

AMA MARKETING WEEK

WORKING LIKE A DAWG

CONNECT WITH SIU COLLEGE OF BUSINESS AND ANALYTICS STUDENTS

Marketing U Week Overview

About Marketing Week

Marketing Week is a premier professional development event series aimed at college students eager to enhance their skills, network with industry leaders, and gain insights into various career paths. This event will feature keynote speakers, interactive workshops, and networking opportunities.

Top 100

U.S. News and World Report ranks SIU's College of Business and Analytics among the top 100 public business colleges in the country



AMA Marketing Week Event Schedule

Monday, October 14

10:00 AM - 12:00 PM	Student Business Showcase	Rehn Hall
4:00 PM - 6:00 PM	Keynote Address	SIU Student Center
6:00 PM – 7:00 PM	Networking Reception	SIU Student Center

Mariette Frey: “Your First Real Job: Moving to a New City, Making Big Money, and What Business Casual Actually Means”

Jennifer Polk: Managing Vice President at Gartner and sought-after keynote speaker at Gotham Artists, engaging audiences in interactive discussions on business strategy, marketing, brand authenticity, organizational leadership, and marketing for good.

Tuesday, October 15

4:30 PM - 6:30 PM	Marketing Department Social	TBD
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Wednesday, October 16

9:00 AM - 3:00 PM	Skill-up Sessions	Rehn Hall
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Thursday, October 17

10:00 AM - 1:00 PM	Marketing U	SIU Student Center
12:00 PM - 1:00 PM	Lunch (Open to all participants)	SIU Student Center

Session One	10:00 AM - 11:00 AM
Session Two	1:15 PM - 02:15 PM
Session Three	2:30 PM - 03:30 PM

Friday, October 18

3:00 PM - 7:00 PM	Carbondale Crawl
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\$25 includes admission to all locations, event t-shirt, and food samples. Does not include other food or beverages. Must be 21 to drink, 19 to participate.

Hello,

As the faculty advisor for the SIU chapter of the American Marketing Association, I am excited to invite you to partner with some of the most creative and dedicated students on our campus as a sponsor for our inaugural AMA Marketing Week. If you're reading this, you may have already had the pleasure of meeting one of our outstanding members! We truly value your sponsorship dollars and have worked diligently to ensure that our sponsors become genuine partners in this event. By joining us as a sponsor, your company will play a crucial role in making Marketing Week a success while gaining significant visibility not only among the SIU student body but also within our faculty, staff, and the Southern Illinois business community.

Here's why sponsoring AMA Marketing Week is a fantastic opportunity:

Brand Visibility: Your company's name and logo will be prominently displayed in all event marketing materials, including flyers, social media posts, and press releases. This visibility will position your brand at the forefront of our attendees' minds.

Talent Acquisition: : Connect with a pool of highly motivated and skilled students who could become future employees for your company.

Community Engagement: Showcase your company's commitment to education and professional development.

Networking Opportunities: Engage with other sponsors, industry leaders, and students in a meaningful way, providing excellent networking opportunities for your team to connect with key stakeholders.

Customized Benefits: We offer a variety of customizable benefits to ensure your sponsorship aligns with your marketing objectives. Whether it's a speaking opportunity, special event signage, or exclusive access to students, we're dedicated to creating a sponsorship package that meets your needs and helps expand your business relationships.

We believe that partnering with us as a title sponsor will be mutually beneficial and significantly contribute to the success of AMA Marketing Week. Thank you for considering this exciting opportunity. I look forward to the possibility of working together to make Marketing Week a remarkable and impactful event. Go Dawgs!



Christie Mitchell
AMA Faculty Advisor

Our Audience

Marketing U Week will attract over 300 motivated college students from various disciplines looking to gain a competitive edge in their careers. These students are driven, and ambitious, representing the future leaders of business.

Academic Programs

School of Accountancy

Accounting

School of Analytics, Finance and Economics

Business Analytics

Business Administration (online only)

Econometrics and Quantitative Economics

Economics

Finance

School of Management and Marketing

Hospitality, Tourism, and Event Management

Management

Marketing



Become the Title Sponsor of Marketing Week Lead the Future of Business

As the Title Sponsor of Marketing Week, your company will take center stage at one of the most influential events shaping the next generation of business leaders. This premier sponsorship position not only elevates your brand's visibility but also aligns your organization with innovation, excellence, and leadership in the business community.

