

Sponsor the AMC!



ABOUT THE AMC

What is the AMC?

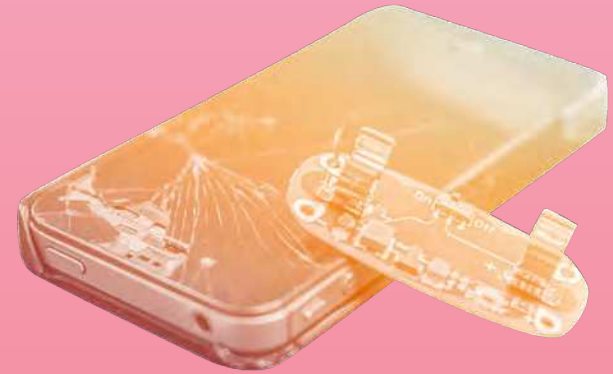
The Allied Media Conference is a biennial gathering curated with care by people making media for liberation: film, radio, zines, dance, technology, magic, and much more.

Since AMC launched in 1999, it's become home to thousands of participants, volunteers, presenters and coordinators. Since relocating to Detroit in 2007, it's become one of the most important hubs for creative social change in North America.



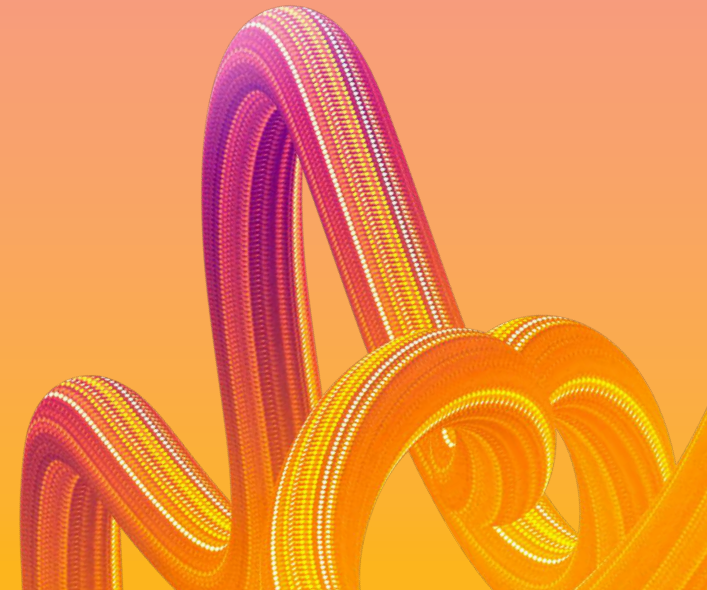
ABOUT THE AMC

After a one year break, AMC makes a highly anticipated return to Detroit, June 25-28, 2020.



Conference content will explore the intersections of media and communications, art, technology, education, and social justice. It will include a range of wildly varied day-time and night-time events, from the most intimate meal-time meet-ups to dance parties that take over an entire museum.

Over four transformative days in June, AMC2020 will highlight the people and projects that show us what our world can be.



ABOUT THE AMC

Who is the AMC?

We're proud that our network is rooted in Detroit, with connections to hundreds of other places across the globe.

Including Detroit, AMC attendees have come from 224 different cities and towns all over North America, and internationally from countries such as Mexico, Jamaica, Germany, Brazil, and the UK.

In 2018,

57%

of participants
identified as
people of color

49%

of participants
identified as
LGBTQI

70%

of participants
were between the
ages of 13-35.





ABOUT THE AMC



From artists to organizers, technologists to entrepreneurs, the AMC convenes individuals representing a wide range of fields and backgrounds.

Beyond the **3,000+ participants** of each conference, Allied Media Projects reaches an online network of over **30,000 people** through our website, social media channels, website, and email marketing.

ABOUT THE AMC

Who supports the AMC?

The AMC relies on the generous support of sponsors to help sustain our growth and success. Past sponsors include Adobe, Mailchimp, Race Forward, The California Endowment, Design Core Detroit, Michigan First Credit Union, and dozens other businesses and organizations.

