



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



PARTNERSHIP
OPPORTUNITIES 2026

WHO WE ARE

The **African American Marketing Association (AAMA)** is an emerging organization dedicated to empowering marketers, creatives, and entrepreneurs. We do this through community, education, and access to resources and opportunities. AAMA connects professionals across industries while cultivating pathways for leadership in workforce and economic development.

FOUNDED

February 2019

MISSION

Educate. Empower. Elevate. Black Marketers, Creatives, and Entrepreneurs.

VISION

A thriving ecosystem where Black creativity, business, and opportunity meet.



WHY SPONSOR AAMA?

Sponsoring AAMA is more than a partnership; it's an investment in equity, innovation, and representation within the marketing industry. Your support helps us with professional development, creative outlets, and operational growth. We highlight excellence through storytelling, recognition, technology, and systems to keep our community connected.

We've designed sponsorship opportunities for agencies, brands, and organizations that want to support valuable marketing talent while connecting with our engaged, professional audience.



AAMA AUDIENCE

15%

Creative Talent/
Freelance

35%

Creative
Entrepreneurs +
Small Business
Owners

50%

Professional/
Corporate/Agency

MEMBERS:

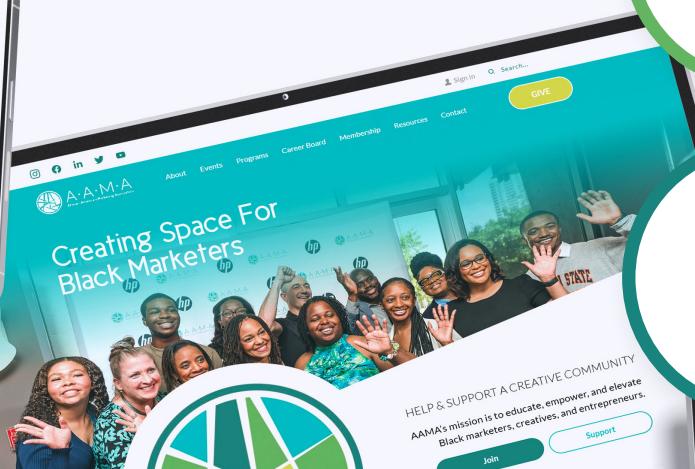
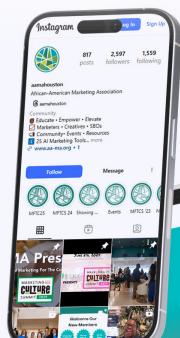
50

AGE
25-45

ANNUAL INCOME
\$75-100K

FEMALE | MALE
70% | 30%

REACH



✉
1254
subscribers

in
4694
followers

2597
followers

www
1800+
monthly visits



PROFESSIONAL DEVELOPMENT

ELEVATING SKILLS, CAREERS, AND BUSINESSES

AAMA's professional development programs are designed to equip members and the community with the tools, knowledge, and confidence to excel in an evolving marketing landscape. Through our AAMA Elevate, The Builder's Table, the Business of Marketing Bootcamp, and the Marketing For The Culture Summit. Partners who contribute to this space demonstrate a commitment to economic and workforce development.

AAMA ELEVATE

AAMA Elevate is our premier professional development series. It is designed to empower and engage members to grow, lead, and thrive. Our monthly programming consists of a mix of in-person and virtual sessions. Partners of AAMA Elevate directly invest in AAMA's member learning and career advancement.

- **Elevate Workshops** focus on hands-on sessions
- **Elevate Talks** focus on expert panels
- **Elevate Tracks** will highlight career pathways

SPONSORSHIP LEVEL	AMPLIFIER (\$500)	ADVOCATE (\$750)	ACTIVATOR (\$1,500)
Quantity	1	1	1
Program Recognition	✓	✓	✓
Marketing Material	✓	✓	✓
Social Media	✓	✓	✓
Speaking Opportunity		✓	✓
Vendor Table		✓	✓
Company Name on Recap Video			✓

AUDIENCE Marketers, creatives, entrepreneurs, and college students.

