

# University of Florida

## American Marketing Association

### Sponsorship Package for 2023-2024



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### To whom it may concern,

The University of Florida's Chapter of the American Marketing Association is delighted to inform you of our sponsorship package for the 2023-2024 academic year.

The American Marketing Association is growing. We have continued to grow our incredible development opportunities through our student-led marketing firm SPARKS and our newly developed Sales Division, career development opportunities through our biweekly general body meetings, and setting up socialization activities to bring our members closer to each other. The demand we are seeing from students across a variety of majors requires outside support to help keep all our programs and opportunities available to these students.

Having gone from an unranked chapter to number twelve in the nation, we know that we are putting in the work to ensure our funding goes far. By collaborating with us, you get the opportunity to increase your brand's awareness and gain access to driven students who will take your organization far.

We offer three different sponsorship tiers, allowing you to make the best decision for your organization.

### We look forward to our partnership,

**Chloe Lai**, *Corporate Relations Director*

**Lilly Coury**, *Corporate Relations Assistant Director*

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### Tier 1 \$500

- ➔ Company logo present on website and newsletter
- ➔ Given the opportunity to promote job openings at meetings
- ➔ Company recognized at all meetings, including but not limited to general body meetings, competitions, conferences, and more

### Tier 2 \$750

**All of the benefits from the previous tier +**

- ➔ Company logo will be present on meeting slideshows, social media, and merchandise + receive merchandise
- ➔ Given the opportunity to have a dedicated meeting

### Tier 3 \$1000

**All of the benefits from the previous tiers +**

- ➔ Company will have the opportunity to be featured during Marketing Week, a coveted event anticipated by members