



2023 AMA International Collegiate Conference

Sponsorship Opportunities

March 30-April 1, 2023 | New Orleans, LA

THE PLACE TO CONNECT WITH NEXT GENERATION MARKETERS

Reaching aspiring young marketers is essential for building your talent and advancing your brand. The American Marketing Association's International Collegiate Conference gives you exclusive access to top marketing students from across North America.

Each spring, AMA collegiate members gather to learn, network, receive career advice and showcase their talent in competitions. More than 1,000 students are expected in New Orleans for this highly anticipated event.

A broad range of sponsorship opportunities allow you to:

- › Forge relationships with young marketers
- › Build awareness of your brand among a key demographic
- › Get fresh perspective on a marketing challenge
- › Inspire a new generation of professionals

Contact us to reserve
your spot as a sponsor:
sales@ama.org • 312.542.9015



**MARCH 30-
APRIL 1, 2023**

NEW ORLEANS, LA

WHO ATTENDS?

More than 1,000 collegiate marketers and faculty advisors from more than 150 campuses across the United States, Canada and Puerto Rico.

This is your chance to interact with the best and brightest marketing students in North America — all in one place at one time!

TYPICAL SCHOOLS REPRESENTED

- › Aurora University
- › Bowling Green State University
- › British Columbia Institute of Technology
- › California Polytechnic State University - San Luis Obispo
- › California State University - Fullerton
- › Ferris State University
- › Indiana University
- › James Madison University
- › Pennsylvania State University
- › SUNY Oneonta
- › Temple University
- › Texas State University
- › University of Nevada - Las Vegas
- › University of Puerto Rico - Río Piedras
- › University of Wisconsin - Whitewater



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AMA's Collegiate Case Competition created an excellent opportunity to crowdsource ideas from Gen Z. Hearing from and engaging with the students was an incredible experience, and we hope to use their solutions as a source for Prime Student's growth in the future.

—Ashly Scalise, Amazon



SPONSORSHIP OPPORTUNITIES

The International Collegiate Conference is ideal for engaging with up-and-coming marketers. We invite you to become a sponsor, heighten your brand visibility and connect face-to-face with this important audience.

Choose from a variety of sponsorship programs.

SPONSORSHIP PROGRAMS PROVIDE:

PRESTIGIOUS EVENT SPONSOR POSITIONING

- › Brand visibility throughout the conference
- › Logo on event signage and conference webpage
- › Recognition in conference mobile app and virtual platform

ACCESS TO CONFERENCE ATTENDEES

- › The chance to meet North America's best and brightest young talent — all in one place
- › Ability to connect and engage with a range of collegiate students and emerging professionals
- › Recruiting opportunities
- › Pre- and post-conference attendee list (including emails)

ALL SPONSORSHIPS INCLUDE THESE STANDARD BENEFITS:

- › Two complimentary conference registrations
- › One additional conference registration at discounted rate
- › Sponsor designation for all staff attending
- › Company logo and URL on Collegiate Conference webpage
- › Company description and/or logo in conference mobile app and virtual platform
- › Recognition on signage in registration area

CASE COMPETITION SPONSOR

(EXCLUSIVE OPPORTUNITY)

The Case Competition is the International Collegiate Conference's signature sponsorship opportunity. Teams of students spend a semester immersed in a real-world marketing challenge from a leading company or nonprofit organization. The finalists present their solutions at the conference, a winning team is chosen, and the sponsor receives actionable insights to solve their business challenges.

STANDARD SPONSOR BENEFITS, PLUS:

Collect up to 100 customized solutions for your case, including:

- › Gen Z insights
- › Original quantitative and qualitative research
- › High-level analysis
- › Comprehensive marketing strategy and tactics
- › Creative branding treatments and concepts
- › Sole ownership/rights to all case submissions

Coached and curated by leading marketing faculty, the case solutions contain actionable information and recommendations that can be put to market quickly.

Get exposure to a key demographic, including:

- › The opportunity to personally interact with North America's brightest marketing students
- › The chance to reach a broader audience of 14,000+ marketing students, faculty and alumni who receive multiple communications leading up to the conference
- › Brand loyalty from students who spend a semester immersed in your case
- › Opportunities to recruit talented young marketers who can add value to your team as interns or employees

Inspire the next generation of marketers and elevate the level of quality in the field!

