



MARKETING for the
CULTURE
SUMMIT **2025**

SPONSORSHIP PACKET

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What Michelle Ngome is doing with African-American Marketing Association (AAMA) is nothing short of amazing. This summit was filled with so much knowledge, ideas, and love for all things creative. Can't wait for next year.

MICHAEL THOMAS
Head of Creative
Unanomus

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ABOUT AAMA

Welcome to the African-American Marketing Association (AAMA)! We launched in February 2019 as a 501c3 nonprofit organization that supports marketing professionals and creative entrepreneurs through targeted education, tools, and resources, enabling innovation, advocating for change, and driving economic impact.

Nielsen’s February 2024 report “underscores the value and importance of building trust with Black audiences—not only because of their buying power, which is expected to top \$2 trillion in the U.S. by 2026—but also because Black-created and Black-inclusive content has become more influential than ever”



“earned so much about various aspects of marketing, from social media to personal branding, Google analytics to power statements, & so much more at the African-American Marketing Association (AAMA) Marketing for the Culture Summit 2024.

”
PORSHA JACKSON
Consultant, PJ & Co.



CAREERS IN ATTENDANCE

50% Professional + Corporate
35% Business owner + Entrepreneurs
15% Creative Talent Identifying

OUR MEMBERS



70%



30%

MEMBERS

100+

AGE

25-45

ANNUAL INCOME

75-100K

WHY SPONSOR THE MFTC SUMMIT?

The Marketing For the Culture Summit is a three-day-event thoughtfully designed to inspire marketers and creatives with actionable insights, resources, and meaningful connections for all attendees. Our events are structured to ensure a dynamic and impactful experience.

Sponsoring the MFTC Summit is more than an opportunity to promote your brand - it's a way to demonstrate your commitment to professional development and economic inclusion.

By partnering with AAMA, you will gain:

- **Brand Alignment** — Share your experience with our community by participating on one of our signature panels.
- **Community Impact** — Connect with diverse marketers, make a meaningful impact, and position your brand as an industry leader.
- **Networking Opportunities** — Gain access to industry leaders and influencers in the marketing community.
- **Recruit Marketing Talent** — Engage with various marketers and creatives to enhance your recruitment pipeline.
- **Targeted Visibility** — Reach a focused audience of marketing professionals and creative entrepreneurs.

To go from attendee last year to a panelist this year was the personification of “being the plot twist” which was the theme of this year’s summit. If you are a marketer, creative, and/or entrepreneur being involved in this organization is value for value. They give culture, community, and creativity at every turn.

BRANDY KENNEDY
COO, The Brandy K





WHAT TO EXPECT AT MFTC SUMMIT

WEDNESDAY, JUNE 4TH

VIP Day (TBD) • Kickoff Networking Reception

THURSDAY, JUNE 5TH

2025 Marketing for the Culture Summit

MFTCS Happy Hour

FRIDAY, JUNE 6TH

VIP Brunch (TBD)

'25 Theme

Ignite a Summer of Stacks with the 2025 Marketing for the Culture Summit (MFTCS)!

"Let's Get to the Money" Call to action. This immersive experience will feature insightful keynotes, interactive workshops, and unparalleled networking, all focused on equipping marketers with the tools and connections they need to build their empires. By partnering with MFTCS, you're not just sponsoring an event; you're investing in a movement that's shaping the future of marketing and empowering a generation to "get to the money." Join us and make it a Summer of Stacks!



KEY TOPICS

BUILDING HIGH-PERFORMING TEAMS & FOSTERING A CULTURE OF EXCELLENCE

Explore strategies for building high-performing teams, fostering a positive and inclusive work environment, and maximizing employee engagement and productivity.

THE ROLE OF GOVERNMENT & POLICY IN SUPPORTING THE CREATOR ECONOMY

Examine government policies and incentives that can support the growth and development of the cultural sector.

STORYTELLING FOR SOCIAL CHANGE: USING INFLUENCE TO DRIVE IMPACT

Discuss how storytelling can be used to raise awareness about social issues, drive social change, and generate revenue for social impact organizations.

