



A·A·M·A
African-American Marketing Association

MARKETING

FOR THE CULTURE

SUMMIT 2024

SPONSORSHIP PACKET

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ABOUT AAMA

Welcome to the African-American Marketing Association (AAMA), a non-profit 501c3 organization dedicated to empowering Black marketers since February 2019. Our flagship event, the Marketing For The Culture Summit, alongside initiatives like Grow With Google and Meta Elevate, serves to equip professionals with the tools and resources needed to excel in their careers.

2021

In June 2021 we launched the Marketing For The Culture podcast.



2022

With that momentum, the following year we kicked off the MFTC Summit in Atlanta, GA.

2023

In 2023, we held the summit in Houston, TX with HP as our lead sponsor.



At its core, the Marketing For The Culture Summit 2024 is a narrative woven for marketers, entrepreneurs, corporate leaders, and budding professionals. This year's theme, "Plot Twist: The Art of Being a Disruptive Storyteller," promises an immersive experience where theory meets application, and disruption becomes a catalyst for innovation.

Just going to one AAMA Summit changed my life; I networked with so many people that looked like me, had the same goals as me, and motivated me to keep pursuing my passion for marketing and brand strategy.

Because of that alone, I want to be able to help bring the younger generation to this amazing organization and allow them to be their authentic self while learning from wiser marketers in their communities and around the nation.

Mikayla Dates

Black Restaurant Week Intern
TSU Graduate Fall 2022



AUDIENCE REACH & DEMOGRAPHICS

Email
900+

Facebook
1,000

LinkedIn
3,000

Instagram
1,695



Women
65%
Male
34%



14
Cities
Represented



300

Professionals
Educated & Trained

Gain extensive brand visibility, thought leadership opportunities, and unparalleled access to industry leaders. Our niche community reach ensures that your investment yields maximum returns.

CAREERS IN ATTENDANCE

75%
Professionals &
Corporate

15%
Business Owner &
Entrepreneurs

10%
Creative Talent
Identifying

Age



36-45

38%

25-35

35%

15-24

27%



25

Scholarships &
Grants Provided

500
Members

75K-100K
Annual Income

278
Attendees

21-45
Years Old



WHY PARTNER WITH MFTC SUMMIT?

“It was a pleasure and honor to be able to take part in such an experience! Marketing for the Culture Summit truly fed my soul! It poured into me so much knowledge and pride from movers and shakers getting it done! It will definitely be a goal to continue to support the success of AAMA!”

– Christian Cravens
AT&T Sales Executive (Sponsor 23)

INSIGHTS & TRENDS

ABOUT MFTC SUMMIT 24

"Plot Twist: The Art of Being a Disruptive Storyteller" explores the transformative power of disruptive marketing in response to evolving consumer demands for authentic narratives. Embracing Afro-Futurism as a cultural movement, we delve into storytelling while challenging traditional marketing norms, and inspiring innovation.

Rise of Disruptive Marketing:

💡 HubSpot research found that 63% of marketers are prioritizing innovation in their strategies to stay ahead of the competition.

Afro-Futurism in Marketing Innovation is a Cultural Movement:

DID YOU KNOW?

Google Trends data shows a significant increase in searches related to Afro-futurism over the past decade, indicating growing interest and awareness.

INTERESTING FACT



Since 2018, the Afro-futurism genre has gained mainstream recognition, with movies like "Black Panther" grossing over \$1.3 billion worldwide and sparking conversations about representation and cultural identity.

AAMA's MFTC Summit embracing Afro-futurism aims to inspire innovation in marketing by celebrating cultural diversity, and imaginative storytelling with visual aesthetics all while empowering diverse voices. MFTC Summit will capture



Cultural Resonance: Fosters inclusivity and cultural appreciation, crucial for driving innovation in global marketing and strategies.



Visual Aesthetics: Captivating and vibrant imagery encourages interactive audience engagement, fostering brand recognition.



Imaginative Storytelling: Encourages creativity, fostering innovation by challenging traditional marketing norms.



Empowerment and Representation: Centers marginalized and diverse voices in the industry, fueling a culture of inclusion and innovation.



Futuristic Vision: Inspires forward-thinking, that goes beyond current trends and consumer behaviors, driving industry evolution.



Collaborative Community: Our summit encourages marketers to innovate and adapt to changing market landscapes, driving industry evolution and progress.

SPONSORSHIP BENEFITS & ROI



01

POSITION YOUR BRAND AS A PIONEER

Amplify your brand voice with an emerging organization. By aligning your brand with us to showcase your commitment to creativity, inclusivity, and excellence.

