



AMM Sponsorship Form

Sponsor Details :

Name	
Address	
Phone No.	
TAX ID	

Brief about Business :

Description of business (AMM accepts sponsorships from all businesses supporting local community at large)

Business Logo:



Sponsor Discount :

Mention any promotional discount that sponsor would like to offer to AMM Members to increase footfall/sale:

Sponsorship Start Date: _____



Sponsorship Fees / Dues :

- Sponsorship cycle runs in alignment with annual AMM membership calendar (August to July).
- Sponsorship fees is as per the sponsorship tier selected (Platinum/Gold/Silver/Bronze)
- Sponsorship coverage is across all AMM Events (Premium and Standard) published by AMM committee for annual membership calendar year. Hence sponsorship outreach will be done April – July (before the membership year starts in Aug)
- If sponsor joins in middle of a membership calendar year, they will pay a discounted fees based on weighted score of events missed - Premium events (2 points) and Standard (1 point) from total events published by AMM Committee for the given calendar.

Please refer discount illustration below.

Discount Illustration :

Membership Calendar Year 2021-2022

Event	Month	Event type	Points Score
Ganeshotsav	Mid Aug	Premium	2
Kojagiri Cruise / Natak	Late Sep	Premium	2
Navratri	Late Oct	Standard	1
Diwali Event	Early Nov	Premium	2
Sankrant Event	Mid Jan	Standard	1
Gudi Padwa – AMS Picnic	Early Apr	Standard	1
Rahul Deshpande concert	Early May	Premium	2
Anand Mela	Mid Jun	Standard	1
		Total Event Score	12

Members joins	Events missed	Event Score	Fees multiplier
Early Aug	None	12	1
Early Sep	Missed 1 Premium (2 pts)	12-2=10	10/12
Late Jun	All	12-12=0	0 (Fees used for next year cycle)