

Welcome to the



# Purpose Driven. Business Led.

We are the global trade organization representing Association Management Companies.

Our goal is sustainable growth for our members and industry.



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# 01: About AMC Institute

The AMC story is one of stability and growth. An increase of 21% over the past four years makes us a \$1.9B industry, with the number of associations choosing the AMC model up 18%. Serving over 3,300 nonprofits in 2021, AMC Institute's more than 175 member firms worldwide have ensured that these organizations continue to provide meaningful value to 3.3 million members despite unprecedented disruption and transition.

Our community of executive decision-makers actively manage the oversight and selection of vendors for technology, meetings, exhibitions, finance, marketing, communications, research, education, membership and governance. In fact, AMCI member firms produced close to 7,000 meetings and events and 500,000 hotels room nights during the pandemic alone.

# AMCs play a critical role in helping associations and nonprofits thrive

ASSOCIATION MANAGEMENT COMPANIES (AMCs):

## A growing global industry

AMC Institute (AMCI) is the leading organization advancing professionalism and high performance standards for the AMC industry.

AMCs are found in all 50 states and 16 countries.



Associations serviced by AMCI member companies: 3,300+

3.3M individual association members are served by AMCI member companies.

If gathered in one place, these members would constitute the 4th-largest city in the United States behind only New York, Los Angeles and Chicago.



Annual hotel spend on AMCI member meetings: \$800M

\$1,900,000,000

Aggregate association operating budget

1886

The year the first AMC was established

That AMC is still a family-owned business, now on its 5th generation.

The first woman-owned AMC was founded in 1932.

Its principal was also the first woman to serve as chief elected officer of ASAE and the Association Forum.

33%

of new AMCI member companies in the past five years were founded by Millennials

Top five industries represented by AMCs:



# The AMCI Advantage

The AMC model and community provide **unprecedented access to shared platforms and senior executives**. This translates to success for our partners through:

- A **macro view** of opportunities and trends across multiple sectors and regions due to the size and scope of associations under management
- The efficacy of **multiple association accounts centralized** under each firm
- Investment by AMCs in **long-term strategic partnerships** for mutual success over time
- A culture of **collaboration and relationship** building
- A proven commitment to **sustainable growth** for clients AND partners

**65%**

CEOs of AMCs in attendance at AMCI meetings

**92%**

C-suite of AMCs attendance at AMCI meetings

**100%**

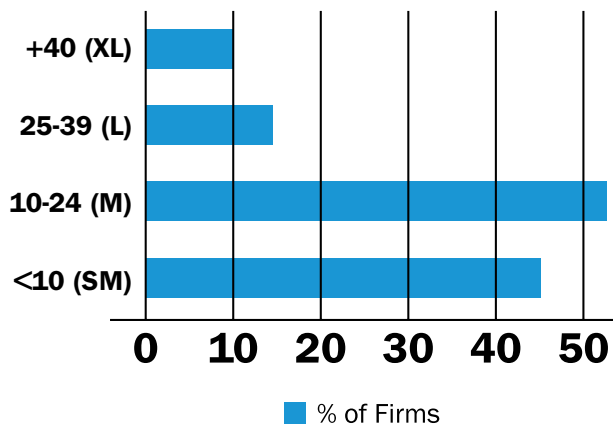
Reach of partners' marketing materials and offers



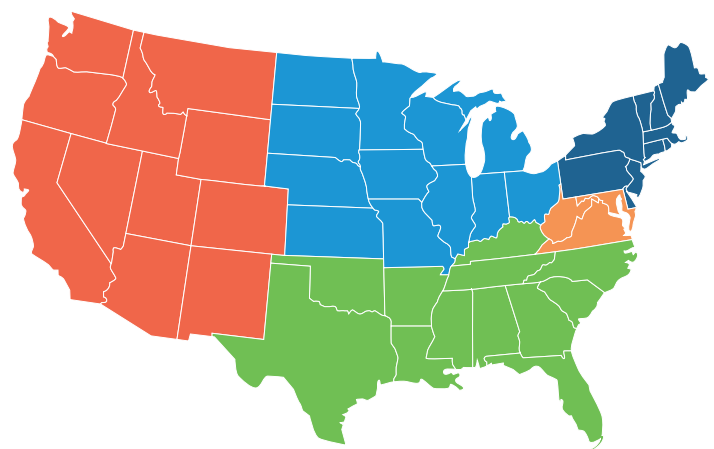


# Size & Location

AMC firm size based on number of association clients managed:



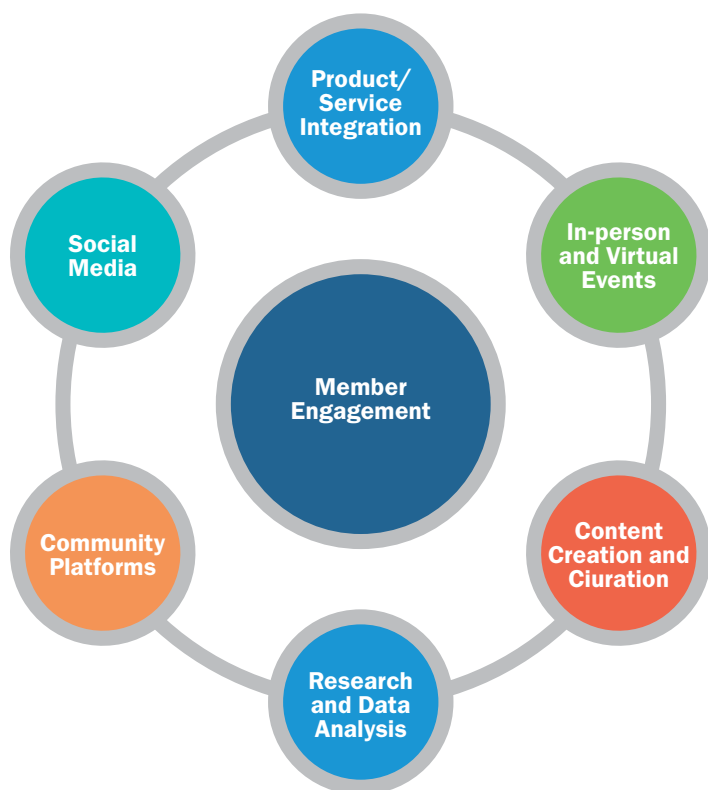
AMC member headquarter locations based in the U.S.



Northeast	16%
Mid-Atlantic	19%
South	21%
Midwest	33%
West	11%



## 02: Powerful Partnerships



AMCI provides numerous channels for our strategic partners to **directly connect with our community**.

Together, we can develop an approach that ensures your brand achieves **access and awareness** fully aligned with your company's objectives.

Because of the level of commitment from our leadership and membership to your **success**, AMCI limits the number of strategic partnerships executed annually. Each partnership is **customized** to deliver on your needs and expectations.





# 03: AMCI Memberships



# 2023 AMCI Associate Membership

**Membership Term: January 2023 – December 2023**

## **Associate membership benefits include:**

- Access to AMCI's online membership directory
- Exclusive access to AMCI members-only in-person and virtual events for one representative of organization
- Member Matters newsletter and AMCI member e-communications
- Online communities and networking
- Monthly members-only EduSeries webinars
- Organizational listing in AMCI Provider Partners online directory and contact information for one representative of organization
- AMCI Provider Partner Committee participation
- Opportunity to distribute marketing collateral at designated Provider Partner table at AMCI Annual Meeting
- Opportunity to participate in activations organized by the AMCI Provider Partner Committee at AMCI's Annual Meeting
- Listing in the AMCI Provider Partner Directory with company's name and contact information for (1) staff member

*Comparable to AMC organizational membership structure and benefits, Associate organizational membership dues start at \$3,000.00 and are scaled based on gross, annual revenue.*



# 2023 AMCI Leadership Circle Membership

**Leadership Circle organizational membership dues are \$12,000.00 annually, including the above benefits of Associate membership plus exclusive marketing and promotional opportunities:**

