

University of Florida



AMERICAN MARKETING
ASSOCIATION

2025-2026

Sponsorship *Package*

University of Florida

American Marketing Association

Sponsorship Package for 2025-2026

To whom it may concern,

The University of Florida's Chapter of the American Marketing Association (UF AMA) is delighted to inform you of our sponsorship package for the 2024-2025 academic year.

UF AMA, a Top 25 AMA Chapter, offers unparalleled opportunities for student growth and professional development. Through initiatives like SPARKS, our student-led marketing firm, and our sales division, we foster innovative marketing leaders. Our upcoming UF AMA Conference connects sponsors with top marketing talent nationwide.

Support future marketing leaders, gain access to ambitious students, and boost your brand through speaking slots, social media features, and event recognition.

With innovative programs and a nationally recognized conference, UF AMA offers tailored sponsorship tiers to maximize your ROI and impact.

Let's work together to shape the future of marketing and empower the leaders of tomorrow. We offer three different sponsorship tiers, allowing you to make the best decision for your organization.

We look forward to our partnership,

Chloe Lai, *Vice President of Finance*

Maria Corina Serfaty, *Director of Sponsorships*

Sponsorship Package Tiers

Tier 1

- Access to AMA members' resumes (Orange Level) with contact information.
- Company logo (small size) displayed at the beginning and end of all AMA meetings and on social media platforms (excluding conference-specific posts).
- Speaker/recruiter opportunity to host a workshop or interactive meeting focused on innovative marketing strategies.
- 10% discount on all tabling and sponsorship fees for the UF X AMA conference.

\$500

Tier 2

- Members will work with your company on targeted marketing strategies to boost recognition and engagement within UF.
- Access to AMA members' resumes (Blue Level), sorted by experience, points earned, or specific requests.
- Company logo (medium size) displayed at all meetings, events, and social media, including special spotlights.
- Opportunity to feature your brand in AMA case competitions and collaborative projects.
- 15% discount on all tabling and sponsorship fees for the UF X AMA conference.

\$750

Tier 3

- AMA members will collaborate with your company on comprehensive marketing projects, campaigns, and case work, helping you achieve brand goals while increasing visibility within UF and the Warrington College of Business.
- Company logo (largest size) prominently displayed at all meetings, events, and on AMA social media platforms.
- Access to AMA members' resumes (Top Level) with tailored sorting options. Have access to an ongoing recruiting position QR code displayed as desired at any point during the year's meetings
- Featured "Sponsor Spotlight" posts on AMA's Instagram, LinkedIn, and other social media platforms.
- Invitations to exclusive events like the End-of-Year AMA Gala and Career Week luncheons, providing 1:1 access to AMA members.
- 25% discount for all tabling and sponsorship fees for the UF X AMA conference.

\$1000+

If you choose to exercise the right to a speaking slot at a meeting, you must provide catering for the meeting, and prior approval for the presentation

Sponsorship Package Competitions

if you chose to sponsor AMA as well as one of our competitions, you will be invited to attend our conference with no additional cost

Our competitions

- ➔ Mock Interview (Virtual Format): This virtual event offers practical experience in modern interviewing techniques
- ➔ Sales Competition: This competition tests sales skills and client engagement
- ➔ Marketing Strategy: This competition challenges teams to develop real time marketing solutions
- ➔ Design Strategy: This competition emphasizes creative marketing campaigns

If you wish to sponsor us and attend our conference without extra charge:

- ➔ Create a Case Study: Provide a real-world challenge or scenario for students to solve, showcasing your company's unique operations and challenges.
- ➔ Serve as Judges: Participate as a judge in one of our competitions, offering expert insights and guidance to students.
- ➔ Tailor Your Experience: Choose a competition that best aligns with your company's objectives and interests.

Benefits:

- ➔ Brand Visibility: Showcase your company to a broad audience of AMA members and business students.
- ➔ Innovative Solutions: Receive fresh perspectives and creative solutions to real-world challenges your company may face.
- ➔ Talent Identification: Observe firsthand how prospective employees think critically, collaborate, and address business problems.

More information can be found on the regional conference flyer

THANK YOU,

UF AMA extends our heartfelt thanks to our sponsors for their generous support. Your contributions are vital in empowering the next generation of marketing professionals by providing them with opportunities to learn, grow, and connect.

Your sponsorship not only supports our events and programs but also fosters an environment of creativity and innovation. Together, we are shaping the future of marketing and a stronger Gator Nation.

Thank you for your commitment and partnership. Go Gators!

CONTACT US



Please fill out the form on the sponsorship tab of our website



amagatorssponsors@gmail



amagator.com/sponsorship



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