

AGENCY MANAGEMENT INSTITUTE'S

Build a Better Agency Summit

Become part of the BABA Summit Community!

There are over 100,000 small to mid-sized agencies (1-300 FTEs) in the US alone and for decades, there was no conference that spoke to their unique challenges.

That's why we created the Build A Better Agency Summit - a conference designed specifically for privately held agencies where the owner is still actively involved in the business day to day. We seem to be onto something because since our inaugural conference in 2021, our event has sold out on both the sponsor and attendee side each year.

We are expecting 400 agency owners and leaders to join us for two days of networking, learning, sharing, and as with all AMI events – camaraderie, laughter, and a vibrant connection level that you won't see at other industry events.

Why don't you join us?

The 2027
Build a Better Agency Summit
will be
May 24-26, 2027
in downtown
Denver.

AMI Agency Management Institute

Event Facts

- 90% of attendees are agency owners. The other 10% are department heads, c-suite level executives, and other agency leaders. Almost all of our attendees are decision makers, with the power to make purchases and create partnerships on behalf of their shop.
- Over 70% of our attendees are repeat attendees from the previous year and 40% haven't missed a single Summit!
- 95% of the agencies represented are based in North America but we will also have a handful of agency owners from Europe, Australia, The Caribbean, South America and Asia who are part of the AMI ecosystem.
- The average size of the agency represented by our attendees is 20-35 FTEs and most have been in business for 10+ years. Some of our attendees will be smaller shops with 10 or so team members and our larger agencies will have over 100 FTEs. Our largest agency in 2025 had 300+ employees.
- There's a wide-range of agency types among our attendees: traditional full-service, PR, digital, media planning and buying, social media, content, SEO/PPC, web dev, and others.
- About AMI: Since 1999, Agency Management Institute has been dedicated to helping agency owners across the globe grow, scale, and evolve their agency. Our "Build a Better Agency" podcast is in the top 5% of all podcasts on iTunes and we serve thousands of agencies every year. We believe that most agency owners are accidental business owners and we focus on helping them run the agency more profitably so it is scaleable, sustainable and should they choose to — sellable in the future.





Who is a great sponsor fit for the Summit?

We look for sponsors 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 attendees embrace sponsors 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 them transfers to our sponsors as well. When you come to connect and invest the energy in sharing what you've learned, our attendees will welcome you and be eager to learn more.

We love it when our sponsors are on-site and fully participate in the conference. Attend the sessions, hang out for all the meals, and connect with our attendees! You'll find them to be welcoming, curious, and inclusive. The more you engage with the AMI community, the more they'll |engage with you.

This is one of the reasons why we won't provide attendee lists at any sponsor level. No one wants to get a cold email from a sponsor they didn't meet or interact with at the conference. But you're welcome to offer giveaways at your booth (if your sponsorship includes one) or gather contact info by actually connecting with people onsite. We think you'll be surprised at how receptive the attendees are to hear about your work, services, or products.

Relationships are born and built upon at the BABA Summit. Sponsors who attend with that goal will leave with much more than they expected.

How to grow your business at the BABA Summit



The BABA Summit is a no aggressive sales event. We want our community to get to know you and your company. Throughout the event, we encourage them to come talk to you, reach out, and learn more. We recognize that your sponsorship dollars are marketing dollars and you're there to hang out with your clients, meet prospects, and increase your opportunities. We want all of those outcomes for you too!

But aggressive sales (approaching people with sales materials, bugging people during meals, pitching your business, etc.) don't work in our community. We actually get complaints when it happens. And those sponsors are not invited back. But when you take the time to actually get to know them, learn about their agency, and share your expertise to help them get better at their job – they'll lean into what you do and want to know more.

It's why we include a BABA Summit ticket with every sponsorship. We WANT you with us, as part of the community. We WANT you to get connected with our agency owners and leaders. We WANT you to increase sales (many of our sponsors cite our event/community as their #1 sales driver). We just want you to do it in a respectful, authentic, and community approved way.

If our expectations line up with the way you like to sell – then the Build A Better Agency Summit is going to be fertile ground for you and we can't wait for you to be a part of it all!

We invite you to be a part of the Build a Better Agency Summit through one or more of these sponsorship opportunities.

Presenting Sponsor $32,000

SOLD

Benefits:

- First choice of up-to-two-minutes of main stage promotional time
- Option to provide sponsor-branded item for seat placement during chosen main stage session
- 6-foot table with two chairs in pre-function networking space
- (3) passes to attend the main conference on Tuesday & Wednesday
- Top-billing branding on the conference website, app and onsite signage
- Appear as a guest on the "Build a Better Agency" podcast at least one month prior to the event
- Guest blog post on the AMI website (appearing within one month before or after the event)

Supporting Sponsor $14,000

4 available

Benefits:

- Up to two minutes of main stage promotional time
- Option to provide a sponsor-branded item for seat placement during chosen main stage session
- 6-foot table with two chairs in pre-function networking space
- 2 passes to attend the main conference on Tuesday & Wednesday
- Branding on the conference website, app & onsite signage
- Guest blog post on the AMI website (appearing at within one month before or after the event)

Breakout Sponsor $11,000

3 available

$9,350

3 available

Benefits:

- Host of a breakout room on Tuesday (two sessions) or Wednesday (one session)
- Serve as breakout moderator (welcome attendees, introduce speaker, facilitate Q&A) of room's sessions
- Option to provide a pop-up banner at entry of breakout room
- Option to provide branded collateral in breakout room
- 6-foot table with two chairs in pre-function networking space
- 2 passes to attend the main conference sessions on Tuesday & Wednesday
- Branding on the conference website, app & onsite signage

Member Day Session Sponsor $13,500

SOLD

Benefits:

- Up to two minutes of Member Day session stage promotional time
- Exclusive signage branding for Member Day session
- One pass to attend Monday's Member Day session, Member Day Evening Social and the main conference Tuesday & Wednesday
- Branding on the conference website, app & onsite signage

Member Day Evening Social Sponsor $16,000

1 available

Benefits:

- Option to welcome attendees to and/or toast attendees at the event
- Branded napkins at beverage stations
- Exclusive signage branding for Member Day Evening Social
- One pass to attend Monday's Member Day session, Member Day Evening Social and the main conference Tuesday & Wednesday
- Branding on the conference website, app & onsite signage

New Member Lunch Sponsor $7,500

SOLD

Benefits:

- Option to welcome attendees to Monday's new-member-only lunch
- Option to provide sponsor-branded item at lunch
- One pass to attend Monday's Member Day, Member Day Evening Social and the main conference on Tuesday and Wednesday
- Branding on conference website, app & onsite signage



Awards Sponsor $20,000

1 available

Benefits:

- Up to two-minutes main stage time for introduction of the awards
- Option to provide a sponsor-branded item for seat placement during awards
- Co-branding with AMI on application materials and award announcements
- Co-branding on AMI podcast & newsletter promotions for award submissions
- Exclusive signage and program branding for awards session
- One pass to attend the main conference sessions on Tuesday and Wednesday
- Branding on the conference website, app & onsite signage

Room Drop Sponsor $8,500

1 available

Benefits:

- One sponsor-branded item delivered to each attendee's room on the first night of the conference Note: Room drop item & relevant shipping cost to venue are at sponsor's cost
- One pass to attend the main conference on Tuesday and Wednesday
- Branding on the conference website, app & onsite signage

Mobile App Sponsor $8,000

1 available

Benefits:

- Branding on mobile app, shared with AMI & additional sponsor. Examples include rotating ads when app is open and/or rotating banner ads on top or bottom of app pages
- One pass to attend the main conference on Tuesday and Wednesday
- Branding on the conference website, app & onsite signage





Networking Event Sponsor $18,000

1 available

Benefits:

- Opportunity to welcome attendees to and/or toast attendees at the event
- Two passes to attend the main conference on Tuesday and Wednesday
- Branded napkins at beverage stations
- Exclusive signage branding for Networking Event
- Branding on the conference website, app & onsite signage

Lunch Sponsor $6,000

2 available

Benefits:

- Option to provide sponsor-branded item at one lunch
- Exclusive signage branding at one lunch
- One pass to attend the main conference on Tuesday and Wednesday
- Branding on the conference website, app & onsite signage

Breakfast Sponsor $5,000

2 available

Benefits:

- Option to provide sponsor-branded item at one breakfast
- Exclusive signage branding at one breakfast
- One pass to attend the main conference on Tuesday and Wednesday
- Branding on the conference website, app & onsite signage

AMI Book & Swag Shop $7,500

1 available

Benefits:

- Exclusive branding at AMI's Book & Swag Shop, where AMI members make their books available for purchase; along with the opportunity to purchase one of a kind AMI gear
- Opportunity to greet attendees in the shop
- One pass to attend the main conference on Tuesday and Wednesday
- Branding on conference website, app & onsite signage

Water Bottle Sponsor $5,000

1 available

Benefits:

- Co-branded with AMI reusable water bottles given to all attendees
- One pass to attend the main conference on Tuesday and Wednesday
- Branding on the conference website, app & onsite signage

Hotel Key Cards Sponsor $7,000

1 available

Benefits:

- Exclusive branding on hotel key cards (custom design provided by sponsor) for all attendees booked within conference room block
- One pass to attend the main conference on Tuesday and Wednesday
- Branding on the conference website, app & onsite signage



AMI Agency Management Institute



Notebook Giveaway Sponsor $6,500

SOLD

Benefits:

- Co-branded with AMI notebooks given to all attendees
- Opportunity to provide sponsor-branded insert for notebooks
- One pass to attend the main conference on Tuesday and Wednesday
- Branding on the conference website, app & onsite signage

Staff Shirt Sponsor $5,250

1 available

Benefits:

- Logo on official Summit t-shirt worn by all BABA Summit staff
- One pass to attend the main conference on Tuesday and Wednesday
- Branding on conference website, app & onsite signage

Lanyard Sponsor $5,250

SOLD

Benefits:

- Co-branded with AMI nametag lanyards used by all attendees
- One pass to attend the main conference on Tuesday and Wednesday
- Branding on the conference website, app & onsite signage

Roundtable Sponsor $5,000

SOLD

Benefits:

- Option to provide sponsor-branded item in Roundtable rooms
- Exclusive signage branding in the Roundtable rooms
- One pass to attend the main conference on Tuesday and Wednesday
- Branding on the conference website, app & onsite signage

Charging Station Sponsor $4,750

1 available

Benefits:

- Exclusive signage branding at networking area charging stations; minimum of 3 stations
- Option to provide sponsor-branded item at charging station locations
- Branding on the conference website, app & onsite signage