Unparalleled Brand Visibility

Your company's name and logo will be prominently featured across all event materials, including banners, brochures, and digital platforms. This extensive exposure ensures that your brand is seen by hundreds of students, faculty, industry professionals, and media representatives.



Exclusive Engagement Opportunities

Enjoy the unique opportunity to connect directly with top-tier students who are eager to make their mark in the business world. Participate in exclusive networking sessions, panel discussions, and workshops where you can share your expertise, insights, and vision with future leaders.

Strategic Talent Acquisition

Position your company as an employer of choice by engaging with a diverse pool of highly motivated and talented students. Utilize this platform to identify and recruit the best and brightest minds who can drive your organization's success forward.

Community Leadership and Corporate Responsibility

Showcase your company's commitment to education and professional development. As the Title Sponsor, you are demonstrating leadership in supporting initiatives that prepare students for successful careers and contribute positively to the community.

Prestigious Recognition and Honors

Your company will receive top billing in all Marketing Week communications and media coverage. This prestigious recognition highlights your role as a key supporter and leader in the business community, enhancing your brand's reputation and credibility.





Title Sponsor – Only 1 Available

Title Sponsorship - \$3,000

- Exclusive naming rights – “Sponsor” Presents Marketing U Week
- Logo on all event materials (flyers, websites, t-shirts, and programs)
- Opportunity to address participants at the opening keynote and during Marketing U mini-sessions.
- Table space at the opening keynote and Marketing U sessions.
- Opportunity to host a lunch or breakfast as a recruitment event.
- Recognition in all press releases and social media promotions.
- Invitation to participate in all events including:
 - Keynote Address
 - Networking Reception
 - Marketing Department Social
 - Skill-up Sessions as a Coach
 - Marketing U

Sponsorship Opportunities

C-Suite Sponsor - \$1,000

- Logo on all event materials (flyers, websites, t-shirts, and programs).
- Opportunity to address participants during Marketing U mini-sessions.
- Table space at the opening keynote and Marketing U mini-sessions.
- Recognition in all press releases and social media promotions.
- Invitation to participate in all events including:
 - Keynote Address
 - Networking Reception
 - Marketing Department Social
 - Skill-up Sessions as a Coach
 - Marketing U





Sponsorship Opportunities

Director Sponsor - \$500

Individual Event Sponsor – Events Available:

- Student Business Showcase
- Networking Reception
- Marketing Department Social
- Skill-up Sessions
- Carbondale Crawl – Food and beverage tour of the strip
- Marketing U

- Opportunity to participate in the sponsored event.
- Table space at the opening keynote and Marketing U mini-sessions.
- Recognition in all press releases and social media promotions
- Logo on all sponsored event materials (flyers, websites, t-shirts, and programs)

Sponsorship Opportunities

Entry-Level Sponsor - \$250

- Table space at the opening keynote and Marketing U mini-sessions.
- Recognition in all press releases and social media promotions.
- Logo on all sponsored event materials (flyers, websites, t-shirts, and programs)





How You Can Help:

Gift Cards:

Provide gift cards that can be used as prizes for event participants.

Door Prizes:

Donate items that can be given away during our sessions and events.

Small Cash Donations:

Contribute financially at any level to support the overall event.

Every contribution, no matter the size, is valued and helps us make a positive impact. We are deeply grateful for your support and commitment to the development of future business professionals.



AMA Marketing Week Sponsorship Agreement

Southern Illinois University
American Marketing Association Chapter

Business Name _____

Address _____

City _____ Zip _____

Signature (must be authorized to enter into a financial agreement)

All logos must be emailed to paige.bisping@siu.edu by October 1, 2024

Make checks payable to SIU AMA

Sponsorship Levels

	Title	\$3000
	C-Suite	\$1000
	Executive	\$500
	Entry Level	\$250
	Other	Donation Amount/Item _____



AMA Marketing Week

October 14 – October 18, 2024