



The Media, Audience & Content Marketing Association

2026 SPONSORSHIP OPPORTUNITIES

www.the-macma.org

#wheretheconversationhappens





Who we are

MACMA is the premier association for marketing, audience, and content professionals, **dedicated to empowering industry growth** through innovative programs and engaging events. We provide a vibrant **platform for dialogue, connections, and experiential learning** to promote networking and knowledge-sharing. Our commitment is to equip professionals with the tools, resources, and cutting-edge technologies needed to **excel in their careers and achieve audience growth goals**.

Sponsorship Overview

The Media, Audience, Content & Marketing Association (MACMA) connects sponsors with the professionals who implement strategy, evaluate solutions, and influence buying decisions.

Our members are hands-on audience, marketing, and content practitioners — making MACMA the place to reach the people who turn ideas into results.

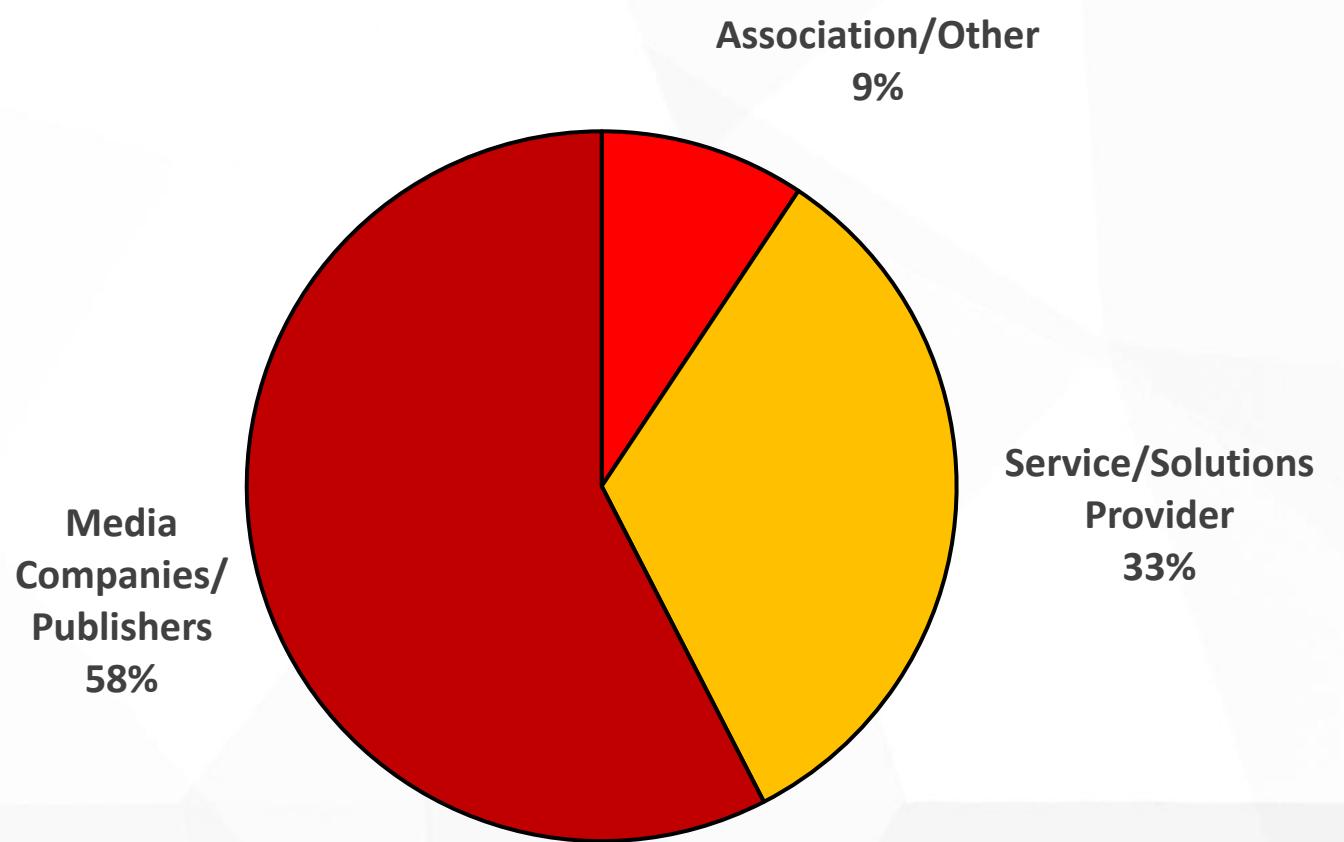
MACMA offers a range of sponsorship opportunities designed to cater to diverse needs and interests. With three sponsorship levels, sponsors have the flexibility to choose an option that aligns with their budget and objectives.