FREQUENCY Monthly

MODE In-person and virtual



The African American Marketing Association helped me obtain the opportunity to speak at a large marketing conference, Content Marketing World, which led to some new paid clients!

CHRIS CHEETHAM-WEST • President of LR Training Solutions



AAMA INNER CIRCLE

AAMA's Inner Circle is an exclusive group for ambitious professionals committed to peer accountability, strategic growth, and community-driven success. Through guided discussions and mastermind sessions, focus on personal development, leadership, and goal execution. Partners receive direct visibility among high-performing marketing professionals and creative entrepreneurs dedicated to transformational growth.

THE BUILDERS TABLE

The Builder's Table is a quarterly roundtable exclusively for AAMA's Business Builder members, growth-minded small business owners committed to scaling smarter. Each session brings together a curated group of entrepreneurs to discuss advanced business topics.

Partners of The Builder's Table have the opportunity to engage directly with high-performing creative entrepreneurs and business owners and demonstrate their commitment to the community.

AUDIENCE Marketers, creatives, and entrepreneurs

AUDIENCE Creative entrepreneurs and small business owners

FREQUENCY Groups reset Quarterly; meet biweekly

FREQUENCY Quarterly

MODE Virtual

MODE Virtual

**Brand In Focus is our small business spotlight featured on our website, social media, and newsletter.*

SPONSORSHIP LEVEL	AMPLIFIER (\$500)	ADVOCATE (\$750)	ACTIVATOR (\$1,000)
Quantity	1	1	1
Logo Placement on Slides	✓	✓	✓
Sponsor Mention	✓	✓	✓
Social Media	✓	✓	✓
Newsletter	✓	✓	✓
Digital Resource Contribution		✓	✓
Dedicated Spotlight Feature on LinkedIn			✓
Facilitate a Session			✓

SPONSORSHIP LEVEL	AMPLIFIER (\$1,000)	ADVOCATE (\$2,500)	ACTIVATOR (\$5,000)
Quantity	4	4	4
Program Recognition	✓	✓	✓
Marketing Material	✓	✓	✓
Social Media	✓	✓	✓
Brand In Focus*	✓	✓	✓
Vendor Table	✓	✓	✓
Panelist	✓	✓	✓
Keynote		✓	✓
Logo on website		✓	✓
Dedicated Spotlight Feature on LinkedIn		✓	✓
Recap Video			✓



BUSINESS OF MARKETING BOOTCAMP (BOMB)

The Business of Marketing Bootcamp (BOMB)[™] is a no-cost, 12-week cohort program designed for small business owners to receive marketing training, tools, and support to grow their businesses.

Launched in the Fall 2024, BOMB has completed two cohorts with 21 graduates. BOMB is offered in the spring and summer, and we accept up to 12 business owners in each cohort.

Exclusive sessions include: Productivity, Legal, Financial Foundations, Human Resources



AUDIENCE Marketing professionals, creative entrepreneurs, and small business owners

FREQUENCY Spring and Fall Cohorts

MODE In-person and virtual

SPONSORSHIP LEVEL	SESSION SUPPORTER (\$500)	EXCLUSIVE SESSION (\$1,500)	SUPPORTING (\$3,000)	TITLE (\$7,500)
Quantity	6	4	2	2
Sponsor recognition at the session	✓	✓	✓	✓
Logo and link on the BOMB page for 12 months		✓	✓	✓
Listing on all marketing material		✓	✓	✓
Able to distribute resources		✓	✓	✓
Exclusive session hosts		✓	✓	✓
Complimentary eblast			1	2
Special remarks at the graduation ceremony			✓	✓
Host and keynote at the graduation				✓



I have closed approximately ten new clients since graduating from BOMB in December 2024.

CHARLES DABNEY
Dabney Tax and Accounting Services, LLC





MARKETING FOR THE CULTURE SUMMIT

The Marketing For The Culture Summit is a two-day event thoughtfully designed to inspire marketers and creatives with actionable insights, resources, and meaningful connections for all attendees. Partnering during the MFTC Summit is an opportunity to demonstrate brand alignment, targeted visibility, and engage with marketing talent.



