



AMI Agency Partner Memberships

Why AMI?

Agency Management Institute (AMI) was founded in 1999 with the sole intention of serving small to mid-sized marketing agencies of all types (traditional full service, PR, brand, content, media planning/buying, SEO, PPC, web dev, etc.) and teaching them the best practices that would allow them to build and grow agencies that were more profitable, sustainable, stable, and scalable.

Our core belief that most agency owners are accidental business owners means we focus on helping our clients run the business side of their agency. We don't teach them how to create logos or run PPC campaigns. Instead, we focus our teachings on four primary aspects of their business: leadership, business development, operations, and financial management.

AMI serves agencies with a variety of offerings (show the target graphic), and we touch tens of thousands of agencies each year with our content, podcast (in the top 1% of all podcasts), workshops, coaching, memberships, and M&A work.

Our clients are predominantly based in North America, but we work with agencies all over the globe. 95% of our interactions are with agency owners but we also work with leadership teams and emerging leaders.

If you want to create or cultivate a relationship with small to mid-sized agencies, the AMI community offers many opportunities for you to be of service, share information about your product or service, and make valuable connections.



Are you a good fit for AMI?

We look for members who are focusing on serving the small to mid-sized agency market and who understand both the opportunities and obstacles they face. We believe in personal connections and helpfulness and our agency leader-based community embraces members who show up in that spirit.

We've built the AMI brand around trust and a genuine commitment to helping our clients succeed. The good news is the equity we've built with these decision makers transfers to our members as well.

When our members genuinely seek connection and invest the energy in sharing their expertise, our community will welcome them, and be eager to engage.

We love it when our members get their hands dirty. They are on-site for our events, fully participate, and come to learn as well as connect. When your communications are designed to be helpful and teach, you'll find our audience to be welcoming, curious, and inclusive. The more you engage with the AMI community, the more they'll engage with you.

The AMI community is uniquely social and connective and built on the trust the AMI brand has earned. This is one of the reasons why we're unique in our approach to successful memberships and don't provide attendee or member lists at any member level.

No one wants to get a cold email from a member they haven't met or interacted with at some level. But we want to help you genuinely connect with our audience and are open to creative ways to make that happen. We think you'll be surprised at how receptive the AMI community is to hear about your work, services, or products.

Relationships are born and built upon through an association with AMI. Members who come aboard with that goal will gain much more than they expected.

If our mission and core values resonate with you, then an AMI membership might be the perfect fit!

Our Mission

We embrace and elevate small to mid-sized agencies by helping them make the hard work of running an agency easier, less lonely, and more profitable.

Our Values

- We lead with love
- In all we do, we teach and add value
- We meet all clients right where they are and connect them to a community of their peers
- We get better faster when we learn with and from each other
- We have no patience for assholes or ego

What's the difference between being a sponsor and being a Agency Partner member?

A **sponsorship** is just what you'd expect. You're paying a fee to be associated with a specific AMI content offering and you get credit for supporting that effort.

You can be a sponsor without participating in our Agency Partner membership.

But many of you have asked about becoming an AMI member so you can take advantage of some of our member perks and have a more intimate and visible relationship with AMI and our community

If that's you, the Agency Partner membership may be the right fit.

The **membership** offers discounts on all our sponsorship opportunities. It also offers access to our member benefits (401K program, discounts on events, etc.), and the chance to have a special offer inside our member portal. At gold and platinum levels you have the opportunity to be part of our Agency Partner video series or we'll co-create content together and share it with both of our audiences.

In addition to your membership, if you do business with ten+ of our agency members and earn/maintain their highest rankings, you could be eligible to be an AMI- community endorsed Preferred Agency Partner status member.

This achievement boosts your visibility within the community as a trusted AMI partner and includes an AMI approved partner badge for your businesses website, social channels and marketing material.

Agency Partner Membership options are on page 5 and information on our preferred partner status is on page 7.