- Opportunity to feature exclusive AMC member-only benefits and offers on the AMCI Business Exchange
- Exclusive access to AMCI members-only in-person and virtual events for two representatives of organization, including (2) complimentary signature events registrations, choice of AMCI Annual Meeting or AMCs Engaged
- Listing in AMCI Provider Partners online directory and PDF, including logo, organization description, and contact information for up to two representatives of organization
- Organization logo & description recognition on AMCI Provider Partner webpage
- Onstage logo recognition by AMCI Staff/Board during AMCI signature events (i.e., Annual Meeting, AMCs Engaged)
- Logo recognition on Event Program/Mobile App and onsite signage, when applicable at AMCI signature events (i.e., Annual Meeting, AMCs Engaged)
- Opportunity to bid on AMCI request for proposals to host AMCI member-exclusive programs, services, and events

# 2023 – 2025 AMCI Strategic Partnership

*Strategic Partnership is the most elite level of AMCI membership for provider partners. AMCI Strategic Partners enjoy all the preceding benefits included in both the Associate and Leadership Circle membership levels, plus exclusive, tailored deliverables designed to advance and achieve the strategic objectives of both parties.*

## **Examples of strategic partner benefits (varying by category) include:**

- Presentation to AMCI's Board of Directors
- Opportunities to present thought leadership and education to AMCI membership online and in person
- Collaboration and alignment with proprietary research and data acquisition initiatives
- Participation of AMCI CEO and/or AMCI leadership at partner's annual sales meeting or advisory forum
- AMCI alliance in showcasing partner products and services to membership
- AMCI membership extended to multiple representatives of strategic partner organization
- Strategic partner exclusive exhibits and activations during AMCI events
- Strategic AMC and association marketing direction and support by professional marketing firm retained by AMCI
- Digital and targeted marketing and advertising opportunities
- Representation on AMCI's AMC member-driven content and program committees
- Exclusive forums with AMC owners and C-suite decision makers
- Complimentary event registrations at select AMCI events/multiple attendees
- Custom sponsorship opportunities and co-branding alliances



Strategic Partnership dues range from \$25,000 - \$100,000 annually, based on a three-year commitment and excluding in-kind contributions. As Strategic Partnership agreements are custom curated with careful consideration of both AMCI and strategic partner assets, benefits in each of following categories can be exchanged and tailored with the addition of assets not listed, co-created by AMCI and the strategic partner.

<b>AMCI Strategic Partnership *</b>	<b>\$75K+*** Platinum</b>	<b>\$60K*** Gold</b>	<b>\$45K*** Silver</b>	<b>\$35K*** Bronze</b>	<b>\$25K***</b>
Complimentary AMCI organizational membership	1 (up to 6 individuals per organization)c	1 (up to 5 individuals per organization)	1 (up to 4 individuals per organization)	1 (up to 3 individuals per organization)	1 (up to 2 individuals per organization)
Complimentary Annual Meeting registrations	6	5	4	3	2
Complimentary AMCs Engaged registrations	5	4	3	2	1
Association and AMC strategy consultation with marketing firm principal retained by AMCI	✓	✓	✓	N/A	N/A
AMCI CEO and up to 2 senior level member firm representatives at Partner's conference	✓	✓	✓	N/A	N/A

AMCI CEO or senior staff representative to participate in an AMC industry advisory capacity on partner forum	✓	✓	✓	✓	✓
Partner educational presentation to AMCI Board ** (15 minutes virtual/30 minutes in-person)	✓	✓	✓	✓	N/A
AMCI volunteer leadership, committee and/or task force participation on AMC member-driven content or program committee (no more than 1 per committee)	4	3	2	1	1
Partner educational content featured in AMCI newsletter	✓	✓	✓	✓	✓
Partner educational content and/or case studies featured on AMCI website and/or Association Link microsite	4	3	2	1	1
AMCI Business Exchange – Strategic Partner Logo recognition	Exclusive Banner Ad for 2 months	Exclusive Banner Ad for 1 month	✓	✓	✓
Strategic partner recognition in front of AMCI Provider Partner Guide with AMC partner rep headshot and contact information	✓	✓	✓	✓	✓
Partner logo featured on scrolling banner on AMCI website	✓	✓	✓	✓	✓
Partner host of monthly AMCI EduSeries 60-minute webinar of educational content	2	1	N/A	N/A	N/A
Partner solicitation email with exclusive offering to AMC membership	✓	✓	✓	✓	N/A
Partner co-branding with AMCI to showcase products/services to membership	✓	✓	✓	✓	✓

\* Annual dues based on three-year Strategic partnership

\*\* Board presentation opportunity rotates through Strategic partners during three-year term.