It was hands-down one of the best conferences I've attended for marketing professionals. First class all the way.

SANTILLA VICTORIAN
Digital Marketing Strategist

AUDIENCE	Marketing professionals, creatives, entrepreneurs, and college students.		FREQUENCY	Annual in June		MODE	In-person	
SPONSORSHIP LEVEL	AGENCY FRIENDS (\$1,000)	BREAKFAST OR SNACK BAR (\$2,000)	LUNCH (\$4,000)	NETWORKING MIXER (\$4,000)	MEDIA PARTNER (\$5,000)	AMPLIFIER (\$5,000)	ADVOCATE (\$7,500)	ACTIVATOR (\$15,000)
Quantity	10	2	1	2	2	2	1	1
Logo Placement	✓	✓	✓	✓	✓	✓	✓	✓
Branded Swag	✓	✓	✓	✓	✓	✓	✓	✓
Host Mixer	✓	✓	✓	✓				✓
Special Remarks				✓	✓	✓	✓	✓
Lanyards								✓
Ad Placement						Half-Page	Half-Page	Full-Page
Logo Recap Video					✓			✓
Panelist					✓	✓	✓	✓
Keynote								✓
Tickets & Memberships	1	2	2	3	3	5	5	10



COMMUNITY & CULTURE

THE HEART OF MEMBER ENGAGEMENT



COMMUNITY & CULTURE: COFFEE CHAT OR HAPPY HOUR

AAMA's Community & Culture is the heart of member engagement. These monthly experiences are designed to foster genuine connections among industry peers through coffee chats, happy hours, and curated networking events.

By sponsoring these experiences, partners have the opportunity to align their brand with community impact, gain visibility among a diverse network, and support meaningful conversations among the community.

AUDIENCE

Marketing professionals, creatives, entrepreneurs, and college students.

FREQUENCY

Monthly

MODE

In-person and virtual

SPONSORSHIP LEVEL	AMPLIFIER (\$500)	ADVOCATE (\$750)	ACTIVATOR (\$1,500)
Quantity	1	1	1
Program Recognition	✓	✓	✓
Marketing Material	✓	✓	✓
Social Media	✓	✓	✓
Speaking Opportunity		✓	✓
Recap Video			✓

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Our Community & Culture events create space for authentic connection among marketers, creatives, and entrepreneurs. These gatherings give us a chance to learn from each other, spark collaboration, and new opportunities to strengthen our community.

MICHELLE NGOME
AAMA Founder & President

CREATIVE OUTLETS

SHOWCASING BLACK EXCELLENCE IN MARKETING

AAMA's Creative Outlets celebrate innovation, storytelling, and visibility within the Black marketing community. Through flagship initiatives like the 50 Black Marketers to Watch list, the Marketing for the Culture Podcast, and our membership campaign Built to Belong: 226 Strong, we amplify voices, share success stories, and highlight the brilliance shaping the marketing industry. Supporting these outlets offers partners a powerful opportunity to align their brand with authentic representation, creativity, and the advancement of diverse talent in media and marketing.

50 BLACK MARKETERS TO WATCH

Since 2001, AAMA has recognized 50 dynamic marketers, creatives, entrepreneurs, and change agents shaping the industry across disciplines from brand strategy and digital innovation to design, storytelling, and leadership. This signature initiative amplifies visibility, representation, and inspiration within the marketing community while positioning AAMA as the leading platform for Black marketing excellence.

Categories include: Agency, Tech, Strategist, Community, Creative, and Media

AUDIENCE Marketing professionals, creatives, entrepreneurs, and college students.

