



MARKETING MIXER

May 2019

Sponsorship Packet

NYCMarketingMixer.com | @NYCMktgMxr



about us

NYC Marketing Mixer is a 5,000+ member organization that connects forward-thinking marketers, Fortune 500 advertisers, and digital strategists in the New York Metro area. The organization was born out of a need to network with colleagues across industries – sharing best practices, discovering new career opportunities, and consuming happy hour specials.

We host monthly networking events in Manhattan for marketers to meet in a casual, friendly atmosphere. We also have presences on both LinkedIn and Meetup platforms where members can share best practices and engage in discussions online. Our website houses resources for marketers, including a directory of agencies and consulting firms.

The membership has grown organically, without advertising or promotion, from five people in January 2009 to over 5,000 members across both the LinkedIn and Meetup platforms.

We strive to keep the group's membership at a healthy 80/20 balance when it comes to client-side/agency-side, employed/job-seekers, etc. to maximize the productivity of our events.



**MARKETING
MIXER**

our members

NYC Marketing Mixer is made up of a community of marketers working across a diverse range of industries and functions. Our members represent some of the most recognized brands & agencies:

- AKQA
- American Express
- Bausch & Lomb
- Bloomingdale's
- Calvin Klein
- Chanel
- Colgate-Palmolive
- Coty
- Dannon
- DirecTV
- Estée Lauder
- Gilt Groupe
- Godiva
- Google
- HP
- L'Oreal
- MasterCard
- MRY
- MTV
- Nestle
- Ogilvy & Mather
- Pepsi
- Pernod Ricard
- Procter & Gamble
- R/GA
- Starwood Hotels
- Thomson Reuters
- Time Warner
- Unilever
- Young & Rubicam



