



2025 SPONSORSHIP OPPORTUNITIES

www.the-macma.org

#wheretheconversationhappens





Who we are.

MACMA is the premier association for marketing, audience, and content professionals, **dedicated to empowering industry growth** through innovative programs and engaging events. We provide a vibrant **platform for dialogue, connections, and experiential learning** to promote networking and knowledge-sharing. Our commitment is to equip professionals with the tools, resources, and cutting-edge technologies needed **to excel in their careers and achieve audience growth goals.**

Sponsorship Overview

The Media, Audience, Content & Marketing Association (MACMA) offers a range of sponsorship opportunities designed to cater to diverse needs and interests. With sponsorship levels ranging from "Presenting" tier to the accessible "Associate" tier, sponsors have the flexibility to choose a sponsorship option that aligns with their budget and objectives.

- Sponsors can access a network of industry professionals across various job functions and organization types, with benefits including event exposure and cost-saving membership packages.
- By partnering with MACMA, sponsors can forge strategic partnerships, elevate their brand presence, and stay ahead of industry trends in the evolving media, audience, and content marketing landscape.



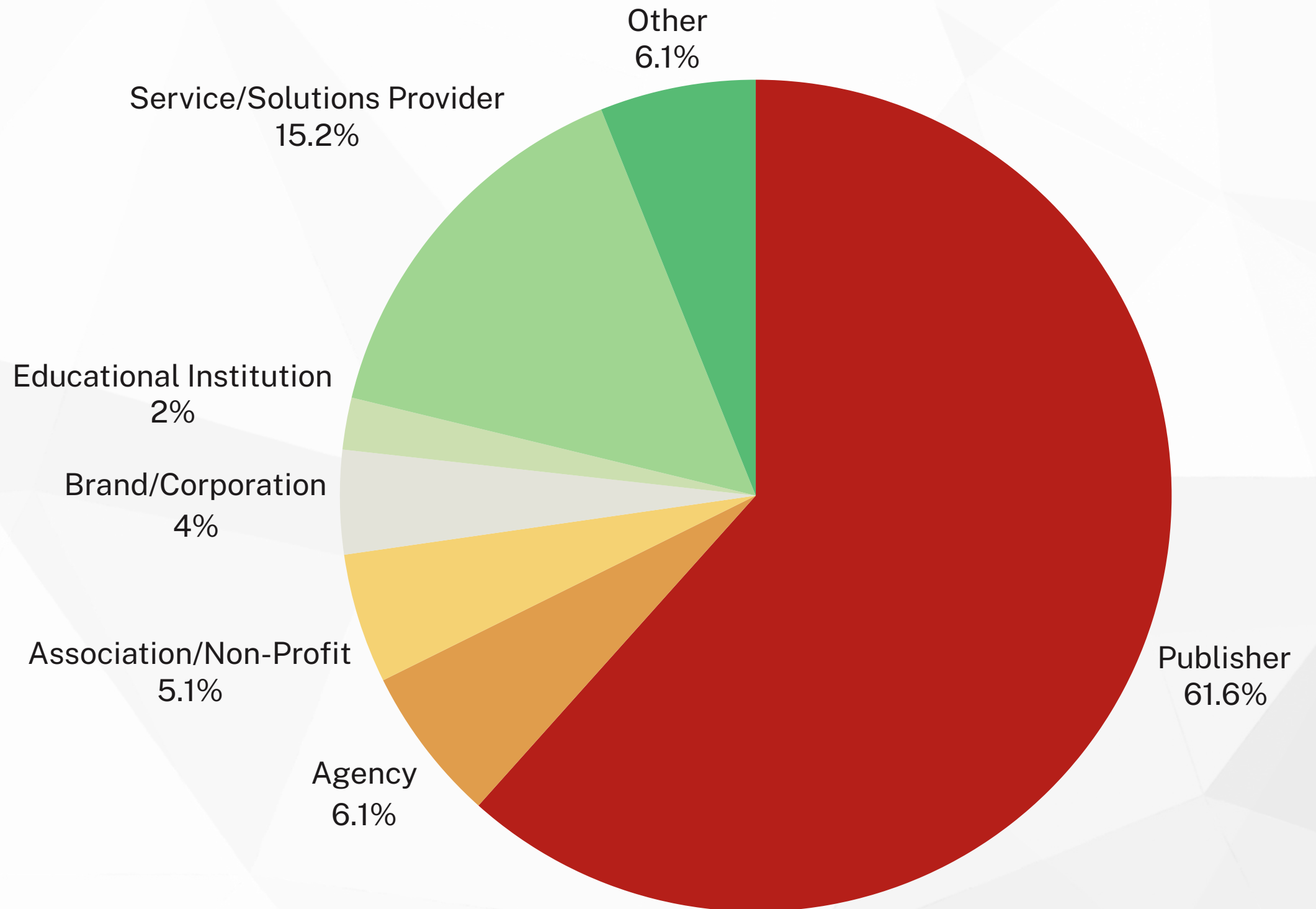
Membership Reach



HEARST



Mary Ann Liebert, Inc. publishers



Upcoming Sponsorship Opportunities



January Keynote Speaker

Webinar: Why 2025 is the year of optimism.

Speaker: ALMAR LATOUR, Publisher, The Wall Street Journal; Chief Executive Officer, Dow Jones

Expected Audience: 200 Industry Professionals



Monthly Podcasts

Monthly podcast features candid conversations with industry leaders, offering insights and diverse perspectives on media, content, and marketing topics.

Average Downloads: 250



MACMA Industry Days

Industry talks on innovation, trends and best practices. It offers a chance to connect with peers, build relationships, and learn from experts.

Expected Attendance: 250 Industry Professionals

Upcoming Sponsorship Opportunities



Monthly Newsletter

Delivers industry news, trends, and cutting-edge technology insights. Industry experts tailor the MACMA monthly newsletter for professionals in the field. The offering offers practical insights to enhance daily workflow efficiency.

Distribution List: 2,400



Industry Webinars

Webinars focusing on top industry topics.

Expected Audience: 75 Industry Professionals



Email Marketing Summit

Annual gathering providing industry updates from top leaders highlighting the state of email marketing.

Expected Attendance: 150 Industry Professionals

Upcoming Sponsorship Opportunities



Website

Hub for MACMA members and industry professionals to learn about industry trends, access podcast, and learn about upcoming events.

Monthly Unique Visitors: 5,000



Social Media

Virtual networking platform where MACMA members and industry professionals stay updated on industry news, trends and MACMA content and events.

Audience: 1,400 Industry Professionals



Holiday Extravaganza

End of year gathering of diverse content and the best minds in the industry. Providing members with a wealth of knowledge, networking opportunities, and the chance to stay ahead in an ever-evolving industry.

Expected Attendance: 250 Industry Professionals

2025 Calendar

January

Keynote Webinar
Newsletter to members

February

February Audience Architect Podcast
Newsletter to members

March

Industry trends webinar
March Audience Architect Podcast
Newsletter to members

April

MACMA Industry Days

May

May Audience Architect Podcast
Newsletter to members

June

June Audience Architect Podcast
Newsletter to members

July

July Audience Architect Podcast
Newsletter to members

August

August Audience Architect Podcast
Newsletter to members

September

Chicago Summit 2.0
September Audience Architect Podcast
Newsletter to members

October

October Audience Architect Podcast
Newsletter to members

November

Holiday Extravaganza (content + networking)
November Audience Architect Podcast
Newsletter to members

December

December Audience Architect Podcast
Newsletter to members

Sponsorship Packages

Benefits	Presenting	Supporting	Community	Associate
Industry Days - Tickets	3 Tickets (\$2,250 value)	2 Tickets (\$1,500 value)	1 Ticket (\$750 value)	1 Ticket (\$750 value)
Industry Days - Tabletop	Yes	Yes	No	No
Holiday Party - Tickets	3 Tickets (\$2,250 value)	2 Tickets (\$1,500 value)	1 Ticket (\$750 value)	1 Ticket (\$750 value)
Holiday Party - Tabletop	Yes	Yes	No	No
Webinar	Yes	Yes	Yes	No
Podcast Ad	Yes	No	No	No
Event Follow-Up Epromo	Yes	No	No	No
Yearly Price	\$7,500	\$5,000	\$3,500	\$2,500

Ready To Become A Sponsor?

To find out more, please email Tony Napoleone, MACMA's VP of Sponsorships at tnapoleone@omeda.com.

Sponsorship packages at the "Presenting" level are limited. If you need more information to decide please reach out to us today for a quick chat.

Tangible Benefits.

By becoming a MACMA sponsor, you can not only enhance your brand presence but also gain access to a wealth of resources and networking opportunities within our vibrant community.

Our sponsorship benefits include opportunities to showcase brand visibility through in-person events, podcast advertisements, webinar marketing, newsletter placements, and targeted follow-up emails to our members.



MACMA
The Media, Audience & Content Marketing Association

THANKS

Join Us

www.the-macma.org

