



HONORING THE WORLD'S TOP MARKETERS

# 2024 PRESENTING SPONSORSHIP OPPORTUNITIES



## The Marketing Hall of Fame Honors the Thinkers, Makers and Role Models Shaping the Future of Marketing

- For more than a decade, The Marketing Hall of Fame has established itself as the Signature Global Event that celebrates excellence in marketing. Today, we are still committed to raising the profile of marketing as a discipline, recognizing brilliance in marketing and encouraging the future generation of marketers.
- Across the world, companies and organizations of all sizes are embracing Diversity, Equity and Inclusion in marketing to create greater opportunities for all people. The Marketing Hall of Fame has embraced that goal too.



## Since 2014

Marketers that have inspired us and whose performance has exemplified the influence and power of marketing have been inducted into the marketing hall of fame.

### These include:

Seth Godin, Lee Clow, Esther Lee, Al Ries, Bob Greenberg, John Hayes, and many more.

The Marketing Hall of Fame is dedicated to inspiring, supporting, and celebrating excellence in marketing, and encouraging future generations of marketers to follow in their footsteps..



**Dan Ariely**

Professor of Behavioral Economics, Duke University



**Chris Capossela**

Microsoft's Executive Vice President and Chief Marketing Officer



**Amy Fuller**

Former Accenture Chief Marketing and Communications



**Raja Rajamannar**

Mastercard's Chief Marketing & Communications Officer



**Marc Pritchard**

Chief Brand Officer, Procter & Gamble



**Ann Mukherjee**

Chairman & CEO Pemod Ricard North America



**Bozoma Saint John**

Former CMO Netflix



**Antonio Lucio**

Former CMO Facebook, Visa and HP



**Wendy Clark**

Chief Executive Officer, DDB Worldwide



**Ann Lewnes**

Executive Vice President and Chief Marketing Officer, Adobe



**Keith Weed**

Chief Marketing and Communications Officer, Unilever



**Lee Clow**

Chairman, TBWA Worldwide



**Seth Godin**

Bestselling Author And Speaker

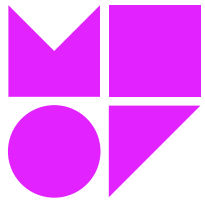


**Esther Lee**

Executive Vice President, Global Chief Marketing Officer, MetLife







MARKETING  
HALL OF FAME  
^M> | New York

HONORING THE WORLD'S TOP MARKETERS

# 2024 MARKETING HALL OF FAME

- May 15, 2024
- CMO Panels 2:00 pm-5:00 pm
- Cocktails & Induction Ceremony 6:00 pm – 8:30 pm
- Universal McCann New York, NY







MARKETING  
HALL OF FAME  
AM> | New York

HONORING THE WORLD'S TOP MARKETERS

## 2024 MARKETING HALL OF FAME

May 15, 2024

CMO Panels 2:00 pm-5:00 pm

Cocktails & Induction Ceremony 6:00 pm – 8:30 pm

Universal McCann New York, NY



# As A Marketing Hall Of Fame Sponsor, **Your Brand Will Live Front And Center** In Our Mission To Recognize, Inspire, And Support The Very Best In Marketing - Based On These Core Values:



## Breadth & Impact

We recognize Marketing Impact - regardless of title, company, or Institution. Our inductees include CMOs, Academics, Research and Data professionals, Authors and Entrepreneurs who have demonstrated real impact.



## Transparency

We are committed to a transparent and democratic process for nominating, selecting and inducting all our honorees.



## Future Facing

We seek to honor those who have made an impact and also those who are currently working and contributing to marketing. This is not merely a lifetime achievement award.



## Inclusivity

The MHoF has been re-imagined to better reflect our values of diversity, equity and inclusivity - and to actively seek participation from all who contribute to and support marketers.





# What's New In 2024 Marketing Hall Of Fame -an afternoon of Pre-Ceremony Programming

2024 Kicks off with an afternoon of Pre-Ceremony Programming - including Panels & Discussions with leading CMOs, Academics, Authors, Mentors & Role Models - , providing more value to attendees, more power to promote and attract attendees to the event, and providing our sponsors maximum exposure.

