



Association for  
**Accounting  
Marketing**<sup>™</sup>  
growing people and practices

# 2021 SPONSORSHIP OPPORTUNITIES

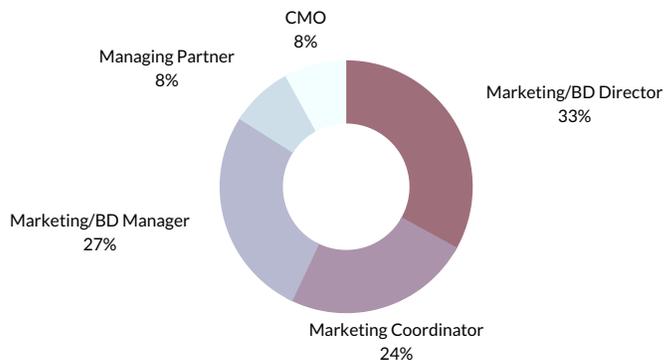
# ABOUT AAM

The Association for Accounting Marketing (AAM) is the only organization of its kind with access to the leaders and insight of marketing and business development professionals along with key service providers in the accounting industry. It was formed to create a community for the accounting marketing profession. Its mission is to promote excellence and elevate the professional stature of marketing, business development and practice growth professionals at all career levels, directly impacting members' professional development and careers through education, networking and thought leadership to grow both people and accounting practices.

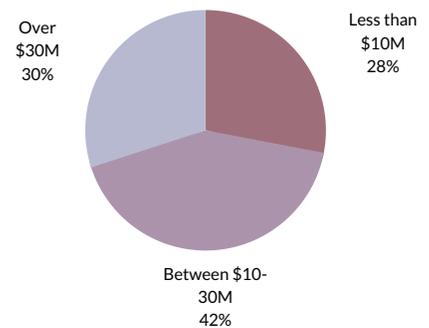
Our membership is always growing, and with over 800 members representing firms of all sizes, and partnerships with other accounting industry associations across the country.

Getting involved with AAM as a sponsor or advertiser brings you access to both strategists and decision makers.

## Membership Demographics



## Annual Revenue for Member Firms



## Job Titles

- > Managing Partner
- > Chief Marketing Officer
- > Vice President of Marketing
- > Director of Marketing
- > Regional Marketing Manager
- > Marketing Manager
- > Communications Manager
- > Practice Growth Manager/Specialist
- > Business Development Manager
- > Marketing Specialist
- > Marketing Coordinator

**52%** of our members are involved in recommending products/services to their firm, while 31% of them authorize the purchase.

For more information or to secure a sponsorship contact:

Samantha Bowerman | [samantha@smeeetingsgroup.com](mailto:samantha@smeeetingsgroup.com) | 201-247-1233

For more information on advertising options contact:

Nicola Tate | [ntate@associationmediagroup.com](mailto:ntate@associationmediagroup.com) | 804-469-0324



# CORPORATE PARTNER PROGRAM

**AAM's Corporate Partner Program offers the unique opportunity to build relationships with AAM members through a customized, yearlong, engagement plan.**

We offer three levels of corporate partnership. Each is a customized package built with event sponsorships, webinars, advertising, etc. to meet your specific marketing needs. There are opportunities for personalization within each level to ensure the partnership works effectively to leverage your brand.

## Platinum Partner

Spend \$20,000+



## Gold Partner

Spend \$15,000-\$19,999



## Silver Partner

Spend \$10,000-\$14,999



**In addition to the specific benefits of each item included in the customized package, Corporate Partners receive:**

- Recognition on the AAM website and thank you ads/banners as a Corporate Partner
- License to use "AAM Corporate Partner Logo" in advertising/promotion (with prior AAM approval)
- Additional avenues for collaborative information sharing to expand reach and to better tailor solutions
- AAM Membership

# SPONSORSHIP OPPORTUNITIES

## Major Firms Growth Council

**\$6,000 (Two Virtual Meetings) / \$10,000 (In-Person Meeting Dinner Sponsorship)**

AAM's Major Firms Growth Council is an invitation only shared community for the growth leaders and CMO's of the top 40 CPA firms. This sponsorship opportunity provides direct access to this influential group of decision makers and buyers. Within five years, 8-10 of the growth leaders in the council will represent billion-dollar firms, with the balance representing \$250-\$999 million-dollar firms. You are able to introduce the council to the products or services you offer and build relationships in a relaxed environment.

Two representatives can participate in two of the virtual meetings and have an active role in the conversations. This gives you a seat at the table as a collaborator. Sponsorship at the in-person meeting includes being a table host at the dinner.

Virtual Meeting Dates - 3-5pm EST (Pick Two)

- April 13, 2021
- May 11, 2021
- June 8, 2021
- November 16, 2021

In-Person Meeting Dinner - Limited to 5 Sponsors

- August 3, 2021 (Milwaukee, WI)

## 2021 Marketer of the Year Award

**\$15,000**

AAM's most prestigious award recognizes a marketer or business developer who has demonstrated exemplary performance in the field of accounting marketing. It is presented annually at the AAM summit by the award sponsor, who has exclusive branding rights. The sponsor also has the opportunity to interview the recipient after the award is announced and moderate an AAM High Webinar with the MOY. The recipient will have visibility for a year, as will the award sponsor. The sponsorship automatically qualifies you as an AAM Corporate Partner at the Gold level.

## 2021-2022 AAM Marketing Budget Benchmark Study

**\$15,000**

Conducted every-other year, the study provides marketing professionals, firm leaders and business developers with the insights needed to determine where to focus their marketing dollars and assess whether their efforts are effective – especially when compared to the marketing efforts of firms that may be similar in size or with regard to a chosen marketplace. Members who participate in the study get a free copy of the full report, which is also available for sale to members and non-members who do not participate.

The research is conducted by Hinge, a market research firm. Your sponsorship includes:

- Naming rights for 2021 and 2022
- The ability to co-present an AAM High Webinar on the survey results.
- Introduction of the general session at the AAM Summit where the result findings are shared.
- This sponsorship automatically qualifies you as an AAM Corporate Partner at the Gold level.

## AAM High! Webinar

**\$1,200**

AAM presents roughly 15 webinars annually and up to 7 can be sponsored. They are included as a benefit (free) to AAM members. Sponsors have the ability to develop and present the non-sales related content. Your sponsorship also includes recognition during the webinar (logo and announcement of sponsorship) and in email and social media promotions. You can provide handouts or links to additional reading material on your site. You will receive a live broadcast attendee list (without contact information).

For more information or to secure a sponsorship contact:

Samantha Bowerman | [samantha@smeeetingsgroup.com](mailto:samantha@smeeetingsgroup.com) | 201-247-1233

# ADVERTISING OPPORTUNITIES

## Growth Strategies

The quarterly Growth Strategies digital publication is one of the most highly anticipated member benefits and offers a unique, full-color advertising option with lasting presence among marketers and firm management. It is distributed the 3rd week of each month to over 2,500 members, prospects, and subscribers.

### Full year (4 issues)

Full Page: \$2940

Half Page: \$1890

Quarter Page: \$1200

## AAM Minute Monthly Enewsletter

The monthly AAM Minute digital newsletter provides a highly visible and readable opportunity, which reaches more than 850 individuals in the AAM community, with an average 42% open rate. Provide a clickable button or ad, and we'll place it in the sidebar of our AAM Minute. Want to provide specific educational content to AAM members? Submit sponsored content.

### Sponsored Content

Full year: \$7200

Quarterly: \$2250

### Button Ad (200x200)

Full Year: \$600

## Dedicated Email: AAM Marketplace

Create an engaging and educational message to share with the AAM community of 2,350 members and prospects. You provide the content and high-resolution images, and we'll send it on your behalf to our mailing list. The email will be supported by social media. The dedicated email averages a 35% open rate among AAM members and 10% among non-members for an overall average of 18%.

\$750 per send

## Website Banner Ads

Choose to advertise on the AAM website home page or in the high-traffic "AAM Connect" members only section. The AAM website attracts more than 37k visitors who spend an average of more than 8 minutes on the site.

Quarterly: \$585

Yearly: \$1872

## AAM Blog: CPA Growth Trends

AAM's blog CPA Growth Trends has over 8,400 visitors yearly with more than 13k reads/pageviews.

Quarterly Sponsorship (1 per month): \$750

Yearly Sponsorship (1 per month): \$2400

## AAM Podcast: AAMPLIFY!

AAMplify! is updated monthly with audio available in both iOS and Android podcast apps and video format on YouTube. Commercials shall be 20 seconds in length and sponsorships feature one podcast per month.

