

## 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, educational breakfast and lunch events, and celebrate the community's amazing work at our annual AIMA Awards.

### 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](mailto:partnerships@atlantaima.org) for more information.

#### VOLUNTEERING

Our volunteers are invaluable contributors who help plan events, secure sponsorships, support membership and fulfill our marketing needs. Email [volunteer@atlantaima.org](mailto:volunteer@atlantaima.org) to learn how you can share your time and talents.

#### SPONSORSHIPS

We need partnerships to help fund our programs. Opportunities include event sponsorships, scholarship assistance to fund our internship program and more. Contact our Sponsorships committee at [sponsorships@atlantaima.org](mailto:sponsorships@atlantaima.org).

#### MEMBERSHIP

Individual and Corporate memberships include discounts of up to 50% off of SIG, Keynote, and Social event tickets. Sign up for a membership online or reach out to [membership@atlantaima.org](mailto:membership@atlantaima.org).

### BY THE NUMBERS

**5000+**

Marketing professionals  
engaged with AIMA each year

**25**

Events hosted each year

**7**

Special Interest Groups

Join our email list and learn more at [www.atlantaima.org](http://www.atlantaima.org)

# WHAT IS AIMA?

- 1- 5 Seat Corporate Membership (\$1150 value)
- Full sponsorship recognition of one educational event or event experience sponsorship for one social event (\$5,000 value)
- 30 second company promo video featured in social/email push (as supplied by sponsor)
- Diamond Sponsor hyperlink logo recognition on all event email marketing (AIMA database of over 5,300 subscribers) and event website
- Logo recognition on AIMA's main website
- Social marketing mentions in AIMA's social marketing channels (Instagram, Twitter, Facebook) 2x/month
- Diamond Sponsor logo recognition on print marketing materials and signage on banner/collateral at events that specifically recognize annual corporate sponsors
- One dedicated html email to database annually (AIMA must approve content and reserves right to modify to meet formatting and privacy guidelines)
- Inclusion of product or advertisement in Celebrate ATL showcase gift bag given to all attendees (as supplied by sponsor)
- Recognition at all AIMA events as a corporate sponsor (medium will change at each event but sponsors will be recognized verbally or through PowerPoint/printed material)

## **DIAMOND CORPORATE SPONSOR**

**\$12,500**

- 1- 3 Seat Corporate Membership (\$750 value)
- Co-sponsorship recognition of one educational event or bronze sponsorship for one social event (\$2,500 value)
- Platinum Sponsor hyperlink logo recognition on all event email marketing (AIMA database of over 5,300 subscribers) and event website
- Logo recognition on AIMA's main website
- Social marketing mentions in AIMA's social marketing channels (Instagram, Twitter, Facebook) 1x/month
- Platinum Sponsor logo recognition on print marketing materials and signage on banner/collateral at events that specifically recognize annual corporate sponsors
- Inclusion of product or advertisement in Celebrate ATL showcase gift bag given to all attendees (as supplied by sponsor)
- Recognition at all AIMA events as a corporate sponsor (medium will change at each event but sponsors will be recognized verbally or through PowerPoint/printed material)

## **PLATINUM CORPORATE SPONSOR**

**\$7,500**

- 1-3 Seat Corporate Membership (\$750 value)
- Gold Sponsor hyperlink logo recognition on all event email marketing (AIMA database of over 5,300 subscribers) and event website
- Social marketing mentions in AIMA's social marketing channels (Instagram, Twitter, Facebook) 1x/quarter
- Logo recognition on AIMA's main website
- Gold Sponsor logo recognition on print marketing materials and signage on banner/collateral at events that specifically recognize annual corporate sponsors
- Inclusion of product or advertisement in Celebrate ATL showcase gift bag given to all attendees (as supplied by sponsor)
- Recognition at all AIMA events as a corporate sponsor (medium will change at each event but sponsors will be recognized verbally or through PowerPoint/printed material)

## **GOLD SPONSOR**

**\$5,000**

- 1- Individual Membership (\$299 value)
- Silver Sponsor hyperlink logo recognition on all event email marketing (AIMA database of over 5,300 subscribers) and event website
- Logo recognition on AIMA's main website
- Silver Sponsor logo recognition on print marketing materials and signage on banner/collateral at events that specifically recognize annual corporate sponsors
- Recognition at all AIMA events as a corporate sponsor (medium will change at each event but sponsors will be recognized verbally or through PowerPoint/printed material)

## **SILVER SPONSOR**

**\$2,500**

**2019 EDUCATION EVENT  
SPONSORSHIP OPPORTUNITIES**

- Title Sponsor – 1x Monthly AIMA Education Event
  - Includes 6x guest tickets
- Logo and Brand Recognition at EDU event as a corporate title sponsor
- Sponsor Hyperlink logo recognition on EDU event marketing and event website
- Individual AIMA Membership
  - Individual membership is non-transferrable
  - Free admission to all AIMA Educational & Social Events including, Celebrate ATL and Summer Social (\$575 value per member)
  - 1x guest ticket to each quarterly Coffee Connections events
  - Opportunity to submit blog posts to our website
  - Eligibility to serve on the AIMA Board of Directors
- 2x additional free guest tickets to members-only quarterly Coffee Connections events
- 2x guest tickets to any AIMA event (social, education)

**1X MONTHLY EDU TITLE SPONSOR**

**\$5,000**

- Title Sponsor at all 4 Members-only Coffee Connection events
  - Includes 5x guest tickets per each CC event
- Logo and Brand Recognition at EDU event as a Coffee Connections Title Sponsor
- Sponsor Hyperlink logo recognition on CC event marketing and event website
- 3 Seat AIMA Membership
  - Membership is transferrable
  - Free admission to all AIMA Educational & Social Events including, Celebrate ATL and Summer Social (\$575 value per member)
  - Opportunity to submit blog posts to our website
  - Opportunity to be featured in AIMA's Sponsor Spotlight
  - Eligibility to serve on the AIMA Board of Directors
- 4x guest tickets to any AIMA event (social, education)

**QUARTERLY COFFEE CONNECTIONS TITLE  
SPONSOR**  
**\$10,000**



Packages available 2-3 months prior to Social events

# **2019 SOCIAL EVENT SPONSORSHIP OPPORTUNITIES**

## CONTACTS

### **Sponsorship Committee**

Sharon Choi

Sponsorship Chair

[sponsorship@atlantaima.org](mailto:sponsorship@atlantaima.org)

Joe Koufman

Treasurer

### **AIMA Executive Board**

Amanda Sparks

President

April Fiek

Vice President

Joe Koufman

Treasurer

Erin Everhart

Secretary

Kirsten Schlau

Marketing

[marketing@atlantaima.org](mailto:marketing@atlantaima.org)

# 2019 CORPORATE 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.

**ADDITIONAL SPONSORSHIP  
OPPORTUNITIES**