

AFRICAN-AMERICAN  
MARKETING ASSOCIATION  
PARTNERSHIP PACKET



A·A·M·A

[WWW.AA-MA.ORG](http://WWW.AA-MA.ORG)

# AAMA

Creating a Collaborative Community

STRATEGISTS · CREATIVES · ENTREPRENEURS

AAMA was founded in 2019 by Michelle Ngome. There was a need to bring together marketers from all backgrounds for education, career, and business development. AAMA has over 300 members that include strategists, designers, and business owners. AAMA's mission to foster the growth and professional development of African-American marketers, creatives, and entrepreneurs.

## Overall Reach

600+

Members

70%

Women

700+

Network

### Statistics

Facebook	748
Twitter	458
Instagram	1,349
Linkedin	1,933
Email	700+
Website	1,000+

### Contact:

Michelle Ngome

For partnership opportunities send an email to [president@aa-ma.org](mailto:president@aa-ma.org).

Website: [www.aa-ma.org](http://www.aa-ma.org)

Social Media: [@aamahouston](https://www.instagram.com/aamahouston)

# AAMA Corporate Partnership Program

CREATING A COLLABORATIVE COMMUNITY

## **Platinum Corporate Partner (1) - \$10,000**

- Presenting sponsor for AAMA Black Marketer's List and plaque
- Full-page ad in AAMA Black Marketer's List
- Unlimited job postings
- Podcast interview
- 4 podcast ads a month
- 1 Sponsored post
- Company logo on the homepage of the website
- Social media and newsletter promotion
- Company mention or logo placement on all marketing materials

## **Gold Corporate Sponsor - \$7,500**

- Full-page ad in AAMA Black Marketer's List
- Unlimited job postings
- Podcast interview
- 4 podcast ads a month
- 1 Sponsored post
- Company logo on the homepage of the website
- Social media promotion
- Newsletter promotion
- Company mention or logo placement on all marketing materials

# AAMA Corporate Partnership Program

CREATING A COLLABORATIVE COMMUNITY

## **Silver Sponsor - \$5,000**

- Half-page ad in AAMA Black Marketer's List
- Up to 12 job postings
- Company logo listed on the homepage with hyperlink
- Social media and newsletter promotion
- Company mention or logo placement on all marketing material

## **Impact Sponsor - \$1,500**

- Mentioned in AAMA Black Marketer's List
- Company logo listed on the website with hyperlink
- Social media and newsletter promotion

# AAMA Corporate Partnership Program

CREATING A COLLABORATIVE COMMUNITY

## Podcast Sponsorships

The African-American Marketing Association presents the Marketing For The Culture podcast. We will interview marketing leaders on the latest insights and best practices covering all areas of marketing. The podcast will be hosted by Michelle Ngome with new episodes every Tuesday on Apple Podcast, Google Podcast, Spotify, YouTube, and a lot more.

### **Big Picture** - \$1,000/month

- Interview with priority publishing.
- 4 episodes
- Preroll: Company provides visuals, links, promo codes, and scripts.
- Logo in e-blasts
- 4 Social media posts

# AAMA Corporate Partnership Program

CREATING A COLLABORATIVE COMMUNITY

## **Flywheel** - \$800/month

- 4 episode minimum
- Preroll: Company provides visuals, links, promo codes, and scripts.
- Logo in e-blasts
- 4 Social media posts

## **Word of Mouth (WOM)** - \$400/month

- 2 episodes minimum
- Midroll: Company provides visuals, links, promo codes, and scripts.
- Logo in e-blasts
- 2 Social media posts

# AAMA Corporate Partnership Program

CREATING A COLLABORATIVE COMMUNITY

## Additional Sponsorship Options

**Community Partner** - \$400 12-months

Company logo with hyperlink listed on the website

## Career Board

- \$100 per listing
- \$1,000 unlimited postings within 12-months

**E-blasts** - \$100 per email

**Sponsored Content** - \$200 per post with a backlink

## In Kind Partnerships

Do you have a service or product you would like to share? Let's discuss what can be a good fit. Send an email to [president@aa-ma.org](mailto:president@aa-ma.org).