2-2:45PM

Driving Purpose



**Raphael Bemporad**

Founding Partner, BBMG



**Maryam Banikarim**

Founder-NYC Next



**Fatima Jones**

CMO Apollo Theatre



**Steve Jones**

Founder/CEO, Pocstock



**Carla Dunham**

CMO Away



**Jocelyn Johnson**

CMO Girl Scouts (not confirmed)

3-3:45PM

Driving Innovation



**Benji Baer**

CMO, CBRE



**Janet Balis Cmo**

Practice Leader-EV



**Soyoung Kang**

CMO, EOS Products



**Jay Livingston**

CMO, Shake Shack (not confirmed)



**Minjae Ormes- VP**

Marketing, LinkedIn



**Johnathan Lovitz**

US Economic Development Administration



**John London**

CMO, Reuters (not confirmed)

4-4:45PM

Driving AI



**David Berkowitz**

Founder, AI



**Shiv Singh**

CMO Lendine Tree



**Ian Colley**

CMO, The Trade Desk



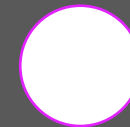
**Laura Langdon**

Global CMO, WIPRO Ltd.



**Dan Lowden**

CMO Blackbird.ai



# Evolved To Include Two New Honoree Categories



## Marketing Hall of Fame

Our traditional recognition of marketers who have raised the profile of marketing as a discipline, exhibited brilliance in marketing, and inspired others. Inductees to be recognized for areas of achievement that align with AMA New York values.

These include:

Marketing Catalyst, Large Impact, Limited Budget, DEI Marketing Excellence, Marketing for Purpose, Technology Innovation, and Mentorship

NEW



## Future Marketing Hall of Famer

A new category celebrating rising stars who have already made a mark on the industry. (1 inductee chosen)

NEW



## AMA New York Choice Award

A new category celebrating a hometown hero, based in New York and demonstrating the grit and savvy that are the hallmarks of the . (1 inductee chosen)

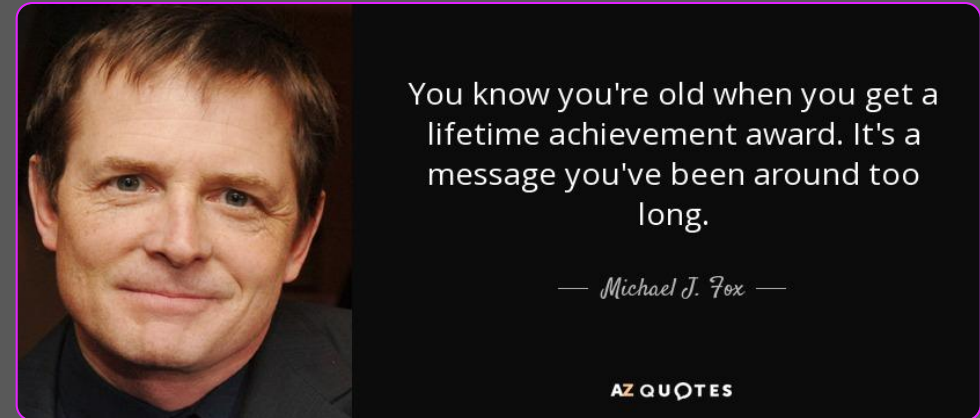




## New in 2024: Celebrating More Emerging Talent

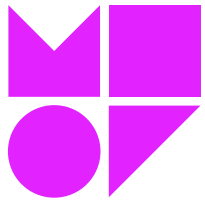
As the name suggests, the Marketing Hall of Fame does honor and celebrate those people who have had long careers in marketing, often at large, well-financed brands. But this risks overlooking younger, more diverse talent, smaller brands and non-profits who are often making great marketing impact with smaller budgets & brands.

So this year, we are opening the aperture to nominate, celebrate and induct marketers who are outside the norm – including local New York marketers who have made an impact right here in the Marketing Capital of the World.



**These are**  
**Thinkers | Makers | Leaders**  
**Disruptors | Role Models**





MARKETING  
HALL OF FAME  
AM > | New York

HONORING THE WORLD'S TOP MARKETERS

## PRESENTING SPONSORSHIP PACKAGES

- May 15, 2024
- CMO Panels 2:00 pm-5:00 pm
- Cocktails & Induction Ceremony 6:00 pm – 8:30 pm
- Universal McCann New York, NY





## Align your Brand with the Most Influential Marketers gathering in the Marketing Capital of the World.

- As a sponsor, your brand will enjoy the adjacency and reach of the AMA's over 12,000 marketing, media, creative, research, product development, martech and adtech professionals from the top 100 Brands, Universities and small and medium businesses across North America and around the world.
- You'll garner Increased visibility from over 350,000 impressions through AMA New York's social media, email, web and on-site promotions.
- You'll earn an estimated 1000+ business industry press impressions in media outlets ranging from Marketing, Advertising & Technology trade industries to over 100 academic institutions and a dozen vertical industries our outreach includes.
- Demonstrate your industry thought leadership and subject matter expertise as you participate in our expert pre-show panels.
- Network with hundreds of industry leaders, prospects, colleagues and peers