FREQUENCY Annual in August

MODE Digital Campaign, In-person event

	SPONSORSHIP LEVEL	AMPLIFIER (\$1,000)	ADVOCATE (\$2,500)	ACTIVATOR (\$5,000)
Quantity	8	2	1	
Logo Placement on Page	✓	✓	✓	
Category Naming Rights	✓	✓	✓	
Marketing Material	✓	✓	✓	
Branded Social Media Graphics	✓	✓	✓	
Branded Reel	✓	✓	✓	
Event Recap Video				✓
Presenting Event Sponsor				✓
Event Tickets	✓	✓	✓	
Membership	1	2	3	
Company Name on Recap Video				✓



Thank you, AAMA, for continuing to spotlight Black excellence and for creating space where our work and voices are celebrated.

OCCASIO GEE • Communication Leader



MEMBERSHIP CAMPAIGN: BUILT TO BELONG

In January 2026, AAMA will launch Built to Belong, a national membership campaign focused on gaining 200 members.

This campaign celebrates belonging, growth, and representation in the marketing industry, building a powerful network of professionals, creatives, and entrepreneurs shaping the marketing industry.

We invite brands, agencies, and organizations committed to equity and innovation to partner with us in this movement. Partners may provide branded swag, promotional products, and digital resources to provide to our members.

African American/Black people represent



in the industry.

ASSOCIATION OF NATIONAL ADVERTISERS (ANA)

AUDIENCE	Marketing professionals, creatives, entrepreneurs, and college students.	FREQUENCY	One time	MODE	Digital Campaign
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SPONSORSHIP LEVEL	AMPLIFIER (\$1,000)	ADVOCATE (\$2,500)	ACTIVATOR (\$5,000)
Quantity	5	2	1
Logo on the Membership Page	✓	✓	✓
Social Media	✓	✓	✓
Campaign Emails	✓	✓	✓
Branded Member Templates	✓	✓	✓
Branded Swag	✓	✓	✓
Logo on AAMA T-shirt		✓	✓
Branded Digital Member Badge			✓
Mentioned on Member Directory Page			✓
Sponsor Student Memberships	2	4	6
Membership	2	4	6



MARKETING FOR THE CULTURE PODCAST

The Marketing For The Culture Podcast amplifies the voices of Black marketers, entrepreneurs, and creatives driving innovation across industries.

Returning biweekly, the podcast delivers conversations that educate, empower, and celebrate the culture shaping marketing today. Sponsorship provides brands with access to a loyal, diverse, and engaged audience of marketing professionals and business owners.

MFTC Podcast ran from 2021 to 2023 with 70 episodes and 18,000+ downloads. New biweekly episodes slated for January 2026.

Black consumers hold significant purchasing power, with their collective consumption expected to reach



by 2030.

MCKINSEY & COMPANY

AUDIENCE	Marketing professionals, creatives, entrepreneurs, and college students.	FREQUENCY	Biweekly	MODE	In-person and virtual
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SPONSORSHIP LEVEL	SEGMENT PARTNER (\$1,000)	EPISODE PARTNER (\$2,000)	PRESENTING PARTNER (\$5,000)
Episodes	4	4	12
Presenting episode	✓	✓	✓
Logo and Mention	✓	✓	✓
Branded Clips	✓	✓	✓
Brand Mention in Show Notes	✓	✓	✓
30-second Mid-roll Ad Read	✓	✓	✓
Social Media	✓	✓	✓
Newsletter	✓	✓	✓
Guest Appearance			✓
Logo on Homepage			✓

OPERATIONS

STRENGTHENING OUR FOUNDATION FOR GROWTH

Behind every successful program and event is the operational backbone that makes it all possible. Sponsorship support in this area ensures AAMA can continue delivering high-quality programming, expand our membership base, and maintain the technology, systems, and infrastructure that power our community. By investing in AAMA's operations, partners help sustain our mission and create lasting impact for current and future generations of Black marketers.

TECH TOOLS: POWERING AAMA'S DIGITAL GROWTH

Since 2001, AAMA has recognized 50 dynamic marketers, creatives, entrepreneurs, and change agents shaping the industry across disciplines from brand strategy and digital innovation to design, storytelling, and leadership. This signature initiative amplifies visibility, representation, and inspiration within the marketing community while positioning AAMA as the leading platform for Black marketing excellence.