Contact us for a
Case Competition prospectus:
sales@ama.org • 312.542.9015

PERFECT PITCH COMPETITION

\$10,000

(EXCLUSIVE OPPORTUNITY)

Similar to an elevator pitch competition, students are asked to provide two to three key selling points on why they are the ideal candidate for a job opening at your company. As a sponsor, you'll have the opportunity to see top marketing and sales students think on their feet and prove why they would make great additions to your team!

COMPETITION SPECIFICS:

- › Slots for 200 students from 50+ universities
- › Serve as a judge for the competition
- › Award presentation

STANDARD SPONSOR BENEFITS, PLUS:

- › Naming rights of competition at conference
- › Resumes from participating students
- › Exhibit table

SALES COMPETITION

\$10,000

(EXCLUSIVE OPPORTUNITY)



In a two-round competition, students are asked to sell your company to a prospective buyer, highlighting your value proposition in their own unique way. Through this competition, students will demonstrate their exceptional sales skills and prove to you how they could be an asset to your organization.

COMPETITION SPECIFICS:

- › Two rounds: Round 1 is a 10-minute needs assessment, and Round 2 is a 15-20 minute in-depth sales presentation
- › Sponsors provide the “buyer,” and judges allow them to see students firsthand
- › 60 students from 30+ universities

STANDARD SPONSOR BENEFITS, PLUS:

- › Naming rights of Sales Competition at conference
- › Resumes from participating students
- › Exhibit table

OUTBOUND SALES COMPETITION

\$10,000

(EXCLUSIVE OPPORTUNITY)



This competition is designed to improve students' telephone communication skills. As many as 250 AMA student members compete in this event, which includes three rounds:

- › **Round 1** is an awareness- and interest-building call with the goal of securing a follow-up conversation (3-minute call).
- › The **Semi-Finals** is a listening call in which the students conduct a needs assessment, with the end goal being to secure a final meeting to close the deal (max. 7-minute call).
- › In the **Finals**, students review what they've learned from the previous meeting and try to obtain agreement on a contract.

STANDARD SPONSOR BENEFITS, PLUS:

- › Naming rights for the Outbound Sales Competition
- › The opportunity to participate in competition judging
- › Resumes from opt-in competition participants
- › Logo and name recognition on the competition landing page and in promotional emails

MARKETING STRATEGY COMPETITION

\$10,000

(2 OPPORTUNITIES)

This is a mini-case competition for teams of one or two students. The teams are provided with a marketing strategy question and receive 30 minutes to develop their best plan for addressing the case. Then they present their plan to a panel of judges, followed by a short Q&A session — all in 7 minutes or less.

AS A CO-SPONSOR, YOU HAVE THE OPPORTUNITY TO:

- › Develop two case questions with a competition case writer
- › Serve as a contest judge along with faculty volunteers
- › Directly engage with students on the case questions
- › Get rapid-fire ideas and solutions for your case from top marketing students

COMPETITION SPECIFICS:

- › Two rounds held on separate days
- › Award presentation held during conference closing banquet

WELCOME SPONSORSHIP

\$12,500

(EXCLUSIVE OPPORTUNITY)

Put your brand front and center at the official kickoff of the Collegiate Conference. Your brand will have maximum visibility at the highest-energy event of the conference!

This opportunity includes sponsorship of the welcome chapter parade as well as two conference breakfasts.

STANDARD SPONSOR BENEFITS, PLUS:

- › Verbal recognition at the welcome parade
- › Signage at welcome parade and breakfasts
- › The chance to use props/giveaways for students at the parade
- › Branding on chapter introduction slides

DINNER SPONSORSHIP

\$10,000

(EXCLUSIVE OPPORTUNITY)



Put your brand in the spotlight as the exclusive sponsor of the formal dinner and awards ceremony Saturday evening. This highly anticipated event is the main celebration of the conference, recognizing all of the competition winners and stand-out faculty. Everyone attends, so you'll have a captive audience!

STANDARD SPONSOR BENEFITS, PLUS:

- › Verbal recognition at dinner
- › Opportunity to distribute company flyer/brochure or branded item to attendees
- › Signage at the dinner

KEYNOTE SPONSORSHIP

\$7,500

(2 OPPORTUNITIES)

Put your company in the spotlight when you present a short thought leadership topic to introduce one of the keynote sessions of the conference. Capture the attention of students who are passionate about their future in the marketing industry.

Opportunity is for a senior-level marketing representative at the beginning of the keynote presentation on Thursday or Friday (pending topic approval).



LUNCHEON SPONSORSHIP

\$7,500

(EXCLUSIVE OPPORTUNITY)



Competitions, recruiting efforts and educational sessions make for long days at the conference. The Friday luncheon is a welcome break in the middle of a busy day — and the perfect opportunity for you to showcase your brand. Connect and chat with the students as they relax and refuel for the rest of the afternoon!

STANDARD SPONSOR BENEFITS, PLUS:

- › Opportunity to distribute company flyer/brochure or branded item to attendees
- › Signage at the luncheon



MARKETING BUSINESS SIMULATION

\$7,500

(1 OPPORTUNITY REMAINING!)

Students at the International Collegiate Conference have the opportunity to participate in a market simulation to test their skills in a dynamic competitive environment.

Competing teams add and withdraw products from the marketplace as well as advertise, price, distribute and design those products to best fit varying market segments.

This multi-round competition includes up to 30 teams.

As a sponsor you benefit from:

- › Brand awareness
- › Sponsor introduction mid-program
- › Resume collection
- › Hiring potential with top student teams/strategic thinkers



FOCUS GROUPS

\$10,000

(2 OPPORTUNITIES)

Access to 1,000+ top marketing students in one location gives you the opportunity to delve into the minds of Gen Z for idea generation and discussion about current or future products and/or marketing initiatives.

Includes two focus groups on Saturday; one hour per focus group. Groups are limited to 20 students for a more insightful dialogue.

The AMA handles all logistics, including recruiting student participants, securing space, and managing on-site registration and operations. Come with questions — we'll take care of the rest!

Come away with a range of new youthful perspectives on your brand and offerings.



SOCIAL IMPACT VIDEO COMPETITION

\$7,500

(EXCLUSIVE OPPORTUNITY)

In this competition, AMA collegiate chapters compete to create the Best Overall Video, focused on promoting the social impact of the sponsoring company or organization — or of the chapter itself. The 3-minute videos are judged both on content and production value.

Sign on as the sponsor of this competition and come away with multiple impactful videos for one small investment!



CHAPTER EXHIBIT SPONSOR

\$5,000

(EXCLUSIVE OPPORTUNITY)

Boost your visibility as the exclusive sponsor of this popular component of the International Collegiate Conference!

STANDARD SPONSOR BENEFITS, PLUS:

- › The chance to provide two guest judges for the Chapter Exhibit Competition
- › Your logo on signage outside of exhibit hall
- › Photos of you and your team with the award winners
- › Opportunity to distribute giveaways in exhibit hall



WELLNESS ZONE SPONSOR

\$5,000

(EXCLUSIVE OPPORTUNITY)

Between all of the presentations, networking and competitions, students need a break! As a sponsor of the Wellness Zone, you'll help attendees refuel, relax and rejuvenate for the rest of the conference.

With this opportunity, you can choose to have an exhibit table, offer a range of wellness initiatives, or provide in-house refreshments (additional costs may apply). The Wellness Zone will be open Friday and Saturday, so you get two days of exposure.

If you're interested in connecting with students in a relaxed environment, chat with us about what's possible!



EXPERIENCE SPEAKS SESSION

\$5,000

(EXCLUSIVE OPPORTUNITY)

During these popular sessions, established marketing professionals share experience and wisdom with students, including personal success stories, the realities of the profession, and how to prepare for a career in that particular field or industry.

Reserve your spot as an Experience Speaks sponsor and you'll have the opportunity to present concurrent 45-minute sessions during the in-person or virtual event (pending topic approval).

You'll receive great exposure and a chance to inspire the next generation of marketers!



NETWORKING SPONSORSHIP

\$5,000

(EXCLUSIVE OPPORTUNITY)

Gain exposure and build relationships as a sponsor of the student networking reception on Thursday afternoon. This “mix and mingle” session allows students to meet their fellow conference attendees and have the chance to win special prizes. This event is always one of the most popular sessions of the conference!

STANDARD SPONSOR BENEFITS, PLUS:

- › Speaking opportunity to welcome students to the reception
- › Signage at reception
- › Opportunities to distribute branded giveaway to attendees



AWARD SPONSORSHIP

\$5,000

(2 OPPORTUNITIES)

The **Sales Student of the Year Award** recognizes AMA collegiate members who demonstrate superior exposure to and participation in sales-related events.

The **Student Marketer of the Year Award** recognizes AMA collegiate members who demonstrate superior leadership, service to the AMA, academic achievement and impact on their community.

You can be the exclusive sponsor of either of these awards. Your company will be co-branded with the AMA in the award's name and receive premier recognition alongside all award communications, promotions and PR.

BENEFITS INCLUDE:

- › Recognition on AMA.org
- › Permission to use "Proud Sponsor of the American Marketing Association Sales Student of the Year" or "Proud Sponsor of the American Marketing Association Student Marketer of the Year" designation on your website or in promotional materials
- › Pre- and post-conference registration information, excluding emails

PRESIDENT'S COUNCIL RECEPTION

\$2,500

(EXCLUSIVE OPPORTUNITY)

This hour-long event is for up to 150 current chapter presidents and presidents-elect, who share best practices and connect around specific topics — e.g., membership or fundraising — during roundtable discussions.

As a sponsor aligned with this exclusive reception, you gain brand exposure and have the opportunity to connect one on one with chapter leaders from across the country.

STANDARD SPONSOR BENEFITS, PLUS:

- › Signage at reception
- › Opportunities to distribute branded giveaway to attendees



Sponsoring faculty events at the Collegiate Conference gives you access to 100+ faculty advisors and classroom influencers. These exclusive opportunities allow you to make meaningful connections and get valuable insights into today's young marketers and the field in general.

FACULTY TRACK

\$5,000

(EXCLUSIVE OPPORTUNITY)

This event, which takes place Friday afternoon, is a time for faculty advisors to present abstracts and papers on their research, as well as discuss best practices and share success stories in Collegiate Chapter advising.

This event includes the faculty breakfast, luncheon and poster session.

STANDARD SPONSOR BENEFITS, PLUS:

- › Sole sponsor of Faculty Track, including 15-minute speaking opportunity to kick off event
- › Sponsor table and signage outside Faculty Track session area
- › Opportunity to demo a product or tool that can be used in the classroom
- › 3-month banner ad in the Student section of AMA.org

FACULTY RECEPTION

\$2,500

(MULTIPLE OPPORTUNITIES)



Mix and mingle with faculty and highlight your offerings as a sponsor of this Thursday evening reception.

STANDARD SPONSOR BENEFITS, PLUS:

- › Opportunity to engage with attending faculty
- › Your branding on reception signage
- › Registration information for faculty attendees, including email addresses



COLLEGE 2 CAREER OPPORTUNITIES

To coach, recruit and educate the best young marketing talent, take advantage of one or more of our College 2 Career packages! Held at the International Collegiate Conference, these opportunities connect you with over 1,000 student marketing leaders from across North America:

- › The best and brightest students — no vetting needed
- › Driven young marketers with a proven commitment to their careers
- › Students with stronger leadership skills than at a typical career or campus fair

As a College 2 Career sponsor, you'll also gain valuable brand exposure among this coveted young demographic.

BENEFITS INCLUDE:

- › At least two complimentary conference registrations
- › Your company logo on the conference T-shirt (worn widely by all participants); on the event landing page at [AMA.org](https://ama.org); on conference signage; and in post-conference communications with a hyperlink
- › Contact information for all registrants (including emails), pre- and post-conference



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Students involved in competitions and networking through the AMA are savvy, knowledgeable and skilled. This is talent that will go above and beyond for your company.

—Groupon

COLLEGE 2 CAREER OPPORTUNITIES

COACH: **SKILL-UP STATIONS**

\$3,500

(MULTIPLE OPPORTUNITIES)

Mentor students during brief 1:1 sessions around key topics students want to learn about, including social media management, resume building, interview skills and more! This event has become immensely popular and is growing.

STANDARD SPONSOR BENEFITS, PLUS:

- › Signage in front of the Skill-Up Stations room
- › Opportunity for 1:1 student engagement
- › Exhibit table



RECRUIT: **EXHIBIT TABLE**

\$1,500

(MULTIPLE OPPORTUNITIES)

Interested in attracting top students to your graduate programs or young marketing talent to your company? Have opportunities available for entry-level positions, rotational programs or internships? Join us as a recruiter! There will be open networking time on both Friday and Saturday for students to stop by and chat with you.

STANDARD SPONSOR BENEFITS, PLUS:

- › Exhibit table at conference for two days
- › Access to collegiate members' resumes

EDUCATE: **CAREER FAIR PANEL**

\$1,000

(4 OPPORTUNITIES)

Participate as a career fair panelist and help answer students' most pressing questions. This one-hour panel discussion will highlight your experience, your advice — and, of course, your brand!