

AM> | Houston

SPONSORSHIP PACKAGES



AMA GIVES BACK

ANNUAL SPONSORSHIP | 12-MONTH AGREEMENT | EXCLUSIVE

The mission of AMA Gives Back is simple: We help non-profits market more effectively. Founded in 2008 as the philanthropic arm of AMA Houston, AMA Gives Back has provided more than \$150,000 in grants. Grant recipients can use the funds to help with a wide variety of marketing initiatives to promote their causes - allowing them to fulfill their mission and provide support and services to Houston and its surrounding communities.

AMA Houston and the AMA Gives Back team are pleased to offer an annual, exclusive sponsorship that will enable your company to get out in front of Houston's top companies and business decision makers, all while helping support the amazing non-profits that give so much to our local communities. from BBVA Compass, NASA, Houston Astros, Kendra Scott and the Houston Zoo.

IMPACT SPONSOR

\$6,000 | Exclusive

Make an impact all year! 100% of your sponsorship will go directly to fund the AMA Gives Back grant program, meaning your \$6,000 cash donation goes directly to deserving nonprofits to enhance their marketing and reach.

BENEFITS INCLUDE:

- Listed as Gives Back Impact Sponsor in all AMA Houston chapter emails, including luncheons, Academy, networking socials, and all AMA Gives Back emails (reach: 7500 subscribers, 200 emails per year)
- Two special, stand-alone mentions on AMA's social channels during grant application period (February 2022 - May 2022)
- Prime placement on AMA Houston Gives Back web page with link to your website + a 50-word profile
- Special guest spot on AMA Houston My Edge Podcast during the grant application period (may be pre-recorded if necessary)
- Opportunity to help award grant recipients at the June 2022 luncheon
- :30 video "commercial" to air during the grant recipient presentation at the June luncheon (supplied by sponsor)
- Company logo on printed postcards promoting grant applications (1-2 during grant application period)
- Opportunity to provide a gift or giveaway item in Crystal Awards gala bags (May 2022)
- Company Logo on all table placards at the June luncheon
- Company logo prominently displayed at the annual AMA Gives Back Casino Night fundraiser on February 23, 2022
- Sponsor ribbons provided for name badges at the annual AMA Gives Back Casino Night fundraiser on February 23, 2022
- 5 complimentary registrations to the annual AMA Gives Back Casino Night on February 23, 2022
- 5 complimentary drink tickets to the annual AMA Gives Back Casino Night on February 23, 2022
- 3 complimentary luncheon tickets for the June luncheon with preferential seating with chapter president, luncheon speaker, and board members

AMA GIVES BACK - CASINO NIGHT

FEBRUARY 23, 2022 | 5:30 PM-10:00 PM CST | WAREHOUSE 72

On February 23, 2022, 2021, AMA Houston will host AMA Gives Back Casino Night. This fun, energetic, high-end fundraising event will help AMA Gives Back raise funds for our 2022 grant program. The chapter's inaugural casino night is sure to be widely attended by Houston's top companies and organizations. Houstonians and our businesses are known for our open hearts and being champions for the communities we serve, and now, more than ever, our amazing non-profit organizations and groups need our support.

AMA Gives Back grants are awarded each year to Houston area nonprofits to help support their marketing initiatives. Since the program's inception in 2008, AMA Houston has awarded more than \$150,000 to several amazing organizations that help strengthen our city and provide important and valuable services to the communities they serve.

HIGH ROLLER: PRESENTING SPONSOR

\$5,000 | Exclusive

BENEFITS INCLUDE:

- Listed as Presenting sponsor in all email, web, print, and verbal advertising for Casino Night
- Special, stand-alone mention on AMA's social channels leading up to the February 23, 2022 event
- Prime placement on AMA Houston Gives Back website with link to sponsor's website and a 50-word profile for the entirety of the 2021-2022 fiscal year
- Welcoming remarks at Casino Night February 23, 2022 event (2 minutes)
- Company logo on printed postcards promoting AMA Gives Back grant applications (1-2 during grant application period)
- Company logo listed prominently on Casino Night email blasts (6+ emails with more than 7500 subscribers)
- Opportunity to provide a prize for the Casino Night raffle
- Company Logo most prominent on screen and signage throughout the Casino Night venue
- Sponsor ribbons provided for name badges for the Casino Night event
- Ten (10) Casino Night ticket comps
- Ten (10) Casino Night drink tickets
- Logo on all non-gaming table placards (cocktail tables, high boys)
- Exclusive email from sponsor to all Casino Night attendees - recognizing the funds raised + recapping the prizes bided on. Sponsor can provide content. AMA reserves the right to edit. AMA will send out through its email program
- 10% discount on 2022-2021 sponsorship packages for regular event programming (Marketing Edge, Academy, luncheons)
- Reserves first rights for 2022 Casino Night presenting sponsor package
- Mentioned in all event presidential opening remarks (Luncheons, Academy) leading up to the event on Nov 4

QUEEN OF HEARTS: BAR SPONSOR

\$3,500 | Exclusive

BENEFITS INCLUDE:

- Your logo will be placed along the bar, along with an announcement from the stage recognizing your sponsorship
- Specialty Drink – We will work with you to brand the drink or provide your suggestions
- Cocktail napkins with your company logo
- Opportunity to produce a Facebook live with AMA Gives Back team members leading up Casino Night, promoting your company.
- Recognition during the opening/presidential remarks at the Casino Night event
- Logo placement on all email communications for the event (7500 subscribers, 8+ emails)
- Logo on screen and signage throughout event venue
- Opportunity to provide a prize for the raffle
- Sponsor ribbons provided for name badges
- 5 complimentary tickets to Casino Night
- 5 complimentary drink tickets

JACKPOT: CHIP SPONSOR

\$1,500 | Exclusive

BENEFITS INCLUDE:

- Your logo will be placed on the high value casino chips – seen by attendees and players, and provided to you at the end of the night as a keepsake
- Stand alone, prominent logo at the cashier/chip purchasing table
- Recognition during the opening/presidential remarks at the event
- Logo placement on all email communications for the event (7500 subscribers, 8+ emails)
- Logo on screen and signage throughout event venue
- Opportunity to provide a prize for the raffle
- Sponsor ribbons provided for name badges
- 3 complimentary tickets to Casino Night
- 3 complimentary drink tickets

TABLE SPONSORS

\$350 per table | 7 available

Casino Night will have high energy gaming tables where guests can take part in three-card poker, craps, roulette, and blackjack. Get your company logo prominently displayed on a gaming table to be seen by over 150 attendees!

BENEFITS INCLUDE:

- Logo on gaming table placard
- Logo displayed on all event venue signage and screen
- Recognition during the opening/presidential remarks at the event
- Logo placement on all email communications for the event (7500 subscribers, 8+ emails)

