

AM> | Atlanta

THE AMY AWARDS

MARCH 28th, 2024

AMYS 2024

DELTA FLIGHT MUSEUM

Celebration of Creativity & Marketing Excellence

March 28, 2024 | 6pm - 9pm

500 Attendees Capacity

Theme: Authentically Atlanta, reflected through

- ▶ Experiential
- ▶ Programming
- ▶ Personalities
- ▶ Awards



Authentically Atlanta

It's in the sounds of our musicians, the words of our storytellers, and the images of our filmmakers, photographers, designers and artists.

It's in the faces of our people—beautiful, diverse, uniquely gifted. It's in the work we do—in offices and studios, in classrooms and on stages, at home and out in the world. Whether we show up to create, promote, cheer, sing, pray, learn or kick back, we show up ready to grow together.

Atlanta is a community of communities: youthful, dynamic, inclusive—honoring what's iconic while giving roots to what's emerging. Atlanta—authentic Atlanta—not only has something to say, it says it loudly and with pride. Pride in what we create here and how we tell the world about it.

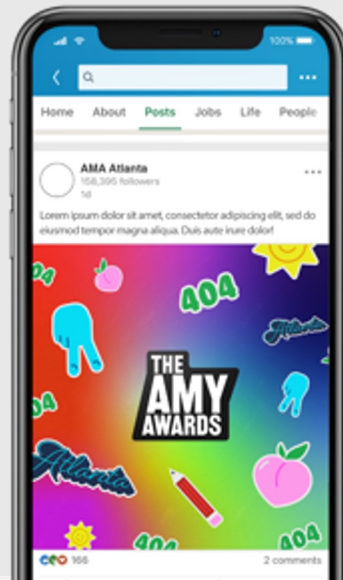
*What does it mean to
be Authentically Atlanta?*



Authentically Atlanta

The AMY Awards is our opportunity to celebrate the authentic culture coming out of Atlanta that inspires our creative aspirations.

Art • Food • Music • Innovation
Entertainment • Outdoor Life
Civil Rights • Fandom/Sports
Universities • Business • Tech







AMYS 2024

AWARD SHOW CATEGORIES

B2C Integrated Marketing • **OOH** • **Brand Identity**
Collegiate • **Influence Marketing** • **Paid Search/PPC**
Scholarships • **Event Marketing** • **DECA High School**
Innovation • **Social** • **Broadcast** • **AI** • **Websites**
ECommerce • **Mentors & Mentees** • **Partnership**
Healthcare Marketing • **Multicultural** • **Email Marketing**
Branded Entertainment • **Advertising** • **Programmatic**
Non-Profit Marketing • **B2B Integrated Marketing**

AMYS 2024

HONOREE CATEGORIES

MARKETER OF THE YEAR



RISING STAR



MARKETER FOR GOOD



AMYS 2024

Lifetime Achievement Award

STEVE KOONIN | CEO, Atlanta Hawks

CEO of the Atlanta Hawks & State Farm Arena since April, 2014. Under Koonin's leadership, the Hawks have transformed their brand, building and presence in Atlanta. The Atlanta Hawks have used innovation and strategic partnerships to "Build Bridges through Basketball" and reimagine the Atlanta Hawks Foundation, which has forged authentic and meaningful relationships with Atlanta communities and provided for the underserved in their greatest times of need.

- ▶ Hawks first franchise in the city to own an esports team, entering the NBA 2K League with Hawks Talon GC in 2018 and in 2019 the College Park Skyhawks, an NBA G League franchise, made their debut, playing their games on the southside of Atlanta at the Gateway Center @ College Park.
- ▶ Spent 14 years with Turner Broadcasting
- ▶ Helmed the marketing and worldwide advertising operations at Coca-Cola
- ▶ Serves as the Chairman of the Board for the Georgia Aquarium, is on the board of Atlanta Police Foundation and is an Executive Committee Member of the MACoC
- ▶ Former recipient of SportsBusiness Journal Sports Executive of the Year
- ▶ Named 100 Most Influential Atlantans by Atlanta Business Chronicle
- ▶ Atlanta Magazine's Most Powerful People Shaping Atlanta





Sponsor Offerings:

PRESENTING SPONSOR

COCKTAIL SPONSORS

EXPERIENCE SPONSORS

HONOREE SPONSORS



SPONSOR OFFERINGS



PRESENTING SPONSOR

COCKTAIL SPONSOR

Details

Prominently features Sponsor leading up to the event through AMA Atlanta marketing, event onstage signage, event brochure

Featured during the cocktail hour that includes opportunities for guests to network. DJ and bar featuring themed drinks.

