

MARCON OKC

Jennifer Shewsbury
Conference Chair
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2025 SPONSORSHIP PACKET

AN AMAOKC EVENT



MARCONOKC.COM



OVERVIEW

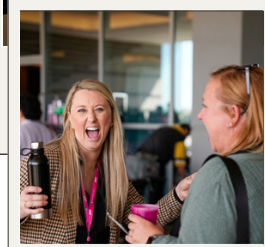
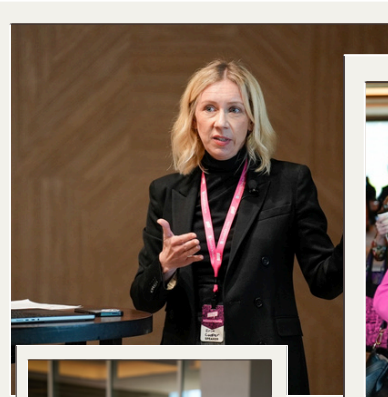
In the summer of 2021, AMAOKC set out to create a meaningful marketing conference for our community. Thus, the idea for MARCON was born.

After selling out two years in a row and taking the Will Rogers Theatre to its tipping point, OKC's only Marketing Conference moved to the Omni Oklahoma City Hotel and Convention Center as its 2024 location, increasing attendance to 350 marketers and 20+ vendor booths.

2025 looks to be a breakout year for the conference, with 400 attendees, national keynote speakers, 16 breakout sessions, and intentional interactions between vendors and attendees.

In order to make this conference a success, we need your investment. This proposal offers sponsorship opportunities that will get your brand in front of OKC's elite marketing, PR, advertising, creative, and communications professionals.

“THE ESSENTIAL CONFERENCE FOR SCRAPPY MARKETERS”



TEAM BUILDING



NETWORKING

LEVELS

Presenting Sponsor - \$20,000

- 2026 Presented By ...
- Name and logo on promotional materials
- 20 full-conference tickets to the event
- Booth at the event
- Promotional item in SWAG bag

Gold - \$10,000

- Name and logo on all promotional materials
- 10 full-conference tickets to the event
- Booth at the event
- Promotional item in SWAG bag

Silver - \$5,000

- Name and logo on all digital promotional materials
- Booth at the event
- 5 tickets to the event
- Promotional item in SWAG bag

Bronze - \$2,500

- Name and logo on all digital promotional materials
- Booth at the event
- 2 full conference tickets to the event
- Promotional item in SWAG bag

EXTRAS:

PROPOSED BY

MATT FARLEY
AMAOKC

Exhibit Booth Only - \$1,000

- Exhibit Booth outside present at the conference and Happy Hour.
- The vendor is responsible for decorating and staffing the booth.

In-kind Sponsorship

- Value is calculated at 2:1 of the retail value of the product good or services
 - *Example: \$5,000 in printing would be equal to a \$2,500 bronze sponsorship*

College Sponsorship

- Universities interested in sending groups of 10+ automatically qualify for a Bronze Level Sponsorship.
- 2x in-kind tickets will be provided for University chaperones

Group Rate

- Groups of 5 or more may email for a 10% discount on full-conference pass



SPEAKERS



CAN'T MISS

“WHAT WOULD
YOUR BRAND SAY TO
400+ MARKETERS
IN ONE ROOM?”

MARCON 2025 ESSENTIAL SPONSORSHIP INFO

LOCATION: Omni Oklahoma City
Convention Center

DATES: March 27 - 28, 2025

COST:

- Full: \$249/ticket
- Day Pass: \$149/ticket

KEYNOTE SPEAKERS: 4

BREAKOUT SESSIONS: 16

RUN OF SHOW:

- MARCON DAY 1: THURSDAY, MARCH
27 from 8AM - 4PM
- HAPPY HOUR Immediately
following Day 1
- MARCON DAY 2: FRIDAY, March 28
from 8AM - 12PM

SPONSORSHIP CONTACT:

EMAIL: MATT@ICGADV.COM

CALL: 405.919.2774





SPONSORSHIP AGREEMENT

ESSENTIAL INFO:

COMPANY NAME: _____ WEBSITE _____

POINT OF CONTACT: _____ PHONE: _____

EMAIL: _____ SEND LOGO TO: MATT@ICGADV.COM

DESIRED SPONSORSHIP LEVEL: (CIRCLE)

PRESENTING		GOLD		SILVER		BRONZE
\$20,000		\$10,000		\$5,000		\$2,500

EXTRA TICKETS: _____ (\$249/PER) IN-KIND VALUE: _____

EXTRA BOOTHS: _____ (\$1,000/PER)

SUMMARY:

TOTAL TICKETS: _____

TOTAL BOOTHS: _____

TOTAL DUE: _____

SIGNATURE: _____ DATE: _____