

Business Marketing Association of Northern California Sponsorship Opportunities



Your Connection to B2B

Full BMA NorCal Audience (Members & Non-Members)

BMANORCAL
BUSINESS MARKETING ASSOCIATION

The Northern California Chapter of the Business Marketing Association is the longest-living chapter in the US, first established in San Francisco in 1938.

The people who make up our organization are marketing professionals who do the big, important jobs, who define business goals, and direct business strategy. They are idea people, visionaries and leaders, strategists and implementers. They serve as VPs, managers, entrepreneurs, and professionals who stand out in any professional crowd.

As a sponsor of BMA NorCal, you have the opportunity to associate your brand with the leading B2B professional organization in the bay area. You will receive access to our rich database of members and non-members through email, social media, newsletter communications and over 20 live networking events annually.

BMA NorCal Past Event Attendees include:

Adobe
Agilent Technologies
Amazon
Brocade
Carnegie Mellon University
Cisco
eMarketer
Forbes
Hewlett-Packard Enterprise
IBM Marketing Cloud
IDG
Madison Logic
Marin Software
Morgan Stanley

NetApp
Oracle
QuinStreet
Riverbed
Salesify
Seagate
Stanford Healthcare
Stein IAS
TriNet
True Influence
VMWare
Wako Life Sciences, Inc.
Whitehat Security
Xerox Transport



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	Platinum Level Annual Sponsorship	Roundtable Annual Sponsorship	Monthly Meetings Annual Sponsorship	Young Professionals Annual Sponsorship	Single Event Sponsorship
Description	Opportunity to reach marketing executives, decision-makers and practitioners. Includes all events: Roundtables, Monthly Meetings, Young Professionals, Summer Mixer, Holiday Party and more. (22 events per year + exclusive benefits)	Intimate events with executive-level discussion leaders and up to 25 senior-level marketers allows attendees and sponsors the opportunity to meet one-on-one to network and debate industry trends and challenges. (10 events per year, currently hosted at Savvy Wine Bar, Mtn. View)	Class-room style events with industry-leading speakers and up to 100 mid to senior level marketers. (10 events per year, currently hosted at Microsoft, Sunnyvale)	Program in development.	Opportunity to sponsor one-off events from a Roundtable, Monthly Meeting, Young Professionals, Summer Mixer or the Holiday party. Please inquire for a calendar of event topics and speakers.
Price	\$10,000	\$7,500	\$5,000	\$2,500	\$1,500
BENEFITS					
Recognized as Exclusive BMA NorCal Platinum Sponsor (website, events & social media)	X				
Complimentary Pass to BMA National Conference	X				
CMO to be featured in Blog Interview	X	X	X	X	
CMO to introduce speaker at event(s)	3 events total (1x Roundtable, 1x Monthly Meeting, & 1x Young Professionals)	1x	1x	1x	
Stand-alone email to list	4x	3x	2x	1x	
Hosted content on resource section of website	6	4	2	1	
Clickable logo on website sponsorship page with company description	X	X	X	X	
Social Media presence	X	X	X	X	
Logo on all sponsored event promotions	X	X	X	X	X
Onsite literature distribution at all sponsored events	X	X	X	X	X
On-Screen logo at event & verbal recognition	X	X	X	X	X
Preliminary registration list one week prior to event and final list post event	X	X	X	X	X
Event Pass	1x per event	1x per event	1x per event	1x per event	1x
Unlimited discounted tickets	X	X	X	X	X