



The Marketing Association of Columbia (MAC) is dedicated to providing the recruiting, networking and educational resources necessary for students to successfully pursue careers in marketing. With over 200 members whose interests include brand management, healthcare, consulting and everything in between, MAC exposes our members to all areas of marketing through speaker events, panels, alumni networking and our annual conference. In addition to being located in New York City — the marketing capital of the world — MAC members have unique access to leading practitioners from all facets of the field.

### 2014 – 2015 MAC Sponsorship Packages

Sponsorship Levels	Platinum	Gold	Silver	Bronze
<i>Package Price</i>	\$8,000	\$5,000	\$3,000	\$2,000
<b>Company Acknowledgement</b>				
Product placement at CBS events	✓	✓	✓	✓
Company logo placement on MAC website	MAC Homepage	MAC Homepage	Sponsor's page	Sponsor's page
Social media mentions	✓	✓	✓	
<b>Recruiting</b>				
Receive resume book	early access <sup>1</sup>	early access	✓	✓
Company sponsored Lunch and Learns	priority scheduling <sup>2</sup>	priority scheduling	✓	✓
Company sponsored "Day in the Life"	priority scheduling <sup>2</sup>	priority scheduling	✓	
<b>MAC Conference</b>				
Complimentary tickets	5	4	2	1
Product placement in to gift bags	✓	✓	✓	✓
Mention in conference program	Full page	Full page	Half Page	Company Logo
Post conference cocktail reception	Table	Table		
<b>Marketing Innovation Case Competition</b>				
Product placement in participant gift bags	✓	✓		
Competition acknowledgement	Sponsor	Supporter		
Sponsor of winning team prize money	✓			
Invitation to be panel judge	✓			

<sup>1</sup> Early Access denotes release of Resume Book 1-2 weeks prior to general release timeline: September (2nd Years) and November (1st Years)

<sup>2</sup> Priority Scheduling allows for advance selection of target and contingency dates for Day in the Life recruiting event

[Check us out! More information about MAC, the club's activities, and our annual conference can be found on our website](#)