02

ENHANCE CORPORATE IMAGE & REPUTATION

Gain extensive brand visibility with our targeted marketing reach. Your brand will receive prominent exposure via numerous marketing channels in front of a diverse audience of professionals, creatives, and entrepreneurs.

03

THOUGHT LEADERSHIP

Showcase your expertise by participating in a breakout session, panel or a keynote address. Position yourself as an industry leader, gain credibility, drive engagement, and contribute to the development of attendees.

04

EXCLUSIVE ACCESS & NETWORKING

You will gain unparalleled access to industry leaders and influencers in the marketing community. From high-profile speaking opportunities to intimate networking events, we provide the platform to connect meaningful partnerships.

05

RECRUIT MARKETING TALENT

Engage with an array of marketing talent to enhance your recruitment pipeline. Engage your audience with immersive sessions and impactful experiences that leave a lasting mark.

06

COMMITMENT TO SOCIAL RESPONSIBILITY

Demonstrate your commitment to diversity, equity, and inclusion. Connect with diverse audiences, make a meaningful impact, and position your brand as an industry leader.

KEY PARTNERS & SPEAKERS

INVEST IN OUR MISSION

“Where do I even begin? The African American Marketing Association did the darn thing! This was one of the best conferences I’ve attended in my entire career. Being able to network with my peers, meeting new people and hearing their stories was just so good. It was timely, relevant and purposeful.

Top 3 favorites for me included the Supplier Diversity Panel, the Growth Marketing Strategies Panel and the Keynote 🗝️. Very well done 🍷🍷 I can’t wait for next year’s conference.” - Santilla Victorian



Andre Yearwood
Edelman
Senior Manager
Influence Marketing



Danielle Jones
Hewlett-Packard
Senior Manager NA
Consumer Experiences
Marketing



Falayn Ferrell
Black Restaurant
Week
Managing Partner



Ingrid Robinson
Houston Minority
Supplier Development
Council
President & CEO



Willie Williams
Content Developer
Microsoft Corporation,
Inc.



Destiny Davis
Skillshare
Social Media Content
& Culture Marketing
Manager



Joseph Williams
Starz
Director of Public
Relations



Marquel Russell
Client Attraction
University
Rapid Business Growth
Strategist & Author



Vannesia Darby
Shondaland
Digital Marketing
Manager



Juntae DeLane
Digital DeLane
Chief Strategist &
Business Owner



MARKETING

FOR THE CULTURE

SUMMIT 2024

Thursday
June 6, 2024

United Way Houston
50 Waugh Drive
Houston, TX 77077





EVENT DETAILS

KICKOFF NETWORKING RECEPTION: Wednesday, June 5, 2024

The networking reception gives us a chance to welcome members, partners, and marketing enthusiasts to the MFTC Summit. This is an excellent opportunity to connect with like-minded individuals in marketing to help build your network.

MARKETING FOR THE CULTURE SUMMIT: Thursday, June 6, 2024

The MFTC Summit is our signature event that allows Black marketers, creatives, and entrepreneurs to come together to share industry insights. This year's theme is Plot Twist: The Art of Being a Disruptive Storyteller. Content overview: artificial intelligence, brand archetypes, consumer psychology, strategy, leadership development, and more.

EXCLUSIVE VIP BRUNCH: Friday, June 7, 2024

The MFTC Summit VIP Brunch is a curated event that helps deepen the connections and support you need to grow your brand. Enjoy a signature breakfast with a fireside chat with a marketing trailblazer.



"I'm happy to be one of the many sponsors to the MFTCS event. Reaching goals often comes down to access and relationships! The African American Marketing Association helped me get access to a conference that led to some new paid clients! Check out the conference in Houston, to build connections and create opportunities!"

**-Chris N. Cheetham-West
2023 Sponsor**



"This MFTC Summit is for me! I have never felt so at home in my professional career in my life. I learned and experienced things today that I didn't even know that I needed."

**-Antréchele Nova
VIP Attendee**

"An amazing day! This is a room I personally want to be in every single year. This is by far one of my favorite events to add value to and attend."

**-Cierra Seay
Speaker**



SPONSORSHIP OPPORTUNITIES

"AAMA what an incredible event experience and #hpproud that we were a sponsor!

LaTasha, Gary Nicole, Payne-Shyshko and Danielle Tisser thank you for supporting the African American Marketing Association with me to drive our HP Sustainable Impact mission!

Emily Cornwall, Esenam Asembri and Danielle D. Jones continue to lead the way for HP as part of the top 50 AAMA Marketers to watch list created by AAMA!!"

