

Are you looking for a personal way to get in touch with B2B marketers in Atlanta?
Then a BMA sponsorship is the perfect fit for you.

Business Marketers,

Ever wonder if there is somewhere in Atlanta to grow your peer network? If so, consider being a sponsor of the Business Marketing Association (BMA) in Atlanta!

The BMA Atlanta Chapter is part of the Business Marketing Association International network and part of The Association of National Advertisers. With a 90 year history and 20 states represented, we are the only B2B Marketing association geared toward the professional development and networking of its members. A sponsorship of BMA Atlanta provides unique and focused business opportunities in an exclusive networking environment.

As a sponsor, you can:

- Connect directly with decision-makers who buy products and services like yours
- Network with Atlanta's B2B marketing community and expand your list of contacts
- Build relationships with both our Board and chapter members to increase referrals

With multiple dynamic programs scheduled throughout the year, you will have access to at least six to eight events that enable connections with the right people, right now. Your brand will be marketed alongside our events through various digital channels that reach over 2000 highly engaged B2B professionals in Atlanta.

Our sponsorship offerings are tailored to your organization's needs, so you can choose the best combination of benefits that align with your objectives for the year.

If you want to reach B2B marketers, then sponsoring BMA Atlanta makes perfect sense. Please consider the great benefits of sponsorship as we join together.



Mark Semmelmayr
President Emeritus, BMA Atlanta

BMAATL
BUSINESS MARKETING ASSOCIATION

A division of the **ANA**



30

Countries



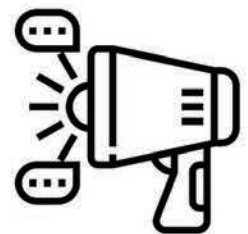
47

States



567

Corporations



478

Agencies

YOUR CONNECTION TO B2B
For Contact Information Visit our Website at BMAAtlanta.org

We currently market to over 1500 people in the Metro Atlanta area. As a division of the ANA, members include marketing professionals in Fortune 500 companies, small businesses, agencies, freelancers and consultants.

Peers. Resources. Ideas.

SPONSORSHIP OPTIONS

| | Single Event | Single Meetup | Dual Event | Chapter Sponsor | In Kind Sponsor |
|---|------------------|-------------------|------------------|--------------------|-----------------|
| Event Type | Event (non-ANA)* | Meetup (non-ANA)* | Event (x2) (ANA) | ALL | ALL |
| Sponsorship Cost | \$100 | \$300 | \$500 | \$2500 | In Kind |
| Logo <i>Logo and link on related communications, including website, emails, print materials and event signage</i> | o | o | o | o | o |
| Ad Placement <i>Ad in local membership directory with click through functionality to your preferred link</i> | | | o | o | |
| Recognition <i>Including mention in opening remarks</i> | o | o | o | o | o |
| Speaking <i>Talk for two minutes about your services</i> | o | o | o (x2) | o (all) | |
| Membership <i>Complimentary BMA Membership</i> | | | o | o | |
| Tickets <i>Complimentary tickets for event</i> | | o | o (2 x 2 events) | o (2 x all events) | |
| Table Display <i>Set up a table top display</i> | | | o | o | |
| Distribute Literature | o | o | o | o | |
| Giveaway Branded Items | o | o | o | o | |
| Door Prize Giveaway <i>Provide door prize if desired</i> | o | o | o | o | o |
| Sponsor Recognition Dinner | | | | o | |
| Attendee List | | | o | o | |
| Press or Content Feature <i>Posting of your content on the BMA Atlanta website</i> | | | o | o | |
| Promote Other Events <i>Promoting your business-building event to members via e-mail and LinkedIn community</i> | | | o (x1) | o (x3) | |

* BMA/ANA Membership Required

BMAATL
BUSINESS MARKETING ASSOCIATION

A division of the **ANA**

YOUR CONNECTION TO B2B
For Contact Information Visit our Website at BMAAtlanta.org