The American Marketing Association is an unparalleled recruiting source with over 12,000 bright, motivated, and diverse marketing and business students from over 300 collegiate chapters through the United States, Canada and Puerto Rico.

For nearly 35 years, the American Marketing Association has supported a collegiate membership of geographically dispersed and highly networked 18-24 year-olds that hail from colleges and universities all over the country and range from Ivy League institutions to regional colleges, in addition to a number of traditionally African-American and Hispanic schools.

The AMA’s College2Career Program is the resource for career knowledge and tools that help our collegiate members launch their professional careers. An important part of this program is our College2Career Partners, a limited group of leading companies that get exclusive, year round access to our collegiate members and faculty advisors.

In addition, our College2Career Partners are the lead sponsors at the Annual AMA International Collegiate Conference held every spring. Annually, over 1,200 Collegiate AMA Member’s gather in New Orleans for three days of learning, networking, and fun. Students learn about career paths within the marketing field from representatives from top companies, meet with recruiters at the College2Career Fair and celebrate their AMA chapters and accomplishments.

As a College2Career Partner you will receive a wide variety of opportunities for recruiting and brand building through the year, many of them new or enhanced this year!

**General Program Benefits**

- **Member of the AMA College2Career Task Force**
  - Quarterly phone calls with other partners, AMA Collegiate Council representative, AMA Collegiate Chapter Manager, Career Resource Manager and Senior Segment Director
  - Opportunity to connect directly with our Collegiate Chapters Council who oversees the offerings, activities, and competitions for the Collegiate Division.
- Logo, link and listing on AMA College2Career Partner page
- Opportunity to post internships on the AMA Marketing Career Network job board. The AMA Marketing Career Network is comprised of 47 partner organizations (such as BMA, AAF, ARF, PMA, DMA, etc.) – your internship opportunity will be seen by not only the AMA audience, but these organizations’ audiences as well!
- 3 months banner advertising in the AMA Career Resource Area
- 1 newsletter banner ad in our AMA Collegiate Connection Online Newsletter
- 1 newsletter banner ad in our monthly AMA Career Update Online Newsletter
General Program Benefits (Cont.)

- Logo recognition on AMA Colligate Connection Online Newsletter
- Opportunity to submit articles, white papers, etc. for AMA’s College2Career Resource Center and highlighted in AMA’s Collegiate Connection Newsletter
- Participation in podcasts or webcasts in AMA’s Career Resource Center
- Opportunity to send 2 emails, through the AMA, to AMA’s collegiate audience promoting your internships or entry level opportunities
- Right to use AMA logo and “AMA College2Career Partner” designation
- Logo recognition on AMA Collegiate Resource area
- Updated rooster of advisors and chapter leaders upon request
- Listing in AMA Collegiate Chapter speaker directory
- Alerted to upcoming regional conferences
- One complimentary AMA annual membership, including local chapter membership

Conference Benefits

- Platinum sponsor status of the AMA’s International Collegiate Conference, March 22-24, 2012 in New Orleans; Includes logo and name recognition on
  - Conference website
  - Promotional emails
  - Online conference promotional materials
  - Onsite conference booklet
  - Official conference T-shirts
  - Prominent signage at conference
- Four complimentary Conference Registrations
- Opportunity to send one dedicated email to all conference attendees prior to the conference
- Opportunity to distribute give-a-ways (bags, pens, pads, etc.) or promotional materials to registrants
- Speaker in College2Career Sessions, Friday, March 23 (45 minute concurrent session)
- Exhibit booth at Career Fair, Friday, March 23 from 12:00pm until 2:30pm (buffet lunch will be served)
- Opportunity to send preconference email to conference registrants
- Pre and post conference attendee list, including emails

Annual Fee: $15,000