## 2014 - 2015 MAC Sponsorship Opportunities

	Platinum - \$8,000	Gold - \$5,000	Silver - \$3,000	Bronze - \$2,000
<b>Company Acknowledgement</b>	Company acknowledgement throughout the entirety of the school semester both at MAC hosted events and digitally including: i. Your company's featured products placed at school-wide events and handed out to students  ii. Your company logo on <b>main page of MAC's website</b> iii. Your company highlights (provided in advance) shared with students via MAC Facebook page, Twitter account (@CBSMAC), email and MAC website	Company acknowledgement throughout the entirety of the school semester both at MAC hosted events and digitally including: i. Your company's featured products placed at school-wide events and handed out to students  ii. Your company logo on <b>main page of MAC's website</b> iii. Your company highlights (provided in advance) shared with students via MAC Facebook page, Twitter account (@CBSMAC), email and MAC website	Company acknowledgement throughout the entirety of the school semester both at MAC hosted events and digitally including: i. Your company's featured products placed at school-wide events and handed out to students  ii. Your company logo on <b>Sponsor's page of MAC's website</b> iii. Your company highlights (provided in advance) shared with students via MAC Facebook page, Twitter account (@CBSMAC), email and MAC website	Company acknowledgement throughout the entirety of the school semester both at MAC hosted events and digitally including: i. Your company's featured products placed at school-wide events and handed out to students  ii. Your company logo on <b>Sponsor's page of MAC's website</b>
<b>Recruiting</b>	Gain access to top MBA candidates concentrating in Marketing with opportunities to recruit on and off campus: i. Receive published resumes (twice during the school year) of MAC members interested in pursuing careers in marketing <b>1-2 weeks prior to general release timeline (early September and November)</b> ii. <b>Advance and contingency selection of date</b> to host on campus information sessions with MAC members interested in pursuing careers in Marketing. MAC will coordinate logistical planning. iii. <b>Advance and contingency selection of date</b> to host "Day in the Life" information sessions at your company for interested in pursuing careers in Marketing. MAC will coordinate logistical planning.	Gain access to top MBA candidates concentrating in Marketing with opportunities to recruit on and off campus: i. Receive published resumes (twice during the school year) of MAC members interested in pursuing careers in marketing <b>1-2 weeks prior to general release timeline (early September and November)</b> ii. <b>Advance and contingency selection of date</b> to host on campus information sessions with MAC members interested in pursuing careers in Marketing. MAC will coordinate logistical planning. iii. <b>Advance and contingency selection of date</b> to host "Day in the Life" information sessions at your company for interested in pursuing careers in Marketing. MAC will coordinate logistical planning.	Gain access to top MBA candidates concentrating in Marketing with opportunities to recruit on and off campus: i. Receive published resumes (twice during the school year) of MAC members interested in pursuing careers in marketing during <b>regular timeline of mid-September and mid-November</b>  ii. Host on campus lunch and learns with MAC members interested in pursuing careers in Marketing. MAC will coordinate logistical planning.  iii. Host "Day in the Life" information sessions at your company for interested in pursuing careers in Marketing. MAC will coordinate logistical planning.	Gain access to top MBA candidates concentrating in Marketing with opportunities to recruit on and off campus: i. Receive published resumes (twice during the school year) of MAC members interested in pursuing careers in marketing during <b>regular timeline of mid-September and mid-November</b>  ii. Host on campus lunch and learns with MAC members interested in pursuing careers in Marketing. MAC will coordinate logistical planning.  iii. Host "Day in the Life" information sessions at your company for interested in pursuing careers in Marketing. MAC will coordinate logistical planning.
<b>MAC Conference</b>	Partake in sponsoring and attending the annual MAC Conference featuring leading industry speakers and panel discussions i. 5 Complimentary tickets ii. Your company's signature products placed in all attendee gift bags iii. <b>Full page advertisement</b> in MAC conference on site information booklet and logo included on Conference portion of MAC website iv. Exclusive opportunity to have a networking table at the post conference cocktail reception	Partake in sponsoring and attending the annual MAC Conference featuring leading industry speakers and panel discussions i. 4 Complimentary tickets ii. Your company's signature products placed in all attendee gift bags iii. <b>Full page advertisement</b> in MAC conference on site information booklet and logo included on Conference portion of MAC website iv. Exclusive opportunity to have a networking table at the post conference cocktail reception	Partake in sponsoring and attending the annual MAC Conference featuring leading industry speakers and panel discussions i. 2 Complimentary tickets ii. Your company's signature products placed in all attendee gift bags iii. <b>Half page advertisement</b> in MAC conference on site information booklet and logo included on Conference portion of MAC website	Partake in sponsoring and attending the annual MAC Conference featuring leading industry speakers and panel discussions i. 1 Complimentary tickets ii. Your company's signature products placed in all attendee gift bags iii. Company logo in MAC conference on site information booklet and logo included on Conference portion of MAC website
<b>Marketing Innovation Case Competition</b>	Partake in and sponsor the new Marketing Innovation Case Competition co-produced by the CBS Center on Global Brand Leadership and MAC. This competition is held during the spring semester. i. Your company's signature products placed in all participant gift bags ii. Your company <b>noted as Sponsor</b> for the case competition in all competition correspondence and materials iii. A portion of your sponsorship monies are allocated towards the prize money awarded to the winning team iv. Opportunity to serve as a panel judge and determine the best solution to the business problem	Partake in and support the new Marketing Innovation Case Competition co-produced by the CBS Center on Global Brand Leadership and MAC. i. Your company's signature products placed in all participant gift bags ii. Your company <b>noted as Supporter</b> for the case competition in all competition correspondence and materials		

**New Opportunity!**