

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



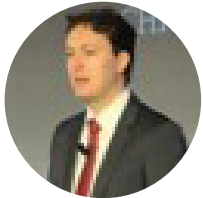
PETER NEIMAN
Amalgamated Bank



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



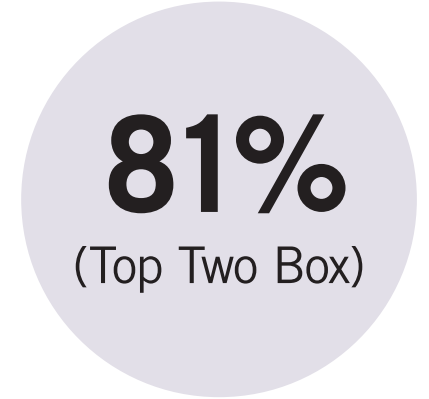
DOWNLOADS

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**