



Benefits	Annual Chapter Ruby Underwriter	Annual Chapter Sapphire Underwriter	Annual Chapter Emerald Underwriter	Annual Chapter Diamond Underwriter
	\$ 5,000	\$ 10,000	\$ 15,000	\$ 20,000
Sponsorship Package Value	\$ 10,000	\$ 20,000	\$ 30,000	\$ 40,000
Number of Luncheons: August 2011 to June 2012 (no luncheon in December 2011)	10	10	10	10
Number of AMA Happy Hours: August 2011 to June 2012	10	10	10	10
Number of SIGs: August 2011 to June 2012	20	20	20	20
<b>OPTIONAL ADD-ON:</b>	<b>add \$540</b>	<b>add \$1,200</b>	<b>add \$3,000</b>	<b>add \$6,000</b>
Sponsorship Package Value	\$1,000	\$2,200	\$5,400	\$10,600
Marketer of the Year	1	1	1	1
Crystal Awards	1	1	1	1

**ALL BENEFITS MUST BE PRE-ARRANGED WITH THE EVENT CHAIR AT LEAST 4 WEEKS PRIOR TO EVENT**

Note: Yellow Highlighted Benefits Reserved for Annual Chapter Underwriters Only

Company Logo on event on-site signage or chapter-produced handouts (varies by event, may include table tent, copy of presentation materials, etc.)	x	x	x	x
Company Name recognition at event podium	Silver Event	Gold Event	Platinum Event	x
Company Logo on AMA Houston web event registration page	Silver Event	Gold Event	Platinum Event	x
Company Logo on AMA Houston event e-vite	Silver Event	Gold Event	Platinum Event	x
Table-Top Display - back of room (space available), designated by event chair	Silver Event	Gold Event	Platinum Event	x
Company Logo at the bottom on the AMA Houston Weekly Connection email	x	x	x	x
Company Logo on AMA Houston website with link (rotate for one Underwriter spotlight opportunity per year)	x	x	x	x
Complimentary event ticket	1 ticket - Silver Event	2 tickets - Gold Event	3 tickets - Platinum	N/A
Annual Chapter Underwriter - Ruby; Annual Chapter Underwriter - Sapphire; Annual Chapter Underwriter - Emerald; Annual Chapter Underwriter - Diamond) ribbons provided for name badges with the event ticket	x	x	4 tickets	6 tickets
Company Logo on event postcard (postcards are generally used for luncheons and special events)		Gold Event	Platinum Event	x
Sponsor-supplied giveaway from a card drawing option (from podium) if event chair is given 2 weeks notice. Sponsor receives business cards.		Gold Event	Platinum Event	x
Sponsor-supplied event handout/item at each seat/table		Gold Event	Platinum Event	x
Sponsor-delivered 25-word positioning statement and event speaker introduction opportunity			Platinum Event	x
Event direct mailing option - to member list where mailing addresses available (by partner at partner's expense, expires if not used)			1x	2x
Sponsor Company Name on "Reserved Table" for roundtable-seating events Event table			x	x
\$2,000 AMA Houston Endowed Scholarship in Annual Chapter Diamond Underwriters' Company Name				x

**Optional Sponsorship Opportunities - Extra Fees Apply**

Name Tag logo				
Beverage Napkin Logos				
Chapter Event - chapter holds event at sponsor venue				
Pre-Paid Valet Parking - Sponsorship Sticker for Valet Ticket				
Partial Event Exposure (Bar, Dessert, Exhibit area, etc.)				
AMA Houston Annual Marketing Conference: Presenting Sponsor				
AMA Houston Annual Marketing Conference: Session Breakout Sponsor				
AMA Houston Annual Marketing Conference: Exhibit Bar Sponsor				