



# Business of Marketing **BOOTCAMP**

A·A·M·A

# Business of Marketing Bootcamp (BOMB)<sup>™</sup> SPONSORSHIP OPPORTUNITIES



The African American Marketing Association drives economic opportunity and inclusion for Black marketers, creatives, and entrepreneurs. The Business of Marketing Bootcamp (BOMB)<sup>™</sup> offers a valuable and novel platform for businesses to connect with a highly motivated audience of aspiring marketing professionals and entrepreneurs.

Our goal is to select 20-25 new scholars in each cohort (twice per year). To reach this goal, sponsors play a vital role in ensuring BOMB<sup>™</sup>'s success by providing the necessary financial support to manage the cohort. Sponsorship for the program is designed to support the venue, meals, supplies, personnel, and operations to ensure its sustainability.

## BENEFITS

- Engage your organization with meaningful community outreach through guest speaking, panel slots, and one-on-one mentorship with participants throughout the cohort.
- Support your company's social responsibility and supplier diversity pipeline of minority business owners.
- Reinforce brand positioning and visibility with minority business owners with the go-to marketing organization for Black marketers, creatives, and entrepreneurs.



# SPONSORSHIP LEVELS

## Title Sponsor — \$7,500

- Exclusive Title Sponsor for BOMB™ Cohort
- Logo and link on AAMA's homepage and BOMB™ landing page for 12 months
- Top listing on all BOMB™ marketing materials: signs, press releases, workbooks, classes, and events
- Host the Welcome Reception and Graduation
- Two (2) complimentary e-blasts throughout the year
- Invitation to keynote the graduation ceremony
- List of cohort attendees
- Able to distribute digital or print marketing materials and promotional products

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AAMA is a great resource for people in different professions. Being up-to-date and ahead in your field is crucial to your success. Surrounding yourself with other people willing to grow in business can help you reach your full potential. It's always good to have resources that inform you of opportunities that can move your business forward. I was informed about an opportunity through AAMA that led to the growth of my business!

**Chris N. Cheetham-West, MBA**  
**Marketing Consultant**

## Supporting Sponsors — \$3,000

- Logo and link on AAMA's homepage and BOMB™ landing page for 12 months
- Listing on all BOMB™ marketing materials: signs, press releases, workbooks, classes, and events
- One (1) complimentary e-blast throughout the year
- Special remarks during the graduation ceremony
- Able to distribute digital or print marketing materials and promotional products

## Exclusive Session Sponsor — \$1,500

- Exclusive session hosts
  - Session options include: Productivity, Legal, Financial Foundations, Human Resources
- Logo and link on the AAMA BOMB™ landing for 12 months
- Listing on all BOMB™ marketing materials: signs, press releases, workbooks, classes, and events
- Able to distribute digital or print marketing materials and promotional products

## Session Supporter — \$500

- Sponsor recognition at the session
- Logo and link on the AAMA BOMB™ landing page for 12 months

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

- **VENUE SPONSORSHIP:** Sponsor the physical location for in-person BOMB™ sessions
- **CATERING SPONSORSHIP:** Provide meals or refreshments for cohort participants.
- **SOFTWARE SPONSORSHIP:** Donate software licenses relevant to marketing and business cohort participants can use.
- **SWAG BAG SPONSORSHIP:** Include your branded merchandise in the BOMB™ swag bag for attendees in their welcome kit, class, or graduation.



## WANT MORE INFORMATION?

Contact Michelle Ngome at [michelle@aa-ma.org](mailto:michelle@aa-ma.org) or visit the BOMB landing page:

