AMERICAN MARKETING ASSOCIATION
SPONSORSHIP OPPORTUNITIES
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 of our largest events 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.
CHAPTER REPORTING 2018-2019

AMERICAN MARKETING ASSOCIATION 2018-2019

NOT YOUR MOTHER'S MARKETING

SPEAKERS - WORKSHOPS - NETWORKING

UNIVERSITY OF WASHINGTON

CHAPTER PLAN 2018-2019

PROFESSIONAL DEVELOPMENT

Overall Goal: To prepare UW AMA 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 the marketing network. We will maintain interest and attendance by holding a variety of events, including professional development, career fairs, workshops, team-building activities, and large quarterly events.

MARKETING WEEK

Goal: Hold one marketing event each day, five days a week for an extended week celebration to bring awareness and excitement to the marketing field and the UW AMA 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 9th-October 12th, 2018. The theme for the annual UW AMA Marketing Week was “Your Brand Starts Now.” 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 kick off the week. By the end of the week, students had a better idea of how to build a brand through AMA, as well as learning about and professional networks by attending the events.

MENTORSHIP

Goal: Utilize the FSGSA mentorship program, coding out real mentors, to connect students with professionals.

STRATEGY: The Fugitive Sound chapter does this program the past the year, and has taken an active monitoring, using a mentorship tracking spreadsheet to manage, primary providing in support in business school applications and internship advice.

RESUME PORTFOLIO

Goal: Provide examples of outstanding resumes for members to reference and draw strong professional resumes at networking events.

STRATEGY: Collect all resumes of AMA Executive members and all active AMA members and create a database on our Members Only section on our website and page each quarter to establish a professional network for our UW AMA community.