



AMERICAN CHAMBER
MEXICO

Diamond Sponsorship

Package

2026





AMCHAM

It is the voice of MX–US companies.

AMCHAM is a benchmark institution in the bilateral relationship on trade matters. For more than 100 years, we have enabled and fostered a favorable environment for investment, where competitiveness and opportunities exist for all.

We represent a strong and diverse business community.



+1,500 companies



1/5 PIB



10 millions of jobs

Companies of all sizes and sectors that generate one-fifth of Mexico's GDP and more than 8 million direct and indirect formal jobs.



4 offices: Mexico City, Northeast Chapter, Guadalajara Chapter, and Hermosillo (in the consolidation stage of the Northwest Chapter).



AMCHAM

It is the voice of MX–US companies.



Impact
on decision-making

Exchange of best
corporate practices



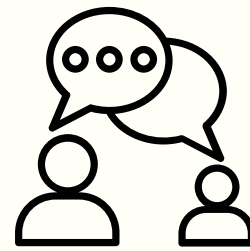
Business
contacts



Our strategy includes **high-level** events and **30 multisectoral committees**.

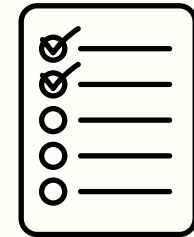
- High-level dialogue with authorities from Mexico and the United States
- First-hand expert insights
- Public policy advocacy
- Peer networking spaces and exchange of best practices
- Macroeconomic and market intelligence through Economex and the Trade and Investment Center

There is only ne AMCHAM



Cooperation

and a consistently constructive dialogue to help shape public policy that takes into account the industry's perspective and promotes long-term prosperity.



Alignment

aligned with the United Nations **2030 goals (SDGs)**.



Compliance

and business ethics.



Female leadership

as a pillar in everything we do.



Boosting SMEs

for their integration into regional value chains.

AMCHAM

Promotes with
pride and
commitment



Diamond Sponsorship



Your company is a living example of AMCHAM's DNA.

In addition to joining as a member, we invite you to become a **strategic partner** to enhance our work through a **Diamond Brand Presence Sponsorship Package**.





Decision-makers

From American, Mexican, and multinational companies of all sizes and sectors.



Government representatives, partner organizations, embassies, and academia.



Top speakers and thought leaders



Community on social networks

Brand Presence at our events



Logo application in:

- ✓ Email marketing campaign
- ✓ Branded loops and/or on-site brand activations during the event
- ✓ Mention and acknowledgment
- ✓ Post-event follow-up distribution
- ✓ Option to provide promotional items for distribution among members at selected events
- ✓ Attendee database

**In accordance with the information provided in compliance with the FEDERAL LAW ON THE PROTECTION OF PERSONAL DATA HELD BY PRIVATE PARTIES.

Brand presence

at local events + local Assemblies



Brand Presence

at Committee sessions in your locality

Ciudad de México

13
Comités

- Asuntos Fiscales
- Capital Humano y Asuntos Laborales
- Comercio Exterior y Logística
- Derechos de Propiedad Intelectual
- Diversidad e Inclusión
- Energía
- Innovación y TICs
- Legalidad y Estado de Derecho
- Líderes de Relaciones con Gobierno
- Salud
- Seguridad
- Servicios Financieros
- Sustentabilidad y Responsabilidad Social