AMI Agency Partner membership

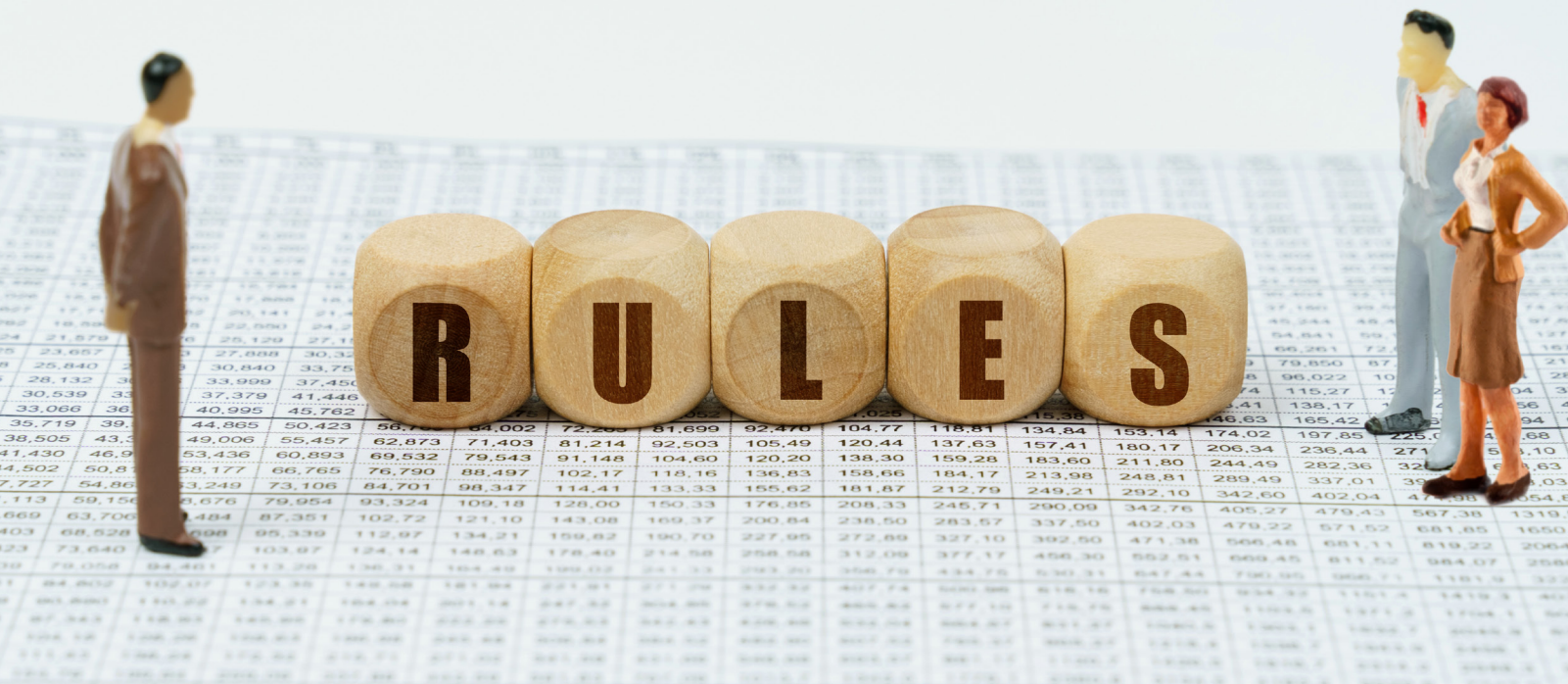
Our AMI Agency Partner membership levels were created for companies or individuals who serve the small to mid-sized agency market every day and are also looking for something more, be it benefits, more exposure to the AMI community and/or the ability to

teach from their position of expertise.

If deepening your engagement with the agency community beyond sponsorship visibility would benefit your business, then the Agency Partner membership is right for you.

Benefits	Silver	Gold	Platinum
Have a special deal in marketplace	X	X	X
Submit educational content for the AMI blog (content approved by AMI)	2/year	4/year	6/year
401K, Defined Benefits & Healthcare programs	X	X	X
Member pricing on workshops and BABA Summit tickets	X	X	X
Discount on all sponsorship opportunities	5%	7%	10%
First look at BABA Summit sponsorships after renewal period and before they're public	X	X	X
Drew will be a guest on your podcast/blog	X	X	X
Live mention on podcast		2/yr	4/yr
Record 15 minute interview about services (available to all members behind firewall)		X	X
Have the opportunity to be an AMI endorsed partner		X	X
Access to our Build a Better Agency private FB group (see terms on page 17)			X
Teach one educational webinar a year for our entire database (40K+) (Content approved by AMI)			X
Have the owner/senior team member be a guest on AMI podcast (once every other year with continual membership)			X
Co-create a virtual (up to 2 hours) educational event (presentation and Q&A) with invites out to both your list and ours (40K+)			X
Annual Fee	\$8,000	\$12,000	\$20,000

The small print/rules



AMI sponsorship and Agency Partner membership does not include access to AMI's database or mailing list because that wouldn't be cool. You need to earn your stripes with our members. AMI is under no obligation to recommend your business to our members or provide testimonials.

If your sponsorship or membership includes content creation/submission – the content must have educational and business value for our members and must be approved by AMI. Any content that is overtly sales driven will be removed.

We ask that all our sponsors and Agency Partner members honor the AMI community, our mission, and values. AMI reserves the right to terminate sponsorships and memberships at any time if their conduct isn't aligned with these values.

"I have found most of our trusted advisor through AMI. I find they have the same spirit of being super helpful and Drew always finds the best of the best!"

"Being an agency partner who is endorsed by AMI has completely changed our business. We've landed so many new clients, I've had to hire more people for our team."

"When AMI says that someone knows their stuff and you can count on them — that's all I need to hear."

How to earn AMI preferred partner status

After you've successfully worked with 10+ AMI agencies and received at least a 4.8 out of 5 rating, based on our conversations with your AMI clients, you will get designated as an AMI endorsed Preferred Agency Partner with a branded badge to use on your website, social channels and marketing materials. You will also be designated as an AMI endorsed Preferred Agency Partner on the AMI website and anywhere we promote agency resources.

Note: AMI staff will survey your AMI clients to verify rating. The Preferred Agency Partner status is good for 3 years at which point a renewal application is required to maintain your status.



Did we miss an opportunity?



Whew! That feels like a lot of options!

We've created AMI's sponsorship and membership opportunities to serve the demand for Agency Partners to connect and engage with AMI's unique agency owner community. If none of our packages work for you, we're open to exploring something different.

We look forward to collaborating with you to serve the agencies we all love so much!

We want our sponsorships to be of service to you, our community and to AMI. We look forward to collaborating with you to make that happen!

We look forward to partnering with you!