

*Inspire Together*



**A VIRTUAL FUNDRAISING EVENT**  
**Thursday, December 10th at 6pm EDT**

**ANA**

# CELEBRATION OF 50 TALENT CHAMPIONS!

*Inspire Together*



**ROBERT ABUEVA**  
Educational Testing Service



**TARA AGEN**  
HP Inc.



**WHITNEY BALL**  
DDB



**HOMI BATTIWALA**  
PepsiCo



**LESLIE BEE**  
Goodby Silverstein &  
Partners



**EILEEN BENWITT**  
Horizon Media



**DEBBIE BOTWICK**  
Pfizer



**JENNIFER BRETT**  
LinkedIn



**GINGER COFFEY**  
Cisco



**CECILIA CORREA**  
IBM



**KATHY CUEVAS**  
L'Oréal



**DAS DASGUPTA**  
Saatchi & Saatchi



**ANDY DEAZA**  
TikTok



**ROB FERGUSON**  
Clorox



**JAMES FORTSCH**  
McCann



**ED FRANKEL**  
Omnicom



**JON FRASER**  
Google



**TASHA GILROY**  
VMLY&R



**JODI HARRIS**  
Anheuser-Busch InBev



**VITA HARRIS**  
FCB



**DANIELLE HENRY**  
Coca-Cola



**KEESHA JEAN-BAPTISTE**  
Hearst



**BRUCE KALFUS**  
ESPN



**EDNA KANE-WILLIAMS**  
AARP



**JAY KAUFMAN**  
NBA



**ARIEL KNIGHT**  
Mastercard



**JASON LONSDALE**  
Ogilvy

# CELEBRATION OF 50 TALENT CHAMPIONS!

*Inspire Together*



**LOUIS MALDONADO**  
d expósito & Partners



**LUISA MARTINEZ**  
Univision



**RENETTA MCCANN**  
Leo Burnett



**KRISTEN METZGER**  
Wavemaker



**ALEXEI MILGRAM**  
Thomson Reuters



**JOE MIN**  
interTrend Communications



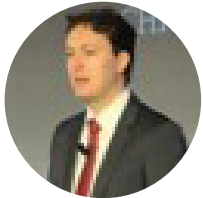
**PETER NEIMAN**  
Amalgamated Bank



**HUSANI OAKLEY**  
Deutsch New York



**LUKEISHA PAUL**  
GroupM



**FLORIAN PÉQUIGNOT**  
P&G



**TIFFANY PERKINS-MUNN**  
BlackRock



**DEIRDRE ROBINSON**  
Verizon



**ANDREA SHIAH**  
American Express



**DENIS SISON**  
Modern Marketing Excellence



**NITA SONG**  
IW Group



**MARILYN SORITA**  
EnergyBBDO



**NICHOLAS SUGAI**  
Ad Council



**LATISHA TILLIE**  
GSK



**MARK TRUSS**  
Wunderman Thompson



**BRIAN VAUGHT**  
Publicis Media



**BARRY WACKSMAN**  
R/GA



**KATIE WALL**  
Facebook



**CARLOS ZEPEDA**  
Moët Hennessy

# CHAMPIONS INVESTED IN AEF PROGRAMMING THAT SUPPORT NEXT GENERATION OF TALENT



**TALENT  
FORWARD  
ALLIANCE**



**VISITING  
PROFESSOR  
PROGRAM**



**CAMPUS  
SPEAKERS  
PROGRAM**



**MADE  
LEADERSHIP  
PROGRAM**

# RECOGNITION AT AN INSPIRE TOGETHER FUNDRAISING EVENT

*Inspire Together*

**Thursday, December 10th  
at 6pm EDT**

# FUNDRAISING GOAL TO SUPPORT ACADEMIA THAT IS STRUGGLING THROUGH THIS PANDEMIC



**CURRICULA  
CHALLENGES**



**FINANCIAL  
CRUNCH**



**REMOTE LEARNING  
DISCONNECT**



**POOR JOB MARKET  
PROSPECTS**

# Our Ask

**INVEST IN AN  
ANA MEMBERSHIP  
FOR UNIVERSITIES**

# WHAT IS AN ANA UNIVERSITY MEMBERSHIP?



## UNIVERSITY ANA MEMBERSHIP

Audience is Faculty + Students



## ANA MEMBERSHIP

Audience is Marketers

**ANA University Membership = ANA Membership with  
Exact Same Benefits But Just a Different Audience**



# KEY ANA BENEFITS TRANSLATING TO PROFESSOR COMMUNITY

## MARKETING KNOWLEDGE CENTER

Multimedia content used to supplement online teaching curriculum

## INDUSTRY CONFERENCES AND COMMITTEES

Online events to enhance real-time classroom learning & networking opportunities

## 1-DAY CONFERENCE ON CAMPUS

Series of 1-day conferences on campus that bring academia and industry together

