

**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 personal, professional, and business development.

AAMA's mission is to foster the growth and professional development of African-American marketers, creatives, and entrepreneurs.

\*Membership fees were reinstated in July 2023.

## Overall Reach

50+

Members

80%

Women

1,000+

Network

### Statistics

Facebook 1,000

Instagram 1,680

LinkedIn 2,879

Email 900+

Website 1,000+

### Contact:

Michelle Ngome

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

Becoming an **AAMA Sponsor** allows you to provide tangible benefits and contribute to the meaningful growth of the marketing community. As a sponsor, you gain access to a wealth of benefits, including:

As a sponsor, you can:

- **Industry Recognition:** Demonstrate your expertise and position yourself as an industry expert, sharing knowledge, insights, and resources with event attendees.
- **Access to a Unique Talent Pipeline:** Identify potential hires among attendees, tapping into a pool of skilled and motivated individuals who are actively invested in their professional development.
- **Opportunity to Invest:** Contribute to the growth and success of marketing professionals, through workshops, panel discussions, and seminars.
- **Gain Visibility** within a diverse and influential community of marketing professionals, reaching a unique demographic.
- **Forge Meaningful Connections** with potential clients, partners, and industry leaders, opening doors for collaboration and growth.
- **Showcase Your Commitment** to diversity and inclusion in marketing, reinforcing your brand's values.
- **Support Professional Development** by contributing to the growth and success of marketing professionals.

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## Signature Programs

### **Black Marketers to Watch (Spring)**

Since 2021 we highlight 50 African American marketers that are nominated by a peer. We release the list in April and it is shared on our website, social media platforms, and the MFTC Summit.

### **Marketing & Mimosas (Spring & Fall)**

M&M is a networking event for marketers and creatives to come together and share ideas over breakfast.

### **Marketing For The Culture Summit (Summer)**

The MFTC Summit started in 2022. This year it will be held on Thursday, June 6, 2024, in Houston, TX. The theme is Plot Twist: The Art of Being a Disruptive Storyteller. There is a separate sponsorship deck for this event.

### **Business of Marketing Bootcamp (Fall)**

The Business of Marketing Bootcamp is a unique and transformative event designed to empower agency owners with the knowledge and strategies needed to take their company to the next level. Topics covered may include finance, operations, human resources, and leadership.

Program	Marketing & Mimosas	Business of Marketing Bootcamp	Black Marketers to Watch
Logo on Homepage	x	x	x
Event Email Promotion	x	x	x
Event Social Media Post	x	x	x
Signage at Events	x	x	x
Speaking Opportunity	x	x	
Sponsor Mentioned Video			x
Annual Membership No of People	1	2	2
<b>Investment</b>	<b>\$2,000</b>	<b>\$4,000</b>	<b>\$4,000</b>

Annual Sponsorship	Impact	Influence	Innovate
Logo on Homepage	x	x	x
Event Email Promotion	x	x	x
Exclusive Email Promotion		x	x
Exclusive Social Media Post	x	x	x
Signage at Event	x	x	x
Speaking Opportunity		x	x
Annual Membership No of People	1	3	5
<b>Investment</b>	<b>\$1,500</b>	<b>\$3,000</b>	<b>\$5,000</b>

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## **In-Kind Partnerships**

Do you have a service or product you would like to share?  
For example, venue, culinary services, printing, promotional products, e-blasts, etc.

We are open to customizing a sponsorship package to fit your needs.

If you are interested in any of our options, please contact Michelle Ngome at [michelle@aa-ma.org](mailto:michelle@aa-ma.org).