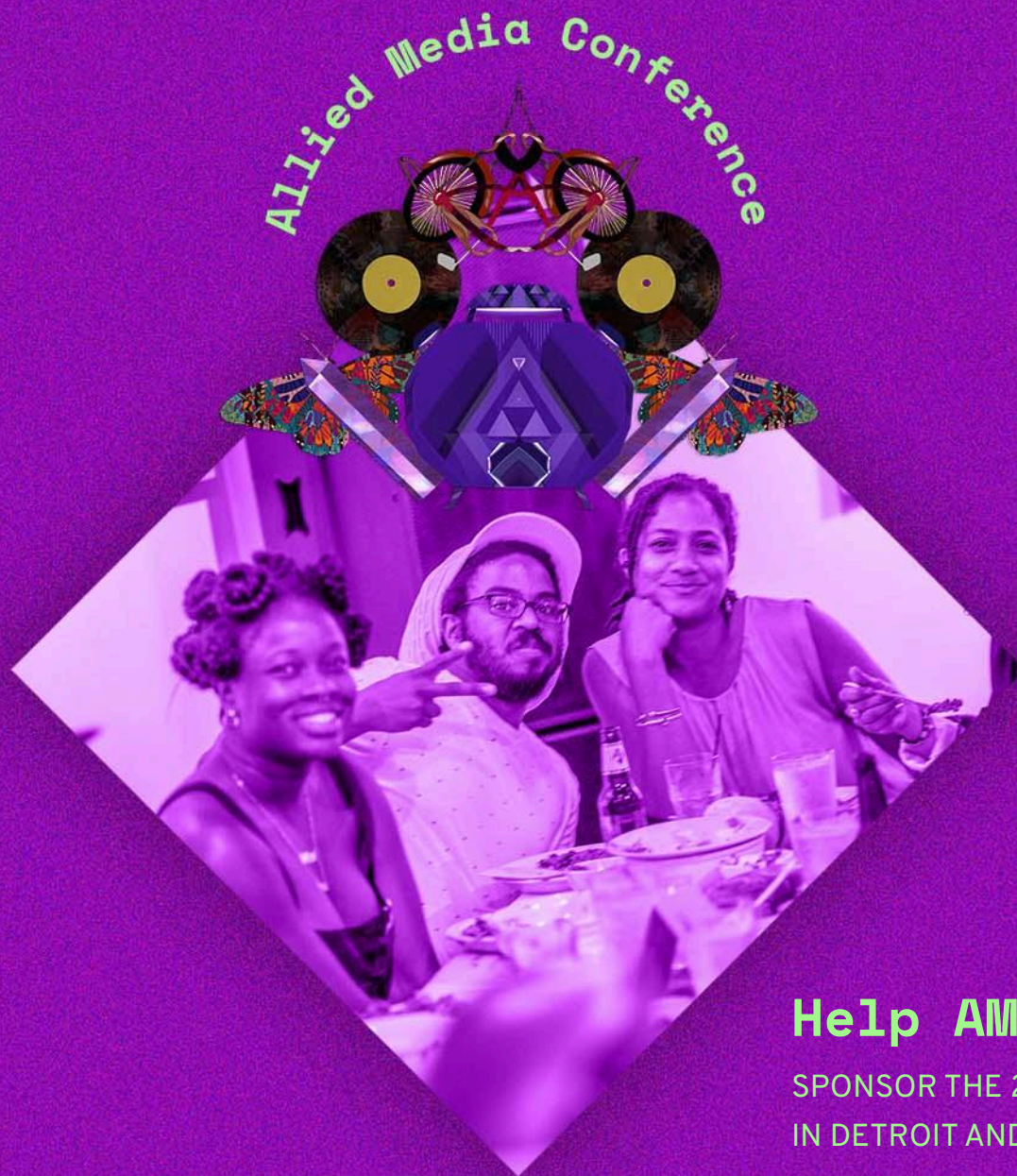




**Sponsor  
the AMC!**





**Help AMC2022 Come to Light!**

SPONSOR THE 22ND BIENNIAL ALLIED MEDIA CONFERENCE  
IN DETROIT AND ONLINE 📍 JUNE 30TH - JULY 3RD, 2022.



