

WHAT'S NEXT?

Regional Marketing Conference & Career Fair & KMA Invitational: 2026 Sponsorships



**KENNESAW STATE
UNIVERSITY**
COLES COLLEGE OF BUSINESS
Department of Marketing and
Professional Sales



Kennesaw State
University

Join us on April 18th

This spring the American Marketing Association at Kennesaw State University along with the Department of Marketing and Professional Sales will co-host an all-day regional Student Conference, Career Fair and Marketing Pitch Competition for students & professionals.

Students from all over the region will attend the conference and compete in this event. We would like to invite you to be a part of this exciting event!

As an event sponsor, you gain the benefit of meeting the **top marketing students** in the region as well as the opportunity to meet and engage with **emerging leaders** and local Atlanta Marketing Professionals.

Funds raised through this event will go towards career preparedness funds that provide KSU and AMA students with opportunities to attend conferences and trainings, onsite industry visits, covering travel expenses for travel, and much more!



Event Location: KSU Center 3333 Busbee Dr NW

2026 Sponsorship Levels

Sponsorship Features	Platinum (Presenting Case Sponsor) \$7,500	Gold \$3,500	Silver \$2,500
Case client for the case study	✓		
Company representative as panelist or workshop presentation	✓	✓	✓
KMA Invitational Judge representatives	✓		
Logo placed on all digital and print promotional items and event collateral	✓	✓	✓
Career fair table and networking session access	✓	✓	✓
Mention on AMA KSU social media and department newsletters	✓	✓	
Announce winners and present the awards at the reception	✓		
Ability to contribute to the winning teams prize package	✓	✓	✓
All day tabling in the main presentation hall	✓	✓	

2026 Sponsorships Cont.

Additional Sponsorship Opportunities

Breakfast Sponsor (1): As a breakfast sponsor, you will receive recognition at breakfast for your donation. Along with that, your company will receive an acknowledgment in promotional materials for the competition that will be seen by all attendees.

Lunch Sponsor (1): As a lunch sponsor, you will receive recognition at lunch for your donation. Along with that, you will receive acknowledgment in promotional materials for the competition that will be seen by all attendees.

Reception Food Sponsor (1): As a reception food sponsor, you will receive recognition at the reception for your donation. Along with that, you will receive acknowledgment in promotional materials for the competition that will be seen by all attendees.



For more information and to secure your sponsorship please email
Laurie Michaelson at: lmichae6@kennesaw.edu



2026 Career Fair (only) Sponsorship

Career Fair Sponsorship Features

Career Fair
\$500

Info (8x10) table at event Career Fair



Access to Networking Sessions throughout the event



Social Media Thank You Post



Logo in event program & day of signage



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University