This week-long event features professional workshops, national marketing competitions, and networking with fellow members. Attendees gain exclusive tools, insights, and leadership development through breakout sessions led by industry-leading speakers.



Firm Tours

Our AMA chapter provides members with exclusive opportunities to attend company firm tours, giving them firsthand insight into different industries and workplace cultures. These tours enable students to explore potential career paths, ask professionals questions, and establish valuable connections beyond campus involvement.



Guest Speakers

Throughout the semester, our general meetings often feature guest speakers from a variety of industries who share their career journeys, industry insights, and practical advice. These sessions give members a chance to learn directly from professionals, have Q&As, and gain a deeper understanding of real-world marketing and business practices.

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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!



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 allows 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.



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.

Sponsors Will Receive:

SPONSOR BENEFITS	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
Social Media Shoutout Tagged post or story shoutout of sponsored event or the company for contribution	—	✓	✓	✓
Website Feature Direct link to company website on CSULB AMA homepage	—	—	✓	✓
Newsletter Feature Company logo or displayed advertisement in AMA newsletter for a semester	—	—	✓	✓
Custom Social Media Content High-quality curated content featuring the sponsor to post on our social media, backed by our creative team	—	—	—	✓
Event Booth Sponsorship booth for major event like WRC or Benefit Concert	—	—	—	✓

Alumni Sponsors Will Receive:

ALUMNI BENEFITS	BRONZE \$100 \$10/month	SILVER \$250 \$25/month	GOLD \$500 \$50/month
AMA Alumni or Donor T-Shirt/Stickers	✓	✓	✓
Banquet Ticket for Fall & Spring (per semester)	1	2	2
Distinguished Alumni or Donor Certificate (received at Spring Banquet)	✓	✓	✓
Distinguished Alumni or Donor Medal (received at Spring Banquet)	—	✓	✓
Distinguished Alumni or Donor Plaque (received at Spring Banquet)	—	—	✓

FLEXIBLE SPONSORSHIPS: *These are general guidelines. We gratefully accept contributions of any level and will work with your organization to provide adequate recognition for your support.*

Ready to Partner with Us?

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Sponsor Name:

Contact Name:

Address:

Email:

Desired Sponsor Level:

Phone Number:

Date:

Questions?

Please Contact Us:
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(626) 534-2413

Online Form