# ABOUT THE ALLIED MEDIA CONFERENCE

THE ALLIED MEDIA CONFERENCE EXPLORES EMERGING FUTURES AT THE INTERSECTION OF MEDIA, ART, TECHNOLOGY, AND VISIONARY ORGANIZING.

The 4-day biennial event comes to life through a year-long collaborative process that engages more than 100 coordinators working across issues, identities, organizing practices, and creative mediums. Together, we co-create a space that celebrates the liberatory media of our communities, centering on Black, Indigenous, Disabled, Queer, Trans, Undocumented, and People of Color communities.

At the core of the AMC is a theory and practice of media-based organizing: any collaborative process that uses media, art, or technology to address the roots of problems and advance holistic solutions towards liberation. Media-based organizing requires facilitative leadership, deep listening, and iteration.



# The AMC Throughout Time

1999

Allied Media Conference founded as the “Midwest Zine Conference” in Bowling Green, Ohio.

2002

The conference is renamed the “Allied Media Conference” (AMC) and Allied Media Projects is founded as the umbrella organization that coordinates the AMC.

2007

The AMC moves to Detroit.



2008

The AMC begins using “Tracks” to organize sessions that focus on a specific theme.

2009

The AMC surpasses 1000 attendees.



2012

“Practice Spaces” and “Network Gatherings” are introduced as new ways for attendees to engage at the conference.

2015

The AMC surpasses 2,500 attendees – our largest attendance number to date. “AMC @ Night,” a five-day music festival during the AMC, showcases local and national musical talent.

2016

The tenth anniversary of the AMC moving to Detroit!

2018

The AMC celebrates its 20th anniversary!

2019

The AMC takes a Year in Chrysalis

2020

The AMC returns and goes virtual hosting over 5,000 people online

## What happens at the AMC?

The Allied Media Conference is a community-designed event relying on the brilliance of the Allied Media Projects Network to facilitate dynamic and engaging content over four days in June. The conference explores two overarching themes: media for liberation and visionary organizing.

Through an open proposal process, we select focus areas that provide a deeper dive into the two main themes of the conference. These focus areas take the form of Tracks and Network Gatherings (T/NGs).

Participants experience the AMC in many different ways; from attending hands-on workshops and film screenings to community media making and strategy sessions. Our participatory designed content allows our community to have an active role in shaping the content they want to experience.

## Who attends the AMC?

Over the 22 years of its existence, the AMC has grown from several hundred to several thousand participants, volunteers, presenters, and coordinators. In 2020, approximately 5,000 people participated in the virtual AMC from the United States and around the world.



VIRTUAL PROGRAMMING ENABLED US TO HAVE OUR MOST GEOGRAPHICALLY DIVERSE CONFERENCE TO DATE: OVER 1,000 ATTENDEES TUNED IN FROM OTHER COUNTRIES; INCLUDING GHANA, KENYA, COLUMBIA, MEXICO, ARGENTINA, CANADA, AND AUSTRALIA.

The AMC is home to a vibrant and diverse community of artists, organizers, technologists, educators, and more who make media for liberation.

Of conference attendees...

61.5%

identify as a  
person of color

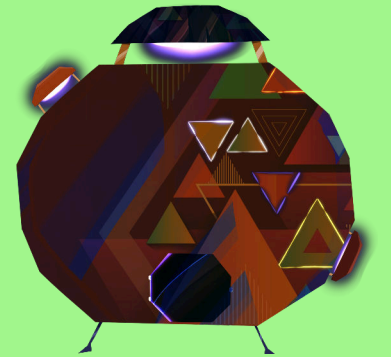
62.2%

identify as  
LGBTQIA+

72.5%

of attendees in 2020  
participated in the  
AMC for the first time





THE AMC IS A SPACE TO BE  
IN OUR FULL POWER TO  
COLLECTIVELY BUILD THE  
LIBERATED WORLDS WE NEED.