INTELLECTUAL PROPERTY & LICENSING: PROTECTING AND MONETIZING YOUR CREATIVE WORK

Discuss strategies for protecting intellectual property, licensing agreements, and maximizing revenue from creative works.

THE INSIDER'S GUIDE TO NEGOTIATING YOUR COMPENSATION PACKAGE

Discuss strategies for effectively negotiating your salary, benefits package, and career advancement opportunities.

BUILDING A DIVERSE & INCLUSIVE ECONOMY THROUGH CULTURE

Discuss how to support and empower underrepresented voices in the cultural sector and create economic opportunities for diverse communities.

THE FUTURE OF THE CREATOR ECONOMY: TRENDS, CHALLENGES, & OPPORTUNITIES

A forward-looking panel exploring the future of the cultural economy, including emerging trends, challenges, and opportunities for growth and innovation.

BUILDING SUSTAINABLE BUSINESS MODELS FOR MARKETERS & CREATIVES

Discuss strategies for diversifying revenue streams, increasing audience engagement, and building sustainable business models for museums, theaters, and other cultural institutions.

Sponsorship Opportunities

PRESENTING SPONSOR \$15,000 | EXCLUSIVE

- Opportunity to present the Opening Keynote
- Full-page ad in program
- Logo placement on recap video
- Logo on print and digital promotional materials
- Branded lanyards and name badges
- Option to place marketing material in attendee gift bags
- 10 complimentary MFTCS tickets + membership
- 5 VIP Brunch tickets

VISIONARY SPONSOR \$7,500 | EXCLUSIVE

- Invite to participate as a panelist
- Half-page ad in program
- Logo on print and digital promotional materials
- Option to place marketing material in attendee gift bags
- 6 complimentary MFTCS tickets + membership
- 2 VIP Brunch tickets

INNOVATOR SPONSOR \$5,000 | EXCLUSIVE

- Invite to participate as a panelist
- Quarter-page ad in program
- Logo on print and digital promotional materials
- Option to place marketing material in attendee gift bags
- 5 complimentary MFTCS tickets + membership

Sponsor Level	Speaking Opp.	MFTCS Tickets	AAMA Membership	VIP Brunch Tickets	Logo Placement	Additional Perks
VIP Brunch — \$6,000 — 2 Available	✓	5	✓	5	✓	Invite to be the featured fireside chat speaker Exclusive access to an upscale networking brunch
Champion — \$3,750 — Exclusive	✓	3	✓	–	✓	Option to include your brand's marketing material in attendee bags
Networking Mixer — \$4,000 — 2 Available	✓	2	✓	–	✓	A chance to co-host the Kickoff Reception or MFTCS Happy Hour Opportunity to deliver welcome remarks at event Prominent brand exposure during event
Lunch Sponsor — \$4,000 — Exclusive	–	2	✓	–	✓	Company logo prominently displayed in break area and marketing materials
Media Sponsor — \$3,000 — 3 Available	–	2	✓	–	✓	
Breakfast & Coffee Bar — \$2,000 — Exclusive	–	2	✓	–	✓	
Snack Bar — \$2,000 — Exclusive	–	2	✓	–	✓	
Agency Friends — \$1,000 — 10 Available	–	1	✓	–	✓	



mftcsummit.com



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CONTACT















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Some people still think that marketing to Black communities is small-minded and unnecessarily limiting...

Well, the AAMA Marketing For The Culture Summit blew that idea to shreds. 💥

Here are some of my takeaways on how to grow as a technology entrepreneur learning and loving everything about AAMA's Marketing For The Culture Summit:

-  *Leverage cultural insights*
-  *Craft authentic stories*
-  *Form strategic community partnerships*
-  *Showcase Black excellence*
-  *Create inclusive content*
-  *Design audience-centric campaigns*
-  *Collaborate with diverse influencers*
-  *Develop culturally relevant social media strategies*
-  *Adopt inclusive language*
-  *Ensure representation in visuals*
-  *Engage with Black-owned media*
-  *Host inclusive and diverse events*
-  *Establish feedback loops with Black communities*
-  *Utilize data-driven insights*

Speaker after speaker authentically embodied these principles and provided insights (real talk) on how and why to embrace them.

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OLA ADEDOYIN

Founder, Thought Leadership Copilot