

**2024
SPONSORSHIP
OPPORTUNITIES**

MACMA

The Media, Audience & Content Marketing Association

COMMUNITY • EDUCATION • INNOVATION

[#wheretheconversationhappens](https://www.instagram.com/wheretheconversationhappens)

www.the-macma.org



2024: A YEAR OF GLOBAL COMMUNITY

MACMA is a community of media, audience, and content marketing professionals committed to fostering education, networking, and career support through engaging and innovative programs and events.

[JOIN THE MACMA COMMUNITY - FOLLOW US ON LINKEDIN](#)



COMMUNITY PROPOSITION

Dedication: MACMA's commitment to the media, audience development, and content-focused communities showcases our dedication to serving and nurturing our communities.

Engaging: MACMA's events provide experiential learning and shared perspectives, which create an engaging environment for participants to exchange ideas and foster innovation.

Empowering: MACMA's focus on education, new ideas, and innovation empowers individuals within the media community, enabling them to grow, learn, and make a positive impact in their respective fields.



COMMUNITY COMPOSITION

COMMUNITY • COMMITMENT • INCLUSIVE

At MACMA, we are dedicated to serving as the heart of the media and publishing industry community. We extend an open invitation to all publishers, media companies, suppliers, and fulfillment entities to join us in participating, sharing, educating, and contributing to this vibrant community. We value all opinions and experiences, fostering a positive, inclusive, and transparent forum where everyone feels welcome.

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OFFERING INNOVATIVE CONTENT THROUGHOUT THE YEAR.



MACMA Day

This annual event is a day filled with industry talks and discussions centered on innovation, allowing members to stay updated on emerging trends and best practices. A unique opportunity for members to connect with peers, make new contacts, and build relationships within the industry. It's a fantastic opportunity to expand professional networks and learn from industry experts.



Webinars

An engaging platform for industry professionals to actively participate in discussions focused on innovation. Enhancing professional development, broadening knowledge base, and strengthening expertise—a worthwhile investment for those looking to grow and succeed in this dynamic industry.



Networking Events

Multiple events during the year serves as opportunities to gain insights from industry experts, stay updated on emerging trends and best practices, and enhance professional development. Providing members with a wealth of knowledge, networking opportunities, and the chance to stay ahead in an ever-evolving industry.



Podcasts

The Audience Architect podcast features candid conversations with industry leaders and experts that provide valuable insights, education, and diverse perspectives on various media, content, and marketing-related topics.

COMPANIES REPRESENTED AT MACMA EVENTS

ENGAGING CONTENT LURES CROWDS



EXAMPLES OF TOPICS COVERED

INDUSTRY TRENDS AND INSIGHTS

- Emerging technologies and their impact on media and content marketing
- Data-driven strategies for audience engagement
- Content personalization and customization techniques
- The evolution of social media platforms and their implications for content creators
- Predictions and forecasts for the future of media and content marketing

AUDIENCE ENGAGEMENT AND GROWTH

- Building and nurturing online communities around content
- Audience segmentation and targeting strategies
- Social media engagement tactics and trends

BEST PRACTICES AND CASE STUDIES

- Successful content campaigns and their key takeaways
- Effective storytelling techniques for brand promotion
- Strategies for creating engaging and shareable content
- Optimizing content distribution channels and platforms
- Influencer marketing strategies and collaborations



UPCOMING EVENTS



JANUARY 2024

Industry Keynote Address
Paul Miller, CEO, Questex
Topic: Challenging Conventions

FEBRUARY 2024

Case Study
Credspark
Topic: Engaging Your Audience:
It's Not All Fun and Games

MARCH 2024

Candid Conversation
Nini Diana, Director Consumer Marketing,
Harvard Business Review
Topic: Disruptor Approach to Building
Optimal Martech Stack

APRIL 2024

MACMA Day
Speakers from Endeavor, Dotdash
Meredith, Cyberrisk Alliance,
Gannett, Paperback
Topic: Triple Play-Acquisition,
Content, Marketing (A.C.E.)

MAY 2024

Meet MACMA
Washington DC
Topic: Challenges and
Opportunities Association
Audience Marketing

JUNE 2024

Candid Conversation
Meg Estevez, VP Marketing, Informa
Tony Napoleone, VP Client Experience,
Omeda
Topic: Mentorship + Education

JULY 2024

Bold Mind Mixer
Topic: Industry Conversation

AUGUST 2024

Candid Conversation
Topic: Hottest Topics Facing The Industry

SEPTEMBER 2024

Meet MACMA-
Chicago
Topic: Email Marketing Summit

OCTOBER 2024


Vendor Case Study
Topic: State of The Industry Discussion

NOVEMBER 2024

Candid Conversation
Hot Topic in B2B
Publishing/Media

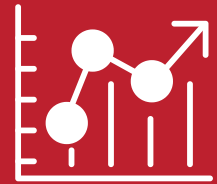
DECEMBER 2024

Holiday Extravaganza
Topic: Education + Networking

 In-Person

 Webinars

NOT JUST A CONTRIBUTION, BUT AN INVESTMENT.