Membership Reach

MACMA's audience consists of the professionals who evaluate, implement, and optimize marketing and audience technologies.

For sponsors, this means engagement with the people who influence vendor selection and ensure solutions deliver results.



MACMA reaches the people between strategy and execution – where buying decisions are shaped

Upcoming Sponsorship Opportunities



January Keynote Speaker

Webinar: From Print to Digital to AI: What's next for media?

Speaker: Matthew Yorke, CEO, The Channel Company

Expected Audience: 100 Industry Professionals



Podcasts & Live Chats

Audience Architect podcast features candid conversations with industry leaders.

Average downloads: 80

Friday Exchange launches in April 2026! This live chat will feature topics ranging from career development to AI applications.



NYC Industry Day

Industry talks on innovation, trends and best practices. It offers a chance to connect with peers, build relationships, and learn from experts.

Expected Attendance: 100 Industry Professionals

Upcoming Sponsorship Opportunities



Monthly Newsletter

Delivers industry news, trends, and cutting-edge technology insights. Industry experts tailor the MACMA monthly newsletter for professionals in the field. The offering offers practical insights to enhance daily workflow efficiency.

Distribution List: 700 opt-in members



Industry Webinars

Webinars focusing on top industry topics with an emphasis on problem-solving and application of new tools.

Expected Audience: 75 Industry Professionals



Chicago Summit 4.0

Annual gathering providing industry updates from top leaders highlighting current practices, successes and solutions.

Expected Attendance: 100 Industry Professionals

Upcoming Sponsorship Opportunities



Website

Hub for MACMA members and industry professionals to learn about industry trends, access podcast, Sponsor Spotlights, and learn about upcoming events.

Sponsor Spotlight Content



Social Media

MACMA's LinkedIn group offers updates on industry news, trends, and events for members and industry professionals

Audience: 1,600 followers representing publishing, media production, advertising & marketing services, software development and information services industries.



NYC Holiday Industry Day

End of year gathering of diverse content and the best minds in the industry. Providing members with a wealth of knowledge, networking opportunities, and the chance to stay ahead in an ever-evolving industry.

Expected Attendance: 100 Industry Professionals

2026 Calendar

January

Keynote Webinar
Newsletter to members

February

Audience Architect Podcast
Newsletter to members

March

Newsletter to members

April

The Friday Exchange debuts
Newsletter to members

May

NYC Industry Day
The Friday Exchange
Newsletter to members

June

Audience Architect Podcast
Newsletter to members

July

Audience Architect Podcast
Newsletter to members

August

Newsletter to members

September

Chicago Summit 4.0
Newsletter to members

October

The Friday Exchange
Newsletter to members

November

The Friday Exchange
Newsletter to members

December

NYC Holiday Industry Day
Newsletter to members

Events, dates subject to
change

Sponsorship Packages

Benefits	Presenting	Supporting	Associate
2 NYC Industry Days - Tickets Spring + Winter	@3 Tickets (\$4,500 value)	@2 Tickets (\$3,000 value)	@1 Ticket (\$1,500 value)
2 NYC Industry Days - Tabletops Spring + Winter	Yes	Yes	No
Chicago 4.0 - Tickets	3 Tickets (\$1,125 value)	2 Tickets (\$750 value)	1 Ticket (\$375 value)
Chicago 4.0 - Tabletop	Yes	Yes	No
Sponsor Spotlight feature on the-macma.org	Yes	Yes	No
Podcast Ad	Yes	No	No
Company Listing on the-macma.org	Yes	Yes	Yes
Yearly Price	\$7,500	\$5,000	\$2,500

Interested in becoming a MACMA sponsor?

Our sponsorship packages are a starting point, and we're always open to discussing additional partnership ideas.

Contact Roberta Muller, MACMA's sponsorship director, at
rmuller@ntmllc.com to start the conversation.



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THANKS

Join Us

www.the-macma.org