Quarterly: \$450

Yearly: \$1440

For more information on advertising options contact:

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# 2021 SUMMIT ENGAGEMENT PACKAGES

The AAM Summit is designed to support accounting marketing professionals in growing their firms. The Summit showcases the latest in marketing communications, digital media, business development and practice/professional development issues, while offering great networking opportunities. It also includes the celebration of the Marketing Achievement Awards (AAM-MAAs), which are awarded annually to firms in recognition of their outstanding achievements in the areas of accounting marketing and communications.

The 2021 AAM Summit will be held **May 24-26, 2021**. The in-person experience will be held in Philadelphia and those unable to attend can choose a virtual experience. Sponsorships have been designed to provide targeted engagement with AAM members.



## Sponsorships at a Glance

	Premier Sponsor	VIP Sponsor	Executive Sponsor	Supporter
Investment	\$10,000	\$7,500	\$5,000	\$3,900
Design your Sponsorship	Pick one: <ul style="list-style-type: none"> <li>• Main Stage Speaking Opportunity (30 minutes)</li> <li>• Awards Reception</li> <li>• Virtual Platform</li> </ul>	Pick one: <ul style="list-style-type: none"> <li>• Content Block Sponsorship</li> <li>• Content Block Speaking Opportunity (20 minutes)</li> <li>• VIP Lounge Experience (Invite 30 attendees from the pre-registration list)</li> <li>• Virtual Experience Box (Sent to 30 attendees you select from the pre-registration list)</li> </ul>	Pick one: <ul style="list-style-type: none"> <li>• Keynote speaker Introduction (2 minutes)</li> <li>• First Timer/New Member Virtual Reception (You provide the programming)</li> <li>• Virtual Networking Break (15 minutes, which you can program)</li> <li>• Confirmation Emails/Show Daily Emails</li> </ul>	Pick one: <ul style="list-style-type: none"> <li>• Product Demo</li> <li>• Meetup Host</li> </ul>
Video Commercial	2 minutes	1 minute	30 seconds	
Product Demo (15 minutes)	✓	✓		
Pre- or Post-event Dedicated Email	✓	✓		
Complimentary Registrations	4	2	1	1
Individual Sponsor Page – Virtual Platform (includes a video or static graphic and links to additional content, QR code for virtual scavenger hunt)	✓	✓	✓	✓
Logo Recognition (Summit website, social media, and pre-event promotional emails, on-site signage)	✓	✓	✓	✓
Company Description with Link on the Summit Website	✓	✓	✓	✓
Attendee List (Pre- and Post Show) (includes email addresses for registrants who opt-in)	✓	✓	✓	✓

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# 2021 EMERGE ENGAGEMENT PACKAGES

Emerge is AAM's two-day event purposely designed with incredible speakers discussing themed topics to tell a story that inspires, transforms, and elevates. While it was 100% virtual in 2020, it is envisioned to be omni-channel with 5 simultaneous regional in-person experiences coupled with a virtual experience. EmERGE will be scheduled in Q3 2021.

## Sponsorships at a Glance



	Premier Sponsor	VIP Sponsor	Executive Sponsor	Supporter
Investment	\$6,000	\$5,000	\$2,500	\$950
Design your Sponsorship	Pick one: <ul style="list-style-type: none"> <li>• Main Stage Speaking Opportunity (30 minutes)</li> <li>• Virtual Platform</li> </ul>	Pick one: <ul style="list-style-type: none"> <li>• VIP Lounge Experience (Invite 30 attendees from the pre-registration list)</li> <li>• Virtual Experience Box (Sent to 20 attendees you select from the pre-registration list)</li> </ul>	Pick one: <ul style="list-style-type: none"> <li>• Keynote speaker Introduction (2 minutes)</li> <li>• Virtual Networking Break (15 minutes, which you can program)</li> <li>• Confirmation Emails/Show Daily Emails</li> </ul>	
Video Commercial	2 minutes	1 minute	30 seconds	
Product Demo (15 minutes)	✓	✓		
Pre- or Post-event Dedicated Email	✓	✓	✓	✓
Complimentary Registrations	4	2	1	1
Individual Sponsor Page – Virtual Platform (includes a video or static graphic and links to additional content, QR code for virtual scavenger hunt)	✓	✓	✓	✓
Logo Recognition (Emerge website, social media, and pre-event promotional emails, on-site signage)	✓	✓	✓	✓
Company Description with Link on the EmERGE Website	✓	✓	✓	✓
Attendee List (Pre- and Post Show) (includes email addresses for registrants who opt-in)	✓	✓	✓	✓

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