

AM> | Long Beach

SPONSORSHIP PACKAGE 2025-2026

American Marketing Association
California State University, Long Beach



Letter From Director of Sponsorships,

Hello,

I'm Hannah Williams, the 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, we placed as a Top 15 chapter at our International Collegiate Conference amongst 320+ collegiate chapters across North America.

The CSULB AMA chapter attracts a diverse range of students by providing highly motivated individuals with the resources necessary to enhance their professional skills and expand their 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 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.

We always strive to structure and strengthen our programs to better reflect our members' needs. With the launch and growth of initiatives like Agency 241, Connects (mentor-mentee program), Ambassadors and Committees (events & community service), and our Points to Success program, we're excited to continue building momentum and create more meaningful 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. 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!

Hannah Williams,
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 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 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



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.

WHAT WE DO



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 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.



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:

| 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 semester) | 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:

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Director of Sponsorships

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