# WHO SUPPORTS THE ALLIED MEDIA CONFERENCE

Since its inception, the conference has been sponsored by dozens of businesses, community organizations, foundations, and individuals. You can review our Sponsorship Deck from AMC2020 [here](#).

## AMC2020 Sponsors

### Ally (\$1,000)

- Square
- Design Core Detroit
- Free Press
- Fractured Atlas
- Michigan First Credit Union
- Aspiration Tech
- IFF

### Sustainer (\$2,500)

- NEI

### Leader (\$5,000)

- IDA Development
- Third Wave Fund

### Builder (\$10,000)

- Stocksy United
- Knight Foundation





### In-kind donations

- Marble Bar
- International Anthem
- Dug and Linh Song (Song Foundation)
- MediaJustice
- PM Press (Media)
- Shareable (Media)

## WHAT CAN WE DO TOGETHER?

Today, we continue to wrestle with the ever-changing realities of an ongoing global pandemic and climate collapse. As we enter into a new conference season, we are asking ourselves; what does it mean to gather now? How are we holding change? How are we grieving? What is the gift of this moment?

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.
- Provide support for artists and movement workers to co-create and facilitate workshops that center on building the liberatory worlds we need.

### 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



**Innovator: \$1,000**

- One complimentary registration to the AMC
- Logo featured on the AMC sponsor webpage and on our virtual platform's sponsor page
- The organization thanked in a post thanking all sponsors on Facebook and a post on Twitter (tagging your account and/or website)



**Sustainer: \$2,500**

- Two complimentary registrations to the AMC
- Logo featured on the AMC sponsor webpage and on our virtual platform's sponsor page
- The organization thanked in a post thanking all sponsors on Instagram, Facebook, and Twitter (tagging your account and/or website)



**Leader :**  
**\$5,000**



- Three complimentary registrations to the AMC
- Logo featured on the AMC sponsor webpage and with rotating priority placement on the AMC's virtual platform screen
- The organization thanked individually in a post on Instagram, Facebook, and a post on Twitter (tagging your account and/or website) *and* in a post thanking all sponsors.
- Organization publicly thanked during AMC opening ceremony (2000+ participants in attendance)
- Logo on AMC2022 printed banner (40+ banners displayed throughout conference classrooms and venues)
- Logo featured on all printed AMC marketing materials
- A table in the exhibition area

**Builder:**  
**\$10,000+**



- Four complimentary registrations to the AMC
- Your organization's banner prominently displayed in the conference registration area *and* logo on AMC2022 printed banners.
- Logo featured on all printed AMC marketing materials
- Logo featured on the AMC sponsor webpage and with priority placement on the virtual platform's home screen
- The organization thanked individually in a post on Facebook and a post on Twitter (tagging your account and/or website) *and* in a post thanking all sponsors.
- The organization named as a sponsor in press releases
- Organization publicly thanked during AMC opening ceremony (2000+ participants in attendance)
- A table in the exhibition area (priority placement of your table)



# ADDITIONAL SPONSORSHIP OPPORTUNITIES

If you're interested in additional ways to support the conference, consider sponsoring the signature events and resources that bring the AMC to life.



**Plenaries**  
**\$25k**



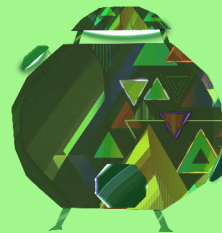
**Ceremonies**  
**\$25k**



**AMCaNight**  
**\$25k**



**Accessibility**  
**\$15k**



**Virtual Platform**  
**\$50k**



**Registration Scholarships**  
**\$10k**



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

Allied Media Conference

**Detroit + Virtual  
June 30 -  
July 03 2022**

All Photos by Ara Howrani. Design by  
Una Lee, DeAnn Wiley, and Kristyn  
Sonnenberg.

Learn more about the Allied Media  
Conference at [amc.alliedmedia.org](http://amc.alliedmedia.org).

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