Funding

Venue, staging, food & beverage

DJ & Bar for guests

Timing

January-March

5:30pm-7pm

Sponsor Branding

Presenting Sponsors
Limited up to 2 Sponsors

Signage, Coasters, Event Promotion (leading up to the event) & Brochure



SPONSOR OFFERINGS



EXPERIENCE SPONSOR

- ▶ Photo Booth
- ▶ Step & Repeat
- ▶ Cocktail Cart
- ▶ Basketball Experience

HONOREE SPONSOR

- ▶ Marketer of the Year
- ▶ Rising Star
- ▶ Marketer for Good
- ▶ Lifetime Achievement Award

Details

Funding

Timing

Sponsor Branding

Event experiences

Throughout the evening (6pm-9pm)

Experiential area, Event Promotion (leading up to the event) & Brochure

Venue, staging, brochure

January-March

Honoree Sponsors, Congrat Ads in Brochure, Event Marketing



SPONSOR OFFERINGS

	Presenting (1-2)	COCKTAIL (2)	EXPERIENCE (4)	HONOREE (4)
DETAILS	Award Show Promotion, Onstage & Brochure	Networking Hour DJ & Bar 6pm-7pm	Guest Activities 6pm-9pm	Specific Honoree Ads featured in the Brochure Onstage & Event Signage
SPONSOR BRANDING	Promos Onstage Brochure	Promos Onstage Cocktail Brochure	Promos Onstage Experiential Brochure	Promos Onstage Brochure

AMYS 2024

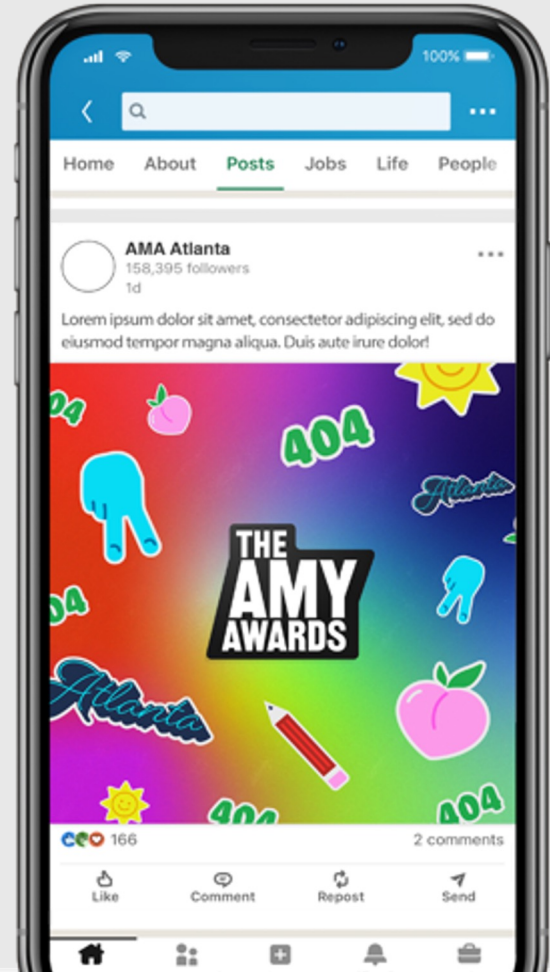
Sponsor Deadlines

PRESENTING SPONSOR: **January, 2024**

COCKTAIL SPONSOR: **January, 2024**

EXPERIENCE SPONSOR: **February, 2024**

HONOREE SPONSOR: **February, 2024**



About AMA

The American Marketing Association is a community of future marketers and dedicated professionals who work, teach and study in the field. Together we will advance the field of marketing

Strives to be the most relevant force and voice to marketers

Intellectual Agenda towards Best & Next Practices

One AMA Community — Personalized & Connected Marketplace

ama.org



AMA Atlanta

AMA Atlanta

3rd Largest Chapter in the US, reaching over 6,000 marketers in Atlanta

Engaging with **Brand Marketers, Agency Professionals & College Students**

Dedicated to ongoing **Learning, Networking & Giving Back** Initiatives





A **community** where marketers find **inspiration** and **connections** to drive **creative aspirations**



AMA Atlanta

Learning

General & Innovation
Programming Events

Networking

Monthly Happy Hours,
Holiday Parties &
Award Show

Giving Back

Collegiate Scholarship
& Mentorship Programs





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Contact

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