



BMA

COLORADO
SPONSORSHIP
OPPORTUNITIES

BMACOLO
BUSINESS MARKETING ASSOCIATION



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Strengthen your brand and increase your influence with Colorado's B2B marketing leaders.

WHAT IS THE BMA?

The Business Marketing Association (BMA) is recognized as the premiere B2B marketing association in the United States and a leader in advancing B2B marketing best practices. Year after year, BMA Colorado has been voted as BMA's number one chapter. It has enriched the professional lives of its members for the last 60 years through progressive professional development, unparalleled networking opportunities, and an abundance of resources both locally and nationally.

BMA Colorado draws marketing executives from companies of the highest caliber to share their expertise. In the past few years, these have included Google, YouTube, Motorola, Sybase, J.P. Morgan, Emerson, Cisco, IBM, GE, and many others. National companies such as TeleTech, Western Union, and Arrow Electronics are proud BMA Colorado members with headquarters right here in Colorado. There are also a number of both national and international companies with a significant membership base in Colorado, including Avnet, CenturyLink, Comcast, First Data, GE, IBM, Motorola Solutions, Quark, Ricoh, Sybase, and Teradata.

Since **BMA Colorado** is a nonprofit service organization, supporters are essential to the continued success of our monthly and annual events, as well as new and innovative initiatives such as:

- / The Corporate Advisory Council, a group of senior-level B2B marketers, whose purpose is to provide thought leadership and advise the BMA Colorado board on how it can facilitate more effective educational and networking opportunities for marketers at the executive level.
- / The BMA Colorado Young Professionals Group, a sub-group of the BMA geared towards professionals under 30 looking to further their marketing careers.
- / *Advice from the Top: The Expert Guide to B2B Marketing*, a book written by BMA Colorado members about what marketing strategies work in today's business environment (the first book published by any BMA chapter).

We encourage you to support initiatives such as these and to help elevate the local marketing community by becoming a BMA Colorado trustee or sponsor.



BECOMING A TRUSTEE

A trusteeship is a full-year, highly involved partnership with BMA Colorado. Trustees are provided consistent exposure to B2B marketing professionals throughout Colorado – and potentially national audiences, as well. Trusteeship is an ideal opportunity for companies interested in increasing their visibility, becoming recognized as thought leaders in the marketing community, and helping support BMA Colorado.

BMA Colorado offers several levels of trusteeship. As you consider the available options, please feel free to contact us at (303) 607-9957 for more details.

PLATINUM TRUSTEESHIP

Platinum trusteeships are exclusive and limited in number. In addition to offering platinum trustees all the benefits of gold trustees, BMA Colorado also custom designs a strategy for optimum exposure for its platinum partners. A platinum trusteeship is the best way to integrate your brand with the well-respected BMA brand.

GOLD TRUSTEESHIP

A gold trusteeship offers your company exposure and sponsorship opportunities at major BMA Colorado events, as well as the chance to become a thought leader in the B2B marketing community. As a gold trustee, you will have access to the BMA Colorado board of directors, the ability to host speakers and roundtables, and even the opportunity to produce co-branded research with BMA Colorado. A gold trusteeship is an excellent way to integrate your brand with the well-respected BMA brand.

SILVER TRUSTEESHIP

A silver trusteeship offers your company exposure at major BMA Colorado events, as well as the opportunity to co-sponsor several smaller events. In addition, a silver trusteeship includes a keynote title sponsorship and a roundtable or power lunch.

BRONZE TRUSTEESHIP

A bronze trusteeship offers your company exposure at major BMA Colorado events, as well as the opportunity to co-sponsor several smaller events.



“ BMA events are among the best within professional organizations. **The quality of the people, the subjects covered, and the relevance of the content** all add up to make BMA events excellent resources for marketing professionals. ”

BMA Colorado



Photos Courtesy of Hartmannphoto, LLC.

EVENT SPONSORSHIP

BMA Colorado holds numerous events throughout the year – both small and large. Each event provides various opportunities for sponsorship and exposure. Choosing which event you want to sponsor can depend on its size, the time of year it's held, or its setting. Do not hesitate to contact us with questions about which event sponsorship would provide the most fitting benefits for your business.



ANNUAL REGIONAL CONFERENCE

The BMA Regional Conference brings together some of the brightest marketing minds for a full day of marketing education and networking. Each fall, 200+ engaged B2B marketing professionals hear from nationally-ranked speakers and their own peers. You can boost your visibility across this influential community of marketing decision marketers with some of the following high-impact sponsor opportunities:

- / Title Sponsor
- / Tabletop Exhibit Sponsor
- / Networking Reception Sponsor
- / Headshot Hub Sponsor
- / Charging Station Sponsor
- / Workshop Breakfast Sponsor
- / Lunch Sponsor
- / Event Bags
- / Speaker Dinner Sponsor

Each level offers various amounts of exposure in every channel: online event page, event promotion emails, BMA Colorado newsletter, on site signage, recognition from the podium at the event, and tickets to the event.

GOLD KEY AWARDS

The Colorado Chapter of BMA is renowned for its Gold Key Awards, an annual event dedicated to Colorado's B2B marketing community and recognized as one of the city's most prestigious competitions. Over 250 leading marketing professionals gather in mid-Spring for an exclusive banquet to honor the best in their industry. Event sponsors are included in pre- and post-event marketing initiatives, showcased on signage at the awards, and recognized in numerous publications.

KEYNOTES

Keynotes are regular monthly events put on by BMA Colorado featuring industry-leading speakers. Past speakers have included:

- / **Howard Behar**, former president of Starbucks
- / **Eduardo Conrado**, CMO of Motorola Solutions
- / **Eileen Zicchino**, CMO of JP Morgan Chase
- / **Ben Edwards**, VP of Digital Strategy at IBM
- / **Sam Sebastian**, Director of B2B Markets at Google

Keynotes routinely draw 75-150 attendees, and more prominent speakers often attract over 200. Sponsors of keynotes are offered numerous benefits – including recognition at the event, distribution of physical materials, advertisement on the event website and emails, mention in the BMA Colorado newsletter, and much more.

MEETUPS

Meetups are fun, relaxed events held free-of-charge throughout Denver to connect B2B marketing professionals, BMA members, and the BMA Colorado Board. These events usually draw approximately 30-50 attendees. Companies sponsoring Meetups provide the venue, the beverages, and the appetizers – and have the opportunity to address the group at the event, as well as to advertise their logo in emails promoting the event.



ADVERTISING OPPORTUNITIES

Newsletter Advertising

BMA Colorado distributes the Marketing Mirror e-newsletter to over 500 members and 2500 prospects. Banner ads in this newsletter allow you to spotlight your products or services to its recipients.

Membership Directory Advertising

Advertising in the BMA Colorado Membership Directory allows you to place 1/4, 1/2, or full-page ads within the membership directory distributed to over 500 BMA Colorado members and 2500 prospects.

Website Banner Advertising

Web banner advertising allows you to place ads directly on Colorado BMA's website, both on the home page and on CareerLink pages. BMA Colorado averages several thousand user sessions per month.

BMA Colorado would not be the premiere marketing community it is today without the help of all its supporters. Contact us today to learn more about different opportunities to get involved with BMA's leading chapter and all the possible benefits to your company. We will work with you to select the perfect sponsorship for your business, at the price point that works for you.

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