Testimonials from past sponsors

“AMC and Adobe Project 1324 share the same core values: Creating innovative media that pushes society forward. We are proud to partner with such an exceptional organization that mobilizes communities to support, connect and amplify emerging creatives for positive impact.”

Michelle Posadas, Adobe Project 1324

“[Design Core Detroit] has supported Allied Media Conference for several years because we believe in its mission of media-based organizing and empowering people worldwide through creativity and design. Allied Media Conference and the Design Justice Network are using design and creativity to foster sustainable development in communities and cities worldwide. These networks exemplify what it means to be a UNESCO City of Design, and we are proud to support them and the outcomes of their work.”

Ellie Schneider, Design Core Detroit (formerly Detroit Creative Corridor Center)



ABOUT THE AMC

What can we do together?

Your support allows the AMC to thrive as we gather to build the world we need. Specifically, sponsorship supports our ability to:

- ◆ **Provide discounted registration rates** to low and no income participants, long-time Detroiters, seniors, and youth
- ◆ **Provide accessibility resources** such as ASL interpretation, wheelchair accessible transportation, Spanish-English interpretation, and childcare.
- ◆ **Provide healing and community safety services.**



ABOUT THE AMC

By sponsoring the AMC, your organization will:

- ◆ **Signal to your staff and peers** that your organization values equity, inclusion, justice, and care
- ◆ **Provide professional development and networking opportunities** for your staff who will be attending the conference
- ◆ **Expand your reach** with other like-minded organizations and brands who will be in attendance, sponsoring and otherwise supporting the event
- ◆ **Show your alignment** with a conference that's built a 20+ year reputation in the social justice sector.
- ◆ **Show organizational alignment with AMC's Network Principles**, grounded in listening; empowerment; and solution-oriented, strategic thinking
- ◆ **Join a network of people and organizations** that are making an honest attempt to solve the most significant problems of our day



SPONSORSHIP OPPORTUNITIES

Sponsorship Packages

Ally: \$1,000

Sustainer: \$2,500

Leader: \$5,000

Builder: \$10,000+

In-Kind and Custom Packages:

If you have ideas for a customized sponsorship package not presented here, please contact development@alliedmedia.org

See next page
for a breakdown
of offerings for
each package

SPONSORSHIP OPPORTUNITIES



OFFERING	ALLY \$1,000	SUSTAINER \$2,500	LEADER \$5,000	BUILDER \$10,000+
REGISTRATION	◆ 1 ticket to the AMC	◆ 2 tickets to the AMC	◆ 3 tickets to the AMC	◆ 4 tickets to the AMC
PLACEMENT OF YOUR LOGO	◆ AMC sponsor webpage ◆ Socio (scheduling app) sponsor page	◆ AMC sponsor webpage ◆ Socio (scheduling app) sponsor page	◆ AMC sponsor webpage ◆ Rotating priority placement on the Socio (scheduling app) screen ◆ AMC2020 printed banners (40+ banners displayed) ◆ All printed AMC marketing materials	◆ AMC sponsor webpage ◆ Priority placement on the Socio (scheduling app) home screen ◆ AMC2020 printed banner (40+ banners displayed) ◆ All printed AMC marketing materials
THANK-YOU SOCIAL POSTS	◆ Facebook and Twitter posts thanking all sponsors ◆ Your account and/or website tagged	◆ Facebook and Twitter posts thanking all sponsors ◆ Your account and/or website tagged	◆ Facebook and Twitter posts thanking all sponsors ◆ Facebook and Twitter posts thanking you individually ◆ Your account and/or website tagged	◆ Facebook and Twitter posts thanking all sponsors ◆ Facebook and Twitter posts thanking you individually ◆ Your account and/or website tagged
OPENING CEREMONY THANK-YOU			◆ Publicly thanked during AMC opening ceremony (2000+ participants)	◆ Publicly thanked during AMC opening ceremony (2000+ participants)
TABLE IN EXHIBITION AREA			◆ 1 table	◆ 1 table with priority placement
YOUR ORGANIZATION'S BANNER				◆ Displayed prominently in the conference registration area
AMC2020 PRESS RELEASE				◆ Named as sponsor in press release



Email
development@alliedmedia.org
to make your commitment
of support



ALLIEDMEDIA.ORG

Cultivating media
for liberation