***Member Access** - SAAS companies can share a discount, free trial, beta test or feedback opportunities with members.

SPONSORSHIP LEVEL	AMPLIFIER (\$500)	ADVOCATE (\$1,000)	ACTIVATOR (\$3,000)
Quantity	Unlimited	5	3
Digital Resource Library	✓	✓	✓
Social Media	✓	✓	✓
Web Recognition: Powered by:		✓	✓
Member Access			✓
Host a Webinar			✓



FREQUENCY

Annual



Where marketers meet, connect, and build community beyond the business card.

AAMA TEAM



OPERATIONS: POWERING OUR MISSION BEHIND THE SCENES

Operational funds provide essential support for AAMA's day-to-day activities and long-term sustainability. These unrestricted dollars allow us to manage all aspects of the organization to keep our programs running smoothly. By contributing

to operations, partners help ensure AAMA remains efficient, innovative, and responsive to the needs of our growing community. This support fuels everything from program delivery to member engagement and organizational growth.

AUDIENCE Marketing professionals, creatives, entrepreneurs, and college students.

FREQUENCY Annual

SPONSORSHIP LEVEL	ALLY PARTNER (\$1,000)	AMPLIFIER PARTNER (\$2,500)	ADVOCATE PARTNER (\$5,000)	ADVANCER PARTNER (\$7,500)	ACTIVATOR PARTNER (\$15,000)
Sponsored Blog Post	✓	✓	✓	✓	✓
Newsletter	✓	✓	✓	✓	✓
Social Media	✓	✓	✓	✓	✓
Speak at AAMA Elevate	✓	✓	✓	✓	✓
Logo on Homepage			✓	✓	✓
Speak at Key Events			✓	✓	✓
Logo on Career Board					✓
Complimentary Event Tickets	✓	✓	✓	✓	✓
Career Board Listings	2	2	4	8	12
Membership	2	2	4	8	12



IN-KIND SPONSORSHIP OPPORTUNITIES

AAMA welcomes in-kind partnerships that strengthen our infrastructure and community impact. In-kind sponsors receive recognition aligned with the value, visibility, and category of their contribution.

ACCOUNTING OR LEGAL SERVICES	Bookkeeping, compliance, contracts, etc.
ADVERTISING SPACE	Donated ad placements in digital or print media.
CREATIVE SERVICES	Graphic design, copywriting, or social media content creation, podcast and video editing.
EDUCATIONAL MATERIALS	E-books, templates, certification, and conference discounts.
EXPERT SESSIONS	Guest speakers, coaches, or mentors donating time and expertise.
FOOD & BEVERAGE	Catering, snacks, beverages, gift cards, or donations events.
MEDIA	Photography and video for professional development events.
PRINTING & MERCH	Production of banners, signage, or branded items for campaigns.
RAFFLE ITEMS	Gift cards, tickets, or experiences that boost engagement.
SWAG & GIVEAWAYS	Branded bags, apparel, or gifts for attendees.
TECHNOLOGY	SaaS products and tools, web support, hardware, etc.
VENUES	Corporate spaces, training rooms, or co-working locations for AAMA Elevate, The Builder's Table, and MFTC Summit. Restaurants, galleries, lounges, coffee shops, creative spaces for Community & Culture.

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*I'm not saying I'm gonna change the world,
but I guarantee that I will spark the brain that
will change the world.*

TUPAC SHAKUR

LET'S BUILD MOMENTUM TOGETHER

Partnering with the African American Marketing Association means joining a movement that celebrates culture, drives innovation, and expands opportunity for marketing professionals nationwide. Whether you're investing in professional development, creative visibility, community engagement, or technology growth, your support fuels programs that make a lasting impact.

AAMA offers customized sponsorship packages designed to meet your goals, whether that's brand awareness, talent recruitment, community engagement, or thought leadership. Together, we can craft a partnership that amplifies your brand while advancing our shared mission of representation, education, and belonging in the marketing industry.



CONTACT

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Phone: (713) 298-5851

M. Ngome

