



## **Sponsorship Frequently Asked Questions (FAQs)**

### 1. What is the SVAMA?

Founded in 1980, the award-winning Silicon Valley American Marketing Association (SVAMA) is the premier chapter of the American Marketing Association, the largest nonprofit marketing organization of its type in the world.

As the complete resource for marketing education and networking in Silicon Valley, the SVAMA serves to advance the marketing vocation by providing a forum to stay connected to Silicon Valley's marketing thought Leaders and stay informed about key issues and techniques affecting marketing professionals. Focusing on the best practices in marketing, the organization delivers several resources, including monthly events on timely topics, informative workshops for skill enhancement, networking opportunities, and career development tools.

Situated in the heart of the technology industry, the SVAMA is one of the most important and influential chapters of the American Marketing Association. In 2002 the SVAMA was the sole recipient of the national AMA's Chapter of the Year Award.

The SVAMA's activities include meetings, workshops and seminars, which all offer opportunities for sponsors to promote their companies. In addition, the SVAMA operates a website ([www.svama.org](http://www.svama.org)) designed to deliver an online community for members of the association, providing a job bank, career growth resources and information on marketing best practices.

### 2. What sponsorship opportunities can the SVAMA offer my company?

The chapter offers meetings, workshops and seminars where members meet and exchange ideas with leading innovators and thinkers in business, research and academia. The events also provide a forum to expand personal and professional contacts through networking with other Silicon Valley marketing professionals. Several sponsorship opportunities within these activities are available; however, SVAMA activities are popular and sponsorship opportunities sell out quickly. So if you're considering sponsoring, you should act promptly to ensure you get the package that best fits your marketing needs.

Please refer to the enclosed sponsorship opportunities document for more specific information.

### 3. What are some of the benefits a sponsorship with the SVAMA can offer my company?

As the leading marketing organization in Silicon Valley, the SVAMA focuses on providing services to high-tech marketing professionals. Through a sponsorship opportunity the SVAMA can give your company valuable exposure to over 3,000 local marketers monthly, many of whom are executives and decision-makers in their companies.



Additionally, the SVAMA attracts marketing professionals from a broad base of industries offering those companies who want to diversify the opportunity to make new contacts, collect feedback and get terrific visibility. A combination of many different sponsorship opportunities is available, and although opportunities tend to sell out quickly, members of the sponsorship team can work with you to customize a sponsorship package that meets your specific marketing needs.

4. What are some examples of upcoming SVAMA programs?

Programs and events held by the Silicon Valley American Marketing Association (SVAMA) are divided into three categories: monthly events, member-only networking events and special programs (workshops). Monthly programs focus on timely strategic marketing issues, include key industry speakers and are held on the second Wednesday of each month, August through May. Special programs are in-depth workshops for skill enhancement – these programs are usually half-day. For upcoming program information you can go to [www.svama.org](http://www.svama.org).

5. Who belongs to the SVAMA and what percentage are decision-makers?

The Silicon Valley American Marketing Association has over 500 members who are marketing professionals, educators and students. Members range from college graduates to CMOs at both emerging growth and established companies, such as Applied Materials, Guidant, Cisco, Hewlett-Packard, Intel, and Sun Microsystems.

6. How many people attend SVAMA's various programs?

The number of people who attend our monthly events ranges from 50 to 120. Our special program events will usually draw 25 to 50, depending on the topic.

In addition, we have a total reach of about 3,000 people per month with our program announcements.

7. Do I have to become a member of the SVAMA to qualify as a sponsor?

It is not necessary to become a SVAMA member to participate as a sponsor.

8. What awards has the SVAMA won?

The SVAMA has won several awards, including:

- **Chapter Excellence**, American Marketing Association: 2002
- **Special Merit Award**, American Marketing Association: 2002  
(For Chapter Management)
- **Chapter Excellence**, American Marketing Association: 1999  
(Denotes overall performance relative to other chapters of the same size)



- Special Merit Award (2), American Marketing Association: 1992 (For Chapter Management and for Special Activities)
- Special Merit Award, American Marketing Association: 1991 (For Chapter Management)
- Special Merit Award, American Marketing Association: 1990 (For Programs)
- Special Merit Award, American Marketing Association: 1989 (For Programs)

9. What companies have sponsored the SVAMA in the past and who are some of your current sponsors?

Current and past sponsors include Ipsos-Reid, Eloquent, CustomerSat, Aquent, Palomar Ventures, MSR Communications, PR Newswire, The Network Meeting Center, BoldFocus, Nichols Research and Premiere Conferencing.

10. We are a small firm with limited cash flow. Does the SVAMA accept “in-kind” trades for sponsorship packages?

The SVAMA does accept in-kind donations.

11. Who do I contact at the SVAMA about being a sponsor?

**Martine Velkeniers**  
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