CONSISTENT, RELEVANT, COMMUNITY CONTENT FOR:

- B2B, B2C and C2C
- Event Marketing
- Subscription Box Marketing
- Subscription Box Innovators
- Data and Fulfillment



AVERAGE ATTENDANCE:

- Live events have an average of 90 attendees
- Webinars have an average of 50 attendees



EVENT ATTENDEES TITLES:

- VP Audience Development
- VP Event Partnerships
- Chief Intelligence Officer
- Chief Marketing Officer
- Director of Audience Development
- Chief Data Officer
- CEO



WHY BE A SPONSOR?

ENHANCED VISIBILITY

Your brand will be showcased to a wide range of professionals, providing valuable exposure and recognition.

EXPERIENTIAL LEARNING

MACMA events enable you to stay updated on the latest trends, exchange ideas, and gain valuable insights to enhance your professional development.

INCLUSIVE AND TRANSPARENT COMMUNITY

MACMA values diversity of opinions and experiences, creating a positive, inclusive, and transparent forum for all. By becoming a sponsor, you will align your brand with these values, supporting a community-driven organization that promotes diversity, inclusivity, and transparency within the industry.

NETWORKING OPPORTUNITIES

Chance to connect with industry professionals, potential partners, and thought leaders, fostering new relationships and collaborations.

THOUGHT LEADERSHIP

The opportunity to contribute content and share your expertise with the community by offering valuable insights and perspectives.



SPONSORSHIP OPTIONS

Benefits	Bronze	Silver	Gold	Platinum	Diamond
Rate	\$950	\$2,500	\$3,500	\$5,500	\$5,500
Number of Members Included	10	20	30	50	50
Exclusive Opportunities to Network	x	x	x	x	x
Monthly e-Newsletter	x	x	x	x	x
Complimentary access to Webinars (non-members \$35)	x	x	x	x	x
Listing in the MACMA's Online Membership Directory	x	x	x	x	x
Eligibility to Apply for MACMA Scholarships (Includes Immediate Family)	x	x	x	x	x
"Member of" Logo to Use On Your Website and in Your Email	x	x	x	x	x
Access to Video Archives - Member login required	x	x	x	x	x
Discounted Membership Rates for All Events (webinars free to members)	x	x	x	x	x
Special Membership Discounts to Attend DMCNY and Red Tag Events	x	x	x	x	x
Job Board Listing	x	x	x	x	x
Company name featured in slide show at every event	x	x	x	x	x
Company logo featured, on its own page, in a slide show at every event			x	x	x
Listing on MACMA website, without link to your company website	x		x	x	x
Listing on MACMA website, with link to your company website		x	x	x	x
Ability to post information (and collateral) on a shared page with other sponsors		x	x	x	x
Opportunity to share information in monthly newsletter		x	x	x	x
Online recognition throughout MACMA website (logo/listing, with a link)			x	x	x
Opportunity to share content, participate & sponsor one event per year			x	x	x
MACMA Q&A Video priority level					x



THE AUDIENCE ARCHITECT
MACMA PODCAST

SPONSORSHIP OPTIONS

Benefits of Sponsorship	Diamond Partner	Innovation Patron	Community Advocate
Price	\$1,500	\$750	\$500
# of Podcast Episodes Included	3	2	1
Logo on all podcast email and social promotions	x	x	x
Dedicated banner ad space in all podcast emails (ad provided by sponsor)	x		
Pre-roll ad (happens at the start of the show - duration 15-seconds)		x	
Mid-roll ad (happens in the middle of the show - duration 1 minute)	x		
Post-roll ad (short ad at the end of the show)	x	x	x
Company name featured in slide show at every event	x		
Listing on MACMA podcast landing page on website, without link to your company website		x	x
Listing on MACMA podcast landing page on website, with link to your company website	x		
Ability to post information (and collateral) on a shared page with other sponsors	x	x	x
Opportunity to share content, participate & sponsor one event per year	x		

LET'S WORK TOGETHER

[JOIN THE MACMA COMMUNITY - FOLLOW US ON LINKEDIN](#)

EMAIL

help@the-macma.org

MACMA

The Media, Audience & Content Marketing Association

Sponsoring MACMA sets your company apart, offering valuable **networking opportunities**, visibility, and industry expertise in media, audience, and content marketing.

Your support goes **beyond business growth**; it empowers deserving students to fulfill their dreams and contribute to our community. For over a decade, MACMA has provided scholarships to students, significantly impacting their education and potential.

This strategic investment deepens your **industry relationships** and showcases your commitment to positive change. By sponsoring MACMA, you drive progress and create a brighter future for the industry and the community.

WEBSITE

www.the-macma.org

PHONE

888-859-8832



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#LearnFromTheBest



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VP, Virtual Events

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