## CERTIFIED ANA MARKETING STUDENT (CAMS)

Delivery of certification program by professors as part of overall curriculum

## HALF DAY TRAINING BENEFIT

Enhancement of faculty knowledge about current marketing landscape

# EARLY RESULTS SUGGEST THAT PROFESSORS FOUND TREMENDOUS VALUE IN ANA RESOURCES



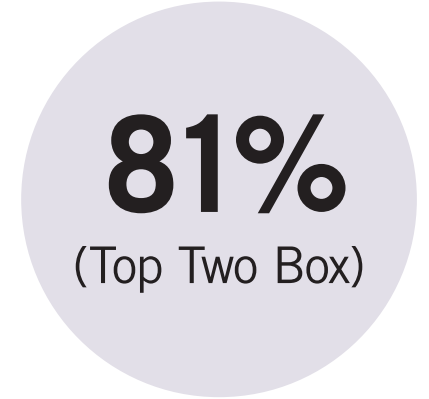
## DOWNLOADS

Close to 10,000  
Downloads in a  
3-Month Period



## PROFESSOR VERBATIMS

“This ANA program was an exceptional tool. Many professors don’t have direct access to industry research, opinions and best practices. Continuing access to even some ANA resources helps ensure better educated, industry-connected workforce. A workforce that will, over time, more fully appreciate ANA’s mission and resources.”



## LEVEL OF INTEREST TO USE FOR FALL SEMESTER

# THE CHALLENGE: UNIVERSITIES CAN'T PAY FOR THE ANA MEMBERSHIP

## TYPES OF RESPONSES FROM FACULTY

### SYRACUSE UNIVERSITY

I regret to tell you that the marketing department has decided not to pursue the opportunity for now, due to the unfavorable budget situation and the uncertainty regarding the range of possible activities in the next school year.



### STONY BROOK UNIVERSITY

I spoke with my Dean and just as I had suspected, this year is not the year we would have funding to even consider this. All of our discretionary funding is being pulled to avoid having to let faculty go. And now with the prospect of fewer international students staying on campus, the budget deficit will worsen.

**Spoke with More than 100 Schools with Similar Responses**

# GIVING AN ANA MEMBERSHIP TO UNIVERSITIES MAKES STRATEGIC SENSE



## RECRUITING

Focus on Schools that Your Organization Recruits At



## DIVERSE TALENT

Build Relationships with Historically Black Colleges and Universities or Hispanic Serving Institutes



## PERSONAL

Invest Back in the School that You Graduated from to Foster Greater Connectivity as an Alum

**Biggest Benefit Is to Engage Directly with Professors Who Are Hungry for Industry Content while You Get a “Report Card” for ANA Usage**

# DIFFERENT INVESTMENT LEVELS FOR UNIVERSITY MEMBERSHIP

## FULL ACCESS MEMBERSHIP

**\$9,200**

Full access to ANA content,  
conferences, and training

## CONTENT MEMBERSHIP

**\$3,650**

Full access to ANA content with tiered  
access to conferences and training

Inspire Together

# FUNDRAISING TIERS

## BRONZE

**\$3,650**

1 Content Membership

Choice of School to Donate

Recognition at AEF Fundraising Event

## SILVER

**\$9,200**

1 Full Membership

Choice of School to Donate

Recognition at AEF Fundraising Event

## GOLD

**\$18,400**

2 Full Memberships

Speaking Slot at AEF Fundraising Event

## PLATINUM

**\$46,000**

5 Full Memberships

Choice of Schools to Donate

Speaking slot at our AEF Fundraising Event

Co-host one 1-day conference on campus

## DIAMOND

**\$92,000**

10 Full Memberships

Choice of Schools to Donate

Opening speaking slot and video montage at AEF Fundraising Event

Co-host three 1-day conferences on campus

Marketing case study prioritization (2021)

Table and Recognition at Honors Night (2021)

**Current Fundraising Event Is Scheduled for Thursday, December 10th**

# FOR MORE INFORMATION

**PLEASE CONTACT  
ELLIOT LUM TO DISCUSS  
GIVE THE GIFT OF ANA  
MEMBERSHIP OPPORTUNITIES!**

**el@aef.com  
617.304.6992**