

SPONSORSHIP OPPORTUNITIES

**MACMA**

The Media, Audience & Content Marketing Association

**COMMUNITY • EDUCATION • INNOVATION**

#wheretheconversationhappens

[www.the-macma.org](http://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.

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# 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





**AUGUST 24, 2023**   
Candid Conversation  
Topic: Mastering Lead Generation

**SEPTEMBER 14, 2023**   
Get To Know MACMA - Chicago  
Topic: State of Email Marketing

**OCTOBER 13, 2023**   
Case Study  
Topic: Membership Models

**NOVEMBER 14, 2023**   
Candid Conversation  
Topic: Publisher Point-Counterpoint

**NOVEMBER 30, 2023**   
Holiday Extravaganza - Co-located with  
FIPP Insider Event, NYC  
Topic: Education + Networking

**JANUARY 2024**   
Industry Keynote Address  
Topic: TBD

**FEBRUARY 2024**   
Case Study  
Sponsor Content Welcome

**MARCH 2024**   
Candid Conversation  
Topic: Hottest Topics Facing The Industry


**APRIL 2024**   
MACMA Day  
Topic: Industry Talks + Networking


**MAY 2024**   
Meet MACMA  
Topic: Mentorship + Education

**JUNE 2024**   
Candid Conversation  
Topic: Hottest Topics Facing The Industry


**JULY 2024**   
Bold Mind Mixer  
Topic: Industry Conversation


**AUGUST 2024**   
Candid Conversation  
Topic: Hottest Topics Facing The Industry

**SEPTEMBER 2024**   
Meet MACMA  
Topic: Education + Networking

**OCTOBER 2024**   
Get To Know MACMA  
Topic: State of The Industry Discussion

**NOVEMBER 2024**   
Case Study  
Sponsor Content Welcome

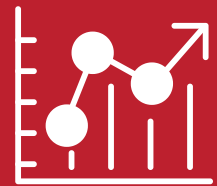
**DECEMBER 2024**   
Holiday Extravaganza  
Topic: Education + Networking

 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](mailto:help@the-macma.org)



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](http://www.the-macma.org)

## PHONE

888-859-8832



# MEET MACMA'S BOARD OF DIRECTORS

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Co-Founder & President

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Director Audience Development

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*VP Membership, MACMA*

Dow Jones

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President

**TONY NAPOLEONE**

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VP, Client Experience

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# MEET MACMA'S ADVISORS

## **PATTI DEVINE**

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Meryl Randman  
Art Director

## **BILL LEVINE**

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Mary Ann Liebert  
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# MEET MACMA'S BOARD OF DIRECTORS AND ADVISORS

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President

**ADAM GARBATI** ★

Board Member

**ROBERTA MULLER** ★

Board Member

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Advisor

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Advisor

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Advisor

★ Board of Directors

💡 Advisors

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