– Tara Agen
Global Head and VP, Marketing Effectiveness,
Operations, Martech at HP (Sponsor 23)

2023 Platinum Sponsor



SPONSORSHIP OPPORTUNITIES



	PLATINUM \$50,000 (1)	GOLD \$25,000 (1)	SILVER \$10,000 (3)	BRONZE \$5,000 (2)
OPPORTUNITY TO PRESENT THE CLOSING KEYNOTE OR A BREAKOUT SESSION	OPPORTUNITY TO PRESENT THE CLOSING KEYNOTE	INVITATION TO PRESENT A DISTINCTIVE BREAKOUT SESSION	INVITATION TO PRESENT A DISTINCTIVE BREAKOUT SESSION	INVITATION TO PARTICIPATE IN A PANEL SESSION
OPTION TO HOST AN INTIMATE KICKOFF RECEPTION OR VIP BRUNCH	✓	✓		
SHOWCASE YOUR BRAND WITH A 30-SECOND VIDEO AD	✓			
FULL-PAGE ADVERTISEMENT IN SUMMIT PROGRAM	✓			
PLACEMENT OF COMPANY NAME IN THE PROMOTIONAL VIDEO	✓			
LOGO HIGHLIGHTED ON PRINT AND DIGITAL MARKETING MATERIALS	✓	✓	✓	✓
EXCLUSIVE INCLUSION ON LANYARDS AND NAME BADGES	✓			
2 PERSONALIZED SOCIAL MEDIA POSTS	✓	✓	✓	✓
FEATURE IN AAMA NEWSLETTER	✓	✓	✓	✓
EXCLUSIVE REGISTRATIONS FOR SUMMIT ACCESS	10	4	4	2

Commit to a sponsorship partnership that aligns with your unique goals and objectives. Whether you're seeking brand exposure, thought leadership opportunities, or strategic networking, we have options to suit your needs.

ELEVATE YOUR BRAND EXPERIENCE

VIP Brunch - \$12,500 (1)

- Exclusive access to an elite networking brunch. Intimate Fireside Chat with a Marketing Trailblazer and option to co-host.
- High-profile networking with industry leaders and decision-makers.

Creative Experience Sponsor - \$5,000 (2)

- Exclusive space for brand activation and 1:1 connection with attendees.
- Custom set design or other experiential marketing opportunities for captivating visuals.
- Branded backdrops for memorable photo opportunities.

Choose from a range of sponsorship opportunities to amplify your brand presence, engage with our audience, and demonstrate your commitment to diversity and innovation.

AMPLIFY YOUR PRESENCE

Speaker Sponsor Gift - \$2,000 (1)

- Exclusive opportunity to provide a branded item for MFTC Summit speakers.
- Brand exposure during speaker sessions and beyond.
- Tangible connection with influential industry figures.

Agency Friends - \$1,000 (10)

- Exclusive logo display on AAMA's website.
- 1 exclusive event ticket for a representative.
- Networking opportunities with fellow industry professionals.

TAILORED OPTIONS



ENHANCE YOUR VISIBILITY

Happy Hour Sponsor - \$3,500 (2)

- Exclusive sponsorship of the evening reception after the MFTC Summit.
- Opportunity to network in a relaxed atmosphere.
- Prominent brand exposure during a social gathering.

Snack Break Sponsor - \$2,000 (1)

- Exclusive sponsorship of the conference snack break.
- Onsite recognition and exclusive branded signage.
- Direct engagement with attendees during break times.



"I've been compiling my thoughts about the MFTC Summit but just know I am 'so' thankful that I was in the room. I really needed to be there and surrounded by fellow Black marketers."

-Courtney Cross Johnson
2022 Attendee



"What makes this summit different is I'm an expert, but I can show up and be the type of expert I need to be as my authentic self."

-Jha Allen
2022 Attendee
2023 Panelist

"The 2023 Marketing For The Culture Summit was PHENOMENAL. Speakers were inspiring. Brunch was brilliant. Friendships were formed."

-Henry Adaso
2023 Moderator



THANK YOU

FOR CONSIDERING SPONSORSHIP!

MARKETING FOR THE CULTURE SUMMIT 2024

Thank you for taking the time to review our sponsorship opportunities for the MFTC Summit 2024. We appreciate your interest in partnering with us to empower Black marketers and entrepreneurs.

TAKE THE NEXT STEP:

Don't miss out on this opportunity to showcase your brand and support diversity in marketing. Reach out today to secure your sponsorship and join us in shaping the future of "Marketing For The Culture"! We look forward to hearing from you soon!

CONTACT US TODAY:

EMAIL - MICHELLE NGOME

michelle@aa-ma.org

VISIT OUR WEBSITE:

<https://www.aa-ma.org>



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