## 2024 Signature Sponsor Package

- Exclusive Placement of your Brand Logo alongside the MHoF logo on the Press backdrop for Inductees (limited to one Signature Brand Sponsor)
- Brand Logo placement prominently featured in AMA NY dedicated event email communications, landing pages, social media posts as well as any post-event communications going out to our subscriber list
- Participation as a Thought Leader and Inclusion in Pre-Ceremony Panel Programming
- Mentions, quotes in all press releases as Signature sponsor PLUS participation in any press event day-of, on-site
- Podium Welcome as Signature Sponsor
- Brand Logo placement featured in the introductory video at the event
- Brand Logo placement on two web sites: the Marketing Hall of Fame website and the AMA New York Chapter website
- Brand Logo placement featured on MHoF event poster and signage onsite
- Brand Logo placement featured in the printed program distributed to all attendees
- Exclusive Opportunity for photos with award recipients in attendance with access to the MHoF backdrop
- Logo placement featured in promotions and partner advertising
- 10 complimentary event tickets and a 25% discount code on up to 10 additional tickets to share within your network

**\$20,000**

**Signature  
Sponsor Fee**



## 2024 Presenting Sponsor Package

- Brand Logo placement prominently featured in AMA NY dedicated event email communications, landing pages, social media posts as well as any post-event communications going out to our subscriber list
- Logo/Text mentions in MHoF press releases as a sponsor
- Podium recognition
- Brand Logo placement featured in the introductory video at the event
- Brand Logo placement on the Marketing Hall of Fame website and the AMA New York Chapter website
- Brand Logo placement featured on MHoF event poster onsite
- Brand Logo placement featured in the printed program distributed to all attendees
- Exclusive Opportunity for photos with award recipients in attendance with access to the MHoF backdrop
- Logo placement featured in promotions and partner advertising
- 4 complimentary event tickets and a 25% discount code on up to 10 additional tickets to share within your network

**\$12,000**

Presenting  
Sponsor Fee





## 2024 Supporting Sponsor Package

- Brand Logo placement prominently featured in AMA NY dedicated event email communications, landing pages, social media posts
- Logo/Text mentions in MHoF press releases as a sponsor
- Brand Logo placement featured in the introductory video at the event
- Brand Logo placement on the Marketing Hall of Fame website and the AMA New York Chapter website
- Brand Logo placement featured on MHoF event poster onsite
- Brand Logo placement featured in the printed program distributed to all attendees
- 4 complimentary event tickets and a 25% discount code on up to 10 additional tickets to share within your network

**\$7,500**

Supporting  
Sponsor Fee

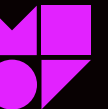


# Sponsor Packages

PLATFORM	SIGNATURE	PRESENTING	SUPPORTING
Exclusive sponsor of mid-year Marketing Hall of Fame event with option to host the event	X		
VIP seating at the event	X		
Exclusive logo placement on press backdrop for inductees	X		
Participation as a thought leader and inclusion in panel programming	X		
Participation in onsite day-of press events	X		
Featured in press releases	ALL	ONE	ONE
Podium welcome	X		
Podium recognition	X	X	
Photos with award recipients against the Marketing Hall of Fame backdrop	X	X	
Logo placement in promotions and partner advertising	X	X	
Logo featured in the introductory video at the event	X	X	X
Logo featured on event poster and signage onsite	X	X	X
Logo featured in printed program materials	X	X	X
Logo placement in pre and post event communication outreach	X	X	X
Logo placement in the Marketing Hall of Fame and the AMA NY Chapter websites	X	X	X
Complimentary event tickets	10	4	4
25% discount on additional ten event tickets	X	X	X
<b>SPONSOR FEE</b>	<b>\$20,000</b>	<b>\$12,000</b>	<b>\$7,500</b>



# Marketing Hall of Fame 2024 Sponsors





## Align your Brand with the Most Influential Marketer gathering in the Marketing Capital of the World.

The Marketing Hall of Fame offers sponsors an opportunity to have their brands associated with the most prestigious award in the field of Marketing as well as aligning themselves with the attributes of “impact” ’innovation”, and “brilliance.”



### To learn more, contact:

Alan Schulman, Chair, Corporate Sponsorships, AMA NY

[Alan@upperight.com](mailto:Alan@upperight.com)

Karen Cummins, Chair, Partnerships, AMA NY

[kcummins1212@gmail.com](mailto:kcummins1212@gmail.com)