community statistics

FOLLOWERS



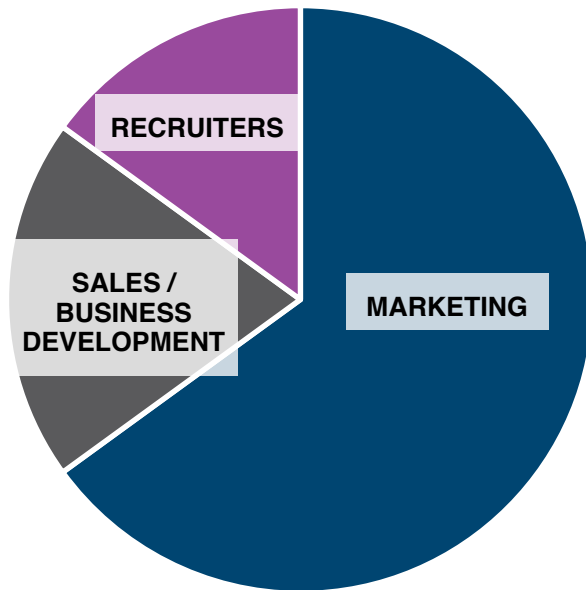
428 FOLLOWERS



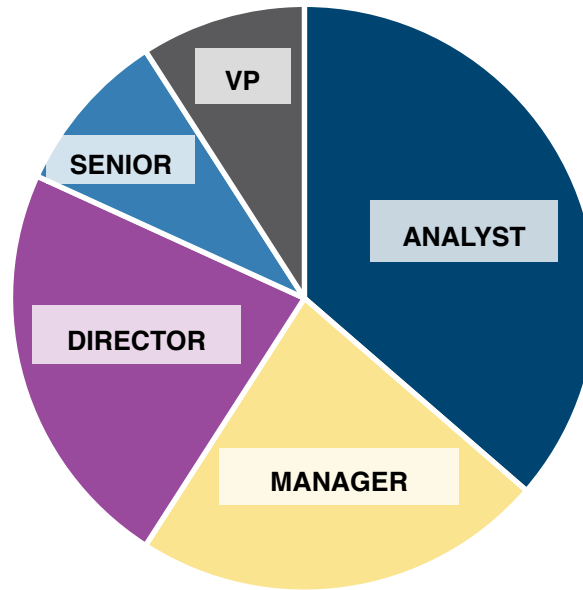
3,068 MEMBERS



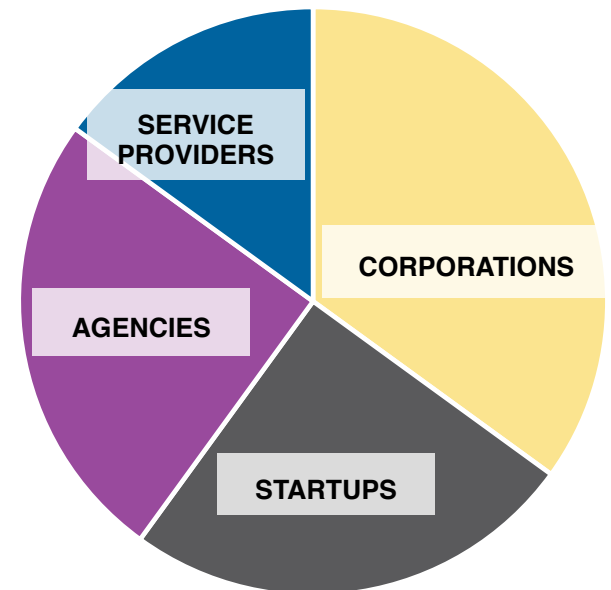
4,904 MEMBERS



FUNCTION



SENIORITY



ORGANIZATION TYPE

online platforms

NYC Marketing Mixer has built communities on LinkedIn and Meetup, with a growing email database and Twitter following.

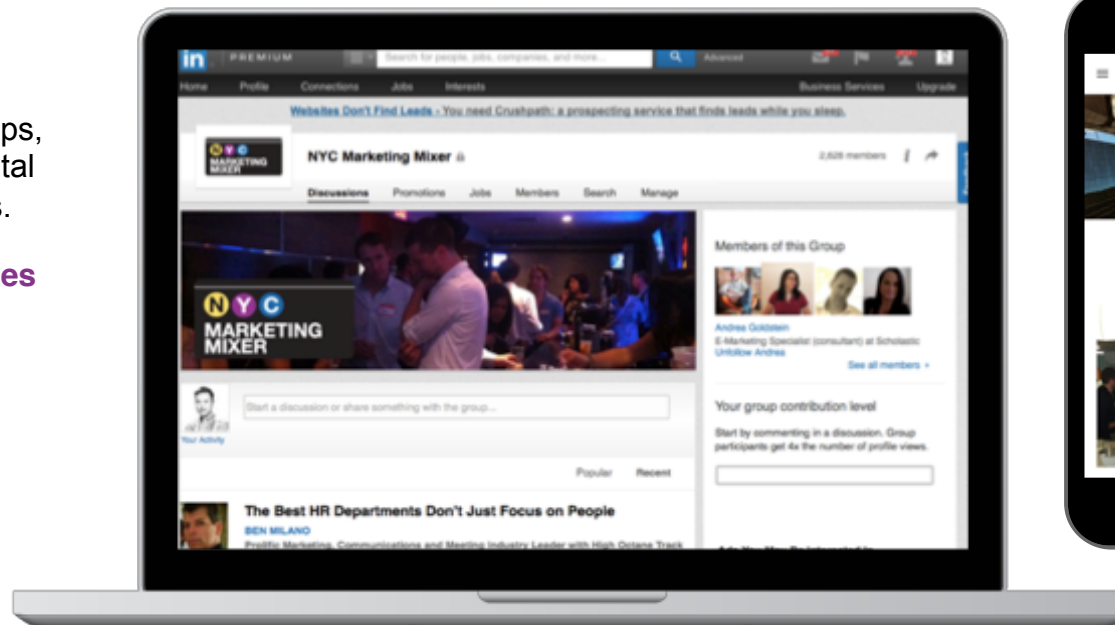
Our group started on LinkedIn and was highlighted as user success story leading up to LinkedIn's IPO. The group is highly curated to ensure the optimal mix of brand marketers and agency suppliers. Our Meetup group is rapidly growing, and is the platform through which we manage our monthly networking events.

Sponsorship Opportunities

We partner with a number of brands, startups, and agencies to create comprehensive digital sponsorships to meet their marketing goals.

Sample Digital Sponsorship Opportunities

- Message blasts (LinkedIn, Meetup)
- Sponsored discussion posts
- Sponsored tweets
- Sponsored events on Meetup.com
- Banner Ads (Meetup, Website)
- Online product raffles / giveaways
- Sponsored Directory listing



To discuss sponsorship opportunities, email us: info@nycmarketingmixer.com



events

We host most monthly networking events throughout Manhattan where members can meet and share best practices.

Our events are typically casual, informal happy hours, but have included presentations and interactive installations in the past.

Event Statistics

- Over 75 events hosted, to date
- Average Meetup attendance ranges from 70-125 people
- Average Meetup rating of 4.5 stars

Sponsorship Opportunities

- Sponsored / Branded meetup event
- Custom panel discussions
- Presentation
- Curated member dinners
- Demo booth
- Event Signage
- Product Raffle / Giveaway
- Flyers / Leave-behinds



past sponsors





MARKETING MIXER

CONTACT

info@nycmarketingmixer.com

[@NYCMktgMxr](https://www.instagram.com/NYCMktgMxr)

NYCMarketingMixer.com