

AMERICAN MARKETING ASSOCIATION

SPONSORSHIP OPPORTUNITIES



UNIVERSITY OF WASHINGTON

**WE ARE
CREATORS.
INNOVATORS.
STORYTELLERS.
MARKETERS.**

ABOUT US

Welcome to the University of Washington chapter of the American Marketing Association: Where Marketers Are Made.

The UW American Marketing Association (AMA) is one of the largest business clubs on campus, and offers a diverse array of industry speakers, personal development workshops, networking opportunities, and access to exclusive internships. The skills that students develop through AMA help them achieve the career of their dreams.

www.uwama.com
outreach@uwama.com

OUR TEAM

We're passionate about building networks of talented and driven individuals. It is our goal to help students connect with resources and opportunities around them to grow their marketing knowledge and skill sets. This would not be possible without the dedication of our amazing leadership team of hardworking students.

SPONSORSHIP PACKAGES



GOLD > 2000

Our top tier donation positions a company to best cultivate brand desirability and truly stand out from the crowd. The sky's the limit for how our gold tier partners want to collaborate with our operations team to host a feature event that maximizes the impact on students and leaves lasting impressions.

- Examples include:
 - Recruitment and skills workshops
 - Networking luncheons, Etiquette dinner exclusive recognition
- Gold also includes all benefits from Silver and Purple

SILVER 1000 - 2000



Our next step offers more exposure and in-person impressions through branded marketing on all handouts, fliers, and social media content produced by UW AMA. Beyond brand exposure, any specific messaging regarding internship or full time offerings can be passed on to the entire UW AMA mailing list.

- Silver includes all purple benefits as well as an additional complimentary ticket to the UW AMA Etiquette Dinner



PURPLE < 1000

A baseline donation offers our partners brand exposure through our website, blog, and in-person shout-outs at every meeting as well as one complimentary ticket to the UWAMA Etiquette Dinner.

LEGACY

9 years ago, three ambitious students saw a need for marketing students to take their futures into their own hands. They brought life back to the AMA chapter at the University of Washington after it had been inactive for decades, and it has since grown into one of the largest student organizations at the Foster School of Business. UW AMA has garnered a reputation for developing our members' skills to transition to the professional world and achieve the career of their dreams. We would be thrilled to build a relationship with you that helps us both achieve the higher goal we serve!

WHAT WE DO



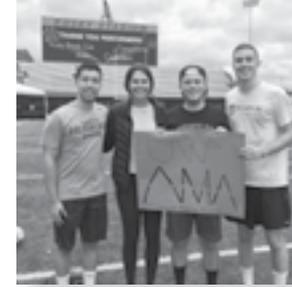
PROFESSIONAL SPEAKERS

At each weekly meeting we host a local company that shares their marketing efforts and insights. Please reach out if you are interested in speaking at one of our meetings!



SKILL WORKSHOPS

In an effort to expand our members' knowledge base, students have the opportunity to learn from industry leaders skills such as Tableau to support their career in the future.



PHILANTHROPY

Giving back is important to us, so we strive to hold events that contribute to our community each quarter. Your contribution will help create events such as food drives, dress for success, and our nonprofit partnerships.



NATIONAL CASE COMPETITION

A team of 10 students work together for eight weeks solving a business case to be presented in New Orleans each year. Cotton Inc. has been selected as this year's case.

OUR 2019-2020 GOAL

Recognition as a regional AMA leader amongst other undergraduate universities

- Strengthen relations with our local professional chapter, AMA Puget Sound by sending more members to professional networking events and conferences
- Invite fellow AMA chapters in the region to our annual case competition

Remove the financial barrier for students to reach their full potential for professional growth

- Help students attend the AMA Collegiate Conference in New Orleans
- Branch out from UW to more private professional development events such as skills building workshops, conferences, and recruiting events

OTHER OPPORTUNITIES

AMA ETIQUETTE DINNER



At our annual Etiquette Dinner, professionals and students enjoy a three-course meal while learning the ins and outs of proper business etiquette and networking with each other. Support us through purchasing a table or being an event sponsor. Event sponsors receive recognition at the event as well as four dinner tickets. It is an excellent opportunity to make a real impact on students and get your company top of mind for the many future young professionals attending.

THE _____ CASE COMPETITION



Do you want your name in the blank? Do you have a business case that talented students could contribute fresh ideas to? Help sponsor one our largest event with over 100 students competing to help your business. We are also looking for volunteer judges for the day of the competition.

