AMERICAN MARKETING ASSOCIATION

University of Florida



2026

Sponsorship Package

University of Florida

2026-2027 Sponsorship Package

To Whom It May Concern,

The UF-AMA is proud to offer you an exclusive partnership for the 2026 year!

As a **Top 5 International** Chapter with over **120** marketing students, we've partnered with brands like **P&G and Belkin** to shape **future leaders** as we **Launch the Legacy** and we would love for you to join our fAMAly.

This partnership offers your brand meaningful exposure through **live and digital** events, including our Regional Conference. You'll also connect directly with students through workshops and speaking engagements, while **recruiting top talent** through our chapter programs: SPARKS and APEX.

We look forward to the opportunity to collaborate and make a lasting impact together.

Let's Launch the Legacy Together!

Arlene Salstein, *Vice President of Corporate Finance*

Benjamin Woodson, *Director of Sponsorships*

Sponsorship Package Tiers

Tier 1 - Basic

In-Meeting Promotion

- **Verbal recognition** during UF AMA general body meetings
- **Brand Visibility** on meeting slides
- **Direct Exposure** to engaged UF students in a high-attention setting

Digital Exposure

- Brand featured in UF AMA email **newsletters**
- Highlighted across UF AMA **social media** platforms
- Reinforces **awareness** through multiple digital touchpoints

Student Traffic & Awareness

- Increases visibility among UF students as **potential customers**
- Ability to **promote discounts,** offers, or events
- Aligns your brand with a **trusted campus organization**

$250/semester

Tier 2 - Premium

ALL Benefits Mentioned Above PLUS

Direct Student Interaction

- **Attend** UF AMA meetings in person
- **Speak,** host discussions, or lead interactive sessions
- Build meaningful **connections** with marketing-focused students

Student Recruitment

- **Share internships** and job opportunities directly
- **Access** motivated UF **business students** and many other majors
- Create a pipeline to potential **future talent**

Expanded Brand Presence

- **Elevated recognition** across meetings and digital platforms
- **Stronger visibility** in promotional materials
- Positions your brand as a **committed supporter** of student development

$500+/semester

Sponsor Exposure







By The Numbers

UF AMA provides sponsors with consistent visibility across both digital platforms and in-person events. Our reach and engagement include:

- 2,000+ Instagram followers
- 500+ LinkedIn followers
- 70+ students at weekly meetings
- Students from 5+ Colleges at our Regional Conference

Trusted By Our Partners

DOORDASH

STUDY EDGE

THANK YOU,

UF AMA extends our heartfelt thanks to our sponsors for their generous support! Your contributions are vital to empowering the next generation of marketing professionals by providing them with opportunities to **learn, grow, and connect.**

Your support opens doors to many opportunities, from **expanding** your brand regionally to recruiting fresh talent into your team.

Thank you for your commitment and partnership. **Go Gators!**

Best,
UF AMA



CONTACT US

Please fill out the form on the sponsorship tab of our website or contact us via email!

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amagator.com/sponsorship

amagators@gmail.com