\*\*\* These levels/benefits do not include in-kind contributions.



## 04: AMCI Event Sponsorships





# Reception

**\$5,000** (exclusive F&B costs & fees\*)

*Event Sponsorship*

## **Sponsor benefits include:**

- Sponsor recognized by AMCI Chair during on-stage/camera remarks
- One-minute promo video or sponsor remarks during event
- Logo recognition on event materials, website and signage
- Logo on AMCI Events sponsor page
- Two (2) complimentary event day passes

\*Food and Beverage menus to be mutually agreed upon by AMCI & Sponsor. Cost of Food and Beverage will be billed directly back to the sponsor by the venue and is not included in the cost of the sponsorship.



# Breakfast or Lunch

**\$3,500** (exclusive F&B costs & fees\*)

*Event Sponsorship*

## **Sponsor benefits include:**

- Sponsor recognized by AMCI Chair during on-stage/camera remarks
- One-minute promo video or sponsor remarks during event
- Logo recognition on event materials, website and signage
- One (1) complimentary event day pass

\*Food and Beverage menus to be mutually agreed upon by AMCI & Sponsor. Cost of Food and Beverage will be billed directly back to the sponsor by the venue and is not included in the cost of the sponsorship.



# Full Day Networking Breaks

**\$2,500** (exclusive F&B costs & fees\*)

*Event Sponsorship*

## **Sponsor benefits include:**

- Promotional materials to be displayed near registration (if applicable)
- Logo recognition on event materials, website and signage
- One (1) complimentary event day pass

\*Food and Beverage menus to be mutually agreed upon by AMCI & Sponsor. Cost of Food and Beverage will be billed directly back to the sponsor by the venue and is not included in the cost of the sponsorship.





# Pay it Forward

**\$6,500**

*(exclusive of costs and fees associated with executing the activity\*)*

*Event Sponsorship*

**Sponsor AMCI's CSR initiative, marketing your organization while giving back.**

**Sponsor benefits include:**

- Sponsor recognized by AMCI Chair during welcome remarks
- \$5,000 of sponsorship cost goes directly to charity
- Logo recognition on event materials, website and signage
- Stage presence to present charity with donation
- One (1) complimentary event day pass

\*Event logistics must be mutually agreed upon by AMCI & Sponsor. Cost of event logistics will be billed directly back to the sponsor by the venue/vendors and is not included in the cost of the sponsorship.



# Health & Wellness

**\$2,000**

*(exclusive of costs and fees associated with executing the activity\*)*

*Event Sponsorship*

**Help AMCI attendees focus on self-care through a health and wellness activity (up to 60 minutes).**

**Sponsor benefits include:**

- Promotional materials to be displayed near health and wellness activity (if applicable)
- Logo recognition on event materials, website and signage
- One (1) complimentary event day pass

\*Event logistics must be mutually agreed upon by AMCI & Sponsor. Cost of event logistics will be billed directly back to the sponsor by the venue/vendors and is not included in the cost of the sponsorship.



# Accreditation Programming

**\$8,000**

*Event Sponsorship*

**Demonstrate your support of the AMC Accreditation through programming sponsorship throughout the year.**

**Sponsor benefits include:**

- Logo recognition on event materials, website and signage at up to (5) events throughout the year
- One-minute promo video or sponsor remarks during each event
- Two (2) complimentary event registrations to gift to an AMC member





# Educational Webinar

**\$1,800**

*Event Sponsorship*

**Showcase your support of AMCI's programs and events through the sponsorship of an educational webinar.**

**Sponsor benefits include:**

- Logo recognition on promotional emails
- One-minute promo video and logo recognition at event

Give your brand a voice  
that resonates.

We are a dynamic  
industry that has grown  
more than 10% annually  
over the past decade...  
and the future is bright.



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