AMA COLLEGIATE CONFERENCE



Each year 5-10 AMA members travel to New Orleans Louisiana for the AMA Collegiate Conference. Your sponsorship could help send a student to this amazing learning opportunity. UW AMA receives recognition each year as one of the largest and most successful of 300+ collegiate chapters. Your donation is extremely meaningful to our members.

FOOD SPONSOR



Are you a local restaurant that could help support our club? We need your help! Each meeting will advertise your restaurant as well as receive credit on social media. Work with us to get our students into your doors—everyone knows college students love food.

CHAPTER REPORTING 2018-2019

AMERICAN MARKETING ASSOCIATION 2018-2019

AM>

UNIVERSITY OF WASHINGTON FOSTER SCHOOL OF BUSINESS

NOT YOUR mother's MARKETING

SPEAKERS • WORKSHOPS • NETWORKING

UNIVERSITY OF WASHINGTON
CHAPTER PLAN 2018-2019

@UW_AMA f /UWAMA @UW_AMA UWAMA.COM

AM> AMERICAN MARKETING ASSOCIATION 2018-2019

PROFESSIONAL DEVELOPMENT

Overall Goal: To prepare UWAMA students for their future careers by exposing them to marketing in a variety of industries.

Overall Strategy: We will reach this goal by hosting speakers, developing students' business and leadership skills, and growing their marketing network. We will retain interest and attendance by hosting a variety of events including professional speakers, career skills workshops, team building workshops, and large quarterly events.

SPEAKER SERIES

GOAL: Provide 5-6 professional speakers each quarter to expose students to external company employees and executives, granting these professionals the opportunity to share their experiences and give advice to college students looking to begin their careers.

STRATEGY: Invite speakers from a mix of large and mid companies from various industries to speak about their site-specific marketing practices. We will attract members by emphasizing the value that comes from professionals in different sectors. Speakers will be obtained by using our existing AMA network as well as the PSAMA network, University of Washington Alumni Network, and personal connections in the greater Puget area. Students will be asked on a quarterly basis for recommendations of speakers they would like to see at AMA and the VP of Professional Development will consider the feedback when creating the quarterly line up. We will promote each meeting with weekly newsletters, social media, and physical advertising around campus with brief descriptions about the speaker and the expertise she/he has to offer.

MARKETING WEEK

GOAL: Host one marketing event each day, five days in a row, culminating in a week-long celebration to bring awareness and excitement to the marketing field and the UWAMA chapter. Carry out five successful events, varying in type, size, and focus in order to provide visibility for the UW chapter and appeal to a diverse student body.

STRATEGY: Marketing Week was held October 8th-October 12th, 2018. The theme for the annual UWAMA Marketing Week was, "Your Brand Starts Here." Each day we showcased the benefits of joining AMA, hosting 2 career workshops, an Alaska Airlines interior design market, and an office visit at a Fortune 500 company to learn the week off. By the end of the week students had a better idea of how to build a brand through AMA and developed skills and professional networks by attending the events.

MENTORSHIP

GOAL: Utilize the PSAMA mentorship program, rolling out new mentor, to connect students with professionals needed in PSAMA and in the marketing field. If the Puget Sound chapter does not launch the program this year, students will focus on internal mentorship, pairing upperclassmen to underclassmen, primarily focusing on support in business school applications and internship advice.

STRATEGY: End the first, second, and third quarters with 10%, 15%, and 20% respectively of our members connected to a mentor in their relative field from the Puget Sound AMA or internally with an upperclassman. Each quarter we will hold networking event and invite both Puget Sound AMA (PSAMA) and UWAMA members to connect and allow members to develop organically.

RESUME PORTFOLIO

GOAL: Provide examples of outstanding resumes for members to examine and adapt among professional recruiters at networking events.

STRATEGY: Collect all resumes of AMA Executive members and all active AMA members and update our database on our Members Only section of our web page each quarter to establish a professional resource for our UWAMA community.



SKILLS WORKSHOP

GOAL: We aim for AMA to be premier for developing members into successful working adults. Our skills workshops are designed to build members' interpersonal and technical skills, making them more attractive to prospective employers.

STRATEGY: Host 2-3 workshops a quarter including resume building, Tableau skills, Excel skills, Foster School of Business application preparation, interview speed networking, personal branding, elevator pitch development, etc. These meetings will be guided by a professional in the field or a representative from the University of Washington Career Development Center, and have an attendance of 50-140 members. Actually, our 1st has hosted a resume workshop on October 8th.

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