Career Connections is a content-driven program focused on best practices, delivered through practical career coaching and expert speakers for those hiring marketers and marketers looking to be hired.

With rotating speakers and topics, Career Connections attracts a mix of marketing professionals across industry roles and career stages. Marketers gain new ways to grow their skills, develop their teams, and find more rewards in their careers. Hosted breakouts offer small group discussions with leading recruiters, coaches and HR professionals.

This quarterly event is free to AMA Chicago members. Non-members can attend for $10 per event.

Reserve your sponsorship by contacting Chris McGuire: chris.m@mcguffincg.com
REACH CHICAGO’S MARKETING COMMUNITY
Connect to a network of marketers and decision-makers at the right time: when they’re advancing their careers and looking for the partners, tools and services to make it happen. Our sponsors gain:

- Brand awareness among Chicagoland marketers.
- High quality leads to increase ROI at a very attractive cost.
- Targeted opportunities to engage marketers who self-select topics connected to your brand.

OUR AUDIENCE
As one of the largest chapters of the American Marketing Association, AMA Chicago stands 83 years strong in its mission to provide opportunities for Chicago area marketers to expand their knowledge, improve their skills and grow in their careers through access to leaders in the field and skill-building content.

No other organization in our city connects as many marketers with as many opportunities as AMA Chicago. Among our event attendees:

- **65% are mid-career managers.** They’re the daily decision-makers who develop, implement and manage brand strategy.
- **17% are C-suite or senior level marketers leading our careers forward and implementing the tools their brands use.**
- **18% are up-and-coming marketers, ready to soak up connections, learn new skills and keep pushing our field forward.**

DIGITAL REACH

Reserve your sponsorship by contacting Chris McGuire: chris.m@mcguffincg.com
SPONSORSHIP BENEFITS
Events are quarterly. Sponsorship is $300 per event, or $500 for the remaining two events in our fiscal year.

PRE- AND POST-EVENT MARKETING
• Linked logo on event page
• Linked logo in event emails
• 1 minimum social post from AMA Chicago (Facebook, LinkedIn, Twitter or Instagram)
• Logo in welcome presentation at all events
• $99 job postings on AMA Chicago Career Center (typically $249)

EVENT MARKETING
• 5 tickets for sponsor staff ($50 value)
• 10 tickets for clients or guests ($100 value)
• Materials can be shared with attendees on seats or via email
• Hosted breakout table or Zoom room

BREAKOUT TABLES & ZOOM ROOMS
Demonstrate the value of your organization, be seen as an expert contributor to the event’s programming, and identify real leads through more intimate conversations with attendees.

Breakout hosts act as experts in the crowd, facilitating conversation and coaching attendees around a topic of the host’s choosing to build from the speakers’ topics into attendees’ lives. Hosts offer best practices and practical tips without attempting to sell.

Every breakout host will introduce themselves to the entire crowd. During the last hour of the event, each host will facilitate discussions in small groups for 10-15 minutes, then rotate to a new small group of attendees.

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