

Dear Future Sponsor,

We are writing to you to request support from your organization for the American Marketing Association collegiate chapter at the University of South Florida. Here at the USF-AMA, we are dedicated to providing opportunities to build the skills of our members, so that they may succeed in any career path they may seek after graduation. Members are able to learn from and network with business professionals, engage in event planning, participate in marketing campaigns, as well as attend professional workshops, certificate courses, and conferences around the country.

In fact, each year our chapter sends between twenty and forty dedicated members to the annual American Marketing Association International Collegiate Conference in the spring. These members compete in numerous marketing competitions, such as the annual case competition and the international sales competition, as well as others. All members learn new things, and come back to USF ready to make our chapter better than ever. For this reason, USF-AMA has consistently ranked in the Top 20 collegiate chapters of over 370 chapters from the U.S., Canada, and Puerto Rico. We are rated on the number and quality of professional development activities we do each year.

USF-AMA does not receive any funding from the university. The continued success and improvement of our chapter is dependent largely on donations and sponsorships. We hope that you will consider donating to or sponsoring our chapter. We are classified as a 501(c)(4) non-profit organization since we devote all net earnings exclusively to educational and charitable purposes. Only with your help, can we break out of the top 25 and reach the top 5 position we know we can achieve. We have incredibly bright students and we have become well recognized on campus and in many parts of the Tampa Bay area. All we need is a little help to get us from great to AMAzing.

We would like to ask you to consider becoming one of our 2017-2018 Corporate Sponsors. We have included a sponsorship sheet and detailed sponsor proposal for you to review. If you are interested in donating or becoming a sponsor of our AMA chapter, please contact President, Matthew Brock, or Vice President, Gabi Kubiszyn at usfama.president@gmail.com or usfama.vp@gmail.com. Or call Matthew at (813) 928-5846 or Gabi at (727) 741-2047.

Sincerely,

Gabi Kubiszyn and Hannah Pierle

President and Vice President
University of South Florida
American Marketing Association
(813) 928-5846 | (727) 741-2047
usfama.president@gmail.com | usfama.vp@gmail.com

**Platinum
\$5000**

ScramBULL Title Sponsor
Speaker for One General Meeting
Invitation to Marketing Week Career Fair
Noted as a Platinum Sponsor on our Website
Social Media Interaction

**Gold
\$2500**

ScramBULL Contest Sponsor
Speaker for One General Meeting
Invitation to Marketing Week Career Fair
Noted as a Gold Sponsor on our Website
Social Media Interaction

**Silver
\$1000**

ScramBULL Hole Sponsor
Invitation to Marketing Week Career Fair
Noted as a Silver Sponsor on our Website
Social Media Interaction

**Bronze
\$500**

Invitation to Marketing Week Career Fair
Noted as a Bronze Sponsor on our Website
Social Media Interaction

**Food Sponsor
Food Once a Month**

Invitation to Marketing Week Career Fair
Noted as an Important Partner on our Website
Social Media Interaction

**Polo Sponsor
\$2000**

Name on the Official USF-AMA Polo
Invitation to Marketing Week Career Fair
Noted as an Important Partner on our Website
Social Media Interaction

Value Description

ScramBULL:

USF-AMA hosts an annual scramble golf tournament (named ScramBULL after our school mascot) to raise funds to send members to the AMA International Collegiate Conference every year. This year will mark our 17th annual ScramBULL tournament. It is always a very successful event, with 100-120 business professionals from the Tampa Bay area coming to enjoy golf, food, raffles, and a silent auction. It is also a great event for businesses to get their names and/or product in front of potential customers by sponsoring USF-AMA or by donating raffle or silent auction items.

General Meeting:

Every week we have a general meeting with a speaker who discusses a topic with 40-50 enthusiastic members. This discussion can take place as a lecture, a question and answer session, an interactive workshop, or a think-tank. A think-tank is where a company can present a problem they are having and our members can take the hour meeting time to brainstorm and suggest solutions. Businesses have a great opportunity when speaking to our members to build a good rapport with top students in the Muma College of Business. These students are prime candidates for internships and they are highly sought after.

Marketing Week:

Every year USF-AMA hosts Marketing Week, a week all about marketing. At the end of the week we host a marketing career fair where organizations can find dedicated students who know they are interested in a future in marketing. An invitation to Marketing Week is a free table for your organization at this career fair at the end of the week.

Polos:

USF-AMA members wear a plain navy-blue polo every Tuesday. This polo is adorned only with the new AMA logo, as seen at the top of this page. The exclusive polo sponsor will have its logo embroidered on the sleeve of every polo. This will be the only other mark on the shirt aside from the AMA logo. We are seeking sponsorship as the national logo and brand standards have been recently updated and we require additional funds to purchase an entire set of polos with the new logo on them.

Sponsorship Form

Company Information:

Contact Name: _____ Title: _____

Company Name: _____

Address: _____

City/State/Zipcode: _____

Phone: _____

Fax: _____

Email: _____

Please Mark Your Level of Commitment:

__ Platinum (\$5000)

__ Gold (\$2500)

__ Silver (\$1000)

__ Bronze (\$500)

__ Food Sponsor (Food)

__ Polo Sponsor (\$1000)

Please make checks payable to American Marketing Association

4202 E Fowler Ave

BSN 3403

Tampa, Florida 33620-9951

For more information, please contact Matthew Brock or Gabi Kubiszyn, President and Vice President
usfama.president@gmail.com | usfama.vp@gmail.com

☐ Cash \$ _____

☐ Check \$ _____ Check No. _____

☐ Donation Only – Cash \$ _____

☐ Donation Only – Check \$ _____ Check No. _____