



CELEBRATE

2018 COMMUNITY SHOWCASE



2018 SPONSORSHIP OPPORTUNITIES

May 3rd
Stave Room
6:30-9:30

ATLANTA INTERACTIVE MARKETING ASSOCIATION | atlantaima.org



CELEBRATE ATL 2018 SPONSORSHIP OPPORTUNITIES

WHAT IS AIMA?

NETWORK. LEARN. SHARE.

AIMA is a non-profit organization that creates opportunities for marketers to Network, Learn and to Share their time and talents within the community. We bring Atlanta's brightest digital marketing and advertising minds together through social outings, education events and celebrate the community's amazing work at our annual CelebrateATL event.

GETTING INVOLVED

PARTNERSHIPS

We are always looking to work with other organizations in the Atlanta area including conferences and other organizations. Reach out to partnerships@atlantaima.org for more information.

VOLUNTEERING

Our volunteers are invaluable contributors who help plan events, secure sponsorships, support membership and fulfill our marketing teams. Email volunteers@atlantaima.org to learn how you can share your time and talents.

SPONSORSHIPS

We need sponsorships to help fund our programs. Opportunities include event sponsorships, scholarship assistance to fund our internship program and more. Contact our Sponsorship committee at sponsorship@atlantaima.org.

MEMBERSHIP

Individual and Corporate membership include discounts of up to 100% off education and social event tickets. Sign up for membership online or reach out to membership@atlantaima.org to learn more.

BY THE NUMBERS

5000+

Marketing professionals engaged with AIMA each year

15-20

Events hosted each year

250-300

Average attendance for social events

CELEBRATE ATL 2018

WHAT IS THE SHOWCASE?

Our goal is to come together as a community to celebrate the incredible work produced in Atlanta.

Historically, AIMA has showcased Atlanta's top digital marketing talent and work through an annual awards ceremony. Over the last three years, our team has been working to transition from a traditional awards show to an all-inclusive showcase of the work coming out of Atlanta's marketing teams.

All submissions will be highlighted at the event through printed pieces, mimicking the feel of an art gallery event.

There will also be a panel of judges that select the top campaigns from each category to be featured in more detail as part of AIMA's Best of ATL gallery.

CELEBRATE ATL 2018

WHY SPONSOR THE EVENT?

The 2018 AIMA Community Showcase is the perfect opportunity to support the ever-growing community and endorse the great talent and initiatives that come out of it. Sponsoring this event is not only a good way to maximize your exposure, but also stands as a commitment to your company's involvement in fostering an environment where we can all learn from one another and celebrate the great work being done right here in our city.

Look at a snapshot of [2017](#), a night full of networking, celebrating and honoring those who put in hours way beyond the 9-5! This is an event designed for everyone in our community! Please join us in this initiative and we thank you in advance for your support!

2017 Snapshot

Let's Make 2018 Our Best Year Yet!



CELEBRATE ATL 2018

VENUE DETAILS?

The committee has proudly partnered with The Stave Room again for our 2018 event. The former home of the Mason Murer Art Gallery, ASWX is the home of American Spirit Whiskey Distillery and The Stave Room special event facility.

This 60,000 square foot space will include a fully functioning whiskey distillery, covered courtyard, a bottle garden and a 10,500 square foot event space. The interior space, with its 18-foot ceiling and polished concrete floors, boasts a refined yet rustic interior with warm urban charm. The open space concept and more central location naturally lends itself to be the perfect venue choice for this event.



CELEBRATE ATL 2018

Sponsorship Investment Levels

\$10,000+

Title Event Sponsor

Diamond Event Sponsor

Interactive Gallery
Event Sponsor

\$5,000-\$8,000

Platinum Event Sponsor

"Featured By"
Event Sponsor

Whiskey Tasting
Event Sponsor

Entertainment
Event Sponsor

\$2,500-\$3,500

Gold Event Sponsor

Silver Event Sponsor

Photo Booth
Event Sponsor

Gift Bag
Event Sponsor

\$12,500 (LIMIT 1)

TITLE EVENT SPONSOR

- Top Sponsor Billing: Celebrate ATL Presented by Sponsor Name
- 15 event tickets (\$1,500.00 value)
- Complimentary showcase submissions, limit 3 (\$150.00 value)
- Ten feet of premier exhibit space
- Branded signage on one event table
- Logo displayed in venue throughout program
- Ownership of one “Featured By” category (reference “Featured By” sponsorship package for details)
- Title Sponsor hyperlink logo recognition on all event email marketing (AIMA database of over 6,300 subscribers) and event website
- Title Sponsor logo recognition on print marketing materials and signage at event
- Post event dedicated html email to all 300+ event attendees (AIMA must approve content and reserves right to modify to meet formatting and privacy guidelines)
- Opportunity to hold contests or giveaways at the event for 300+ attendees (pre-approved by AIMA and gift provided by sponsor)
- Social marketing mentions in each of AIMA’s social marketing channels prior to event
- Inclusion of product or advertisement in each showcase gift bag given to all attendees (as supplied by sponsor)
- Title Sponsorship right of first refusal for 2019 AIMA Showcase

\$10,000 (LIMIT 1)

DIAMOND EVENT SPONSOR

- 10 event tickets (\$1,000.00 value)
- Ownership of one “Featured By” category (reference “Featured By” sponsorship package for details)
- Complimentary showcase submissions, limit 3 (\$150.00 value)
- Ability to sponsor one (1) monthly AIMA educational meeting
- Diamond Sponsor logo recognition on print marketing materials and signage at event
- Branded signage on one event table
- Diamond Sponsor hyperlink logo recognition on all event email marketing (AIMA database of over 6,300 subscribers) and event website
- Post event dedicated html email to all 300+ event attendees (AIMA must approve content and reserves right to modify to meet formatting and privacy guidelines)
- Inclusion of product or advertisement in each showcase gift bag given to all attendees (as supplied by sponsor)
- Social marketing mentions in AIMA's social marketing channels (Instagram, Twitter, Facebook) prior to event

\$8,000 (LIMIT 2)

PLATINUM EVENT SPONSOR

- 8 event tickets (\$800.00 value)
- Ability to sponsor one (1) monthly AIMA educational meeting
- Complimentary showcase submissions, limit 3 (\$150.00 value)
- Branded signage on one event table
- Prominent hyperlink logo recognition on all event email marketing (AIMA database of over 6,300 subscribers) and event website
- Prominent logo recognition on print marketing materials and signage at event
- Inclusion of product or advertisement in each showcase gift bag given to all attendees (as supplied by sponsor)

\$5,000 (LIMIT 3)

GOLD EVENT SPONSOR

- 6 event tickets (\$600.00 value)
- Ability to sponsor one (1) monthly AIMA coffee connections member's only meeting
- Complimentary showcase submissions, limit 3 (\$150.00 value)
- Branded signage on one event table
- Hyperlink logo inclusion on all event email marketing (AIMA database of over 6,300 subscribers) and event website
- Logo recognition on print marketing materials and signage at event
- Inclusion of product or advertisement in each showcase gift bag given to all attendees (as supplied by sponsor)

\$10,500 (LIMIT 1)

INTERACTIVE GALLERY SPONSOR

Looking to take credit for one of the big wow factors of the evening? The interactive gallery will be one of the most dynamic and engaging elements of the evening and perfect for a company looking to maximize their exposure.

- Interactive Gallery Sponsor: Full visibility on interactive gallery wall that will showcase all submissions and winners
- 10 event tickets (\$1,000.00 value)
- Complimentary showcase submissions, limit 3 (\$150.00 value)
- Interactive Gallery Sponsor hyperlink logo recognition on all event email marketing (AIMA database of over 6,300 subscribers) and event website
- Social marketing mentions in each of AIMA's social marketing channels prior to event
- Interactive Gallery Sponsor logo recognition on print marketing materials and signage at event
- Post event dedicated html email to all 300+ event attendees (AIMA must approve content and reserves right to modify to meet formatting and privacy guidelines)
- Inclusion of product or advertisement in each showcase gift bag given to all attendees (as supplied by sponsor)

\$5,000 (LIMIT 8, 1 PER CATEGORY)

“FEATURED BY” SPONSOR

Looking to market to the AIMA/Atlanta community that your business is focused on a specialty area/service? The “featured by” category is designed for companies to showcase their expertise/niche and be involved in interviewing and filming the best of show category finalists for their specific niche.

Limited to one company per category, there are “Featured By” sponsorship opportunities for all 8 categories, to include:

- 4 tickets (\$400.00 value)
- Complimentary showcase submissions, limit 3 (\$150.00 value)
- Exclusive Signage at main bar
- Involvement in interviewing and filming best of show recipients for selected category. Filming will be showcased the night of the event and on AIMA’s gallery site.
- Company recognition on all event email marketing (AIMA database of over 6,300 subscribers), print marketing materials, and event website
- Inclusion of product or advertisement in each showcase gift bag given to all attendees (as supplied by sponsor)

\$5,000 (LIMIT 1)

ENTERTAINMENT SPONSOR

The entertainment will be placed at one of the main focal points at the event and will receive a half dozen shout outs during the event from the live band. A great sponsorship opportunity for a company looking to take credit for the good times & active dance floor during AIMA's showcase event.

- 4 tickets (\$600.00 value)
- Complimentary showcase submissions, limit 3 (\$150.00 value)
- Exclusive Signage by the band
- Intermission remarks and 30 second company highlight before or after one of the entertainment sets
- Logo and signage surrounding main stage entertainment
- Company recognition on all event email marketing (AIMA database of over 6,300 subscribers), print marketing materials, and event website
- Inclusion of product or advertisement in each showcase gift bag given to all attendees (as supplied by sponsor)

\$5,000 (LIMIT 2)

DRINK TASTING SPONSOR

It wouldn't be an AIMA party without a fun boozy element! This package is great for a company that wants their name on the cups participants will drink out of for the evening and a one-of-a-kind whiskey tasting experience for attendees to enjoy while checking out their peers work.

- 5 tickets (\$500.00 value)
- Complimentary showcase submissions, limit 3 (\$150.00 value)
- Exclusive Signage at the drink tasting station (Ex. Whiskey or Tequila tasting station)
- Logo napkins & logo tasting cups
- Company recognition on all event email marketing (AIMA database of over 6,300 subscribers), print marketing materials, and event website
- Work with American Spirit Whiskey Distillery to create custom tasting event experience
- Inclusion of product or advertisement in each showcase gift bag given to all attendees (as supplied by sponsor)

\$3,500 (LIMIT 1)

PHOTOBOOTH SPONSOR

Is your staff always monopolizing the photobooth at industry events? The photobooth sponsorship package is perfect for a company looking to maximize their exposure during and after the event. With prime real estate, fun-loving props, photo take-aways, and post-event photo posts on AIMA's social media channels, this is a great option for a company who wants their logo to have a lot of eyeballs at the event.

- 4 tickets (\$300.00 value) to event
- Brand displayed on photobooth backdrop
- Logos on photobooth images
- Complimentary showcase submissions, limit 3 (\$150.00 value)
- Logo/link in showcase photo album on AIMA website
- Company recognition on all event email marketing (AIMA database of over 6,300 subscribers), print marketing materials, event website at event
- Inclusion of product or advertisement in each showcase gift bag given to all attendees (as supplied by sponsor)
- Table tents and signage (as supplied by sponsor) at photo booth

\$2,500 (LIMIT 1)

GIFT BAG SPONSOR

The Gift Bag sponsorship opportunity is perfect for a company that is looking for more brand awareness and wants to distribute more take-home pieces to the AIMA community. This sponsorship package has the exclusive rights to assist with gift bag design. Two volunteers will be charged with distributing gift bags to guests as they exit the event, guaranteeing the maximum amount of exposure.

- Exclusive logo on all 300+ gift bags
- 3 tickets (\$300.00 value) to event
- Complimentary showcase submissions, limit 3 (\$150.00 value)
- Company recognition on all event email marketing (AIMA database of over 6,300 subscribers), print marketing materials, and event website
- Inclusion of product or advertisement in each showcase gift bag given to all attendees (as supplied by sponsor)
- Written promotional material in each showcase gift bag given to all attendees (as supplied by sponsor)
- Table tents and signage (as supplied by sponsor) at gift bag area

SOLD OUT

ADDITIONAL SPONSORSHIP OPPORTUNITIES

We are happy to customize a sponsorship to meet your company's needs. Please reach out if you have an idea of something you would like to sponsor. We also accept in-kind donations and will list your company on our marketing collateral.

2018 CORPORATE SPONSORSHIP OPPORTUNITIES

CONTACTS

Sponsorship Committee

Sharon Choi

Sponsorship Chair

sponsorship@atlantaima.org

Allison Parker

Sponsorship Volunteer

Jae Scarborough

At-large Board Member

AMA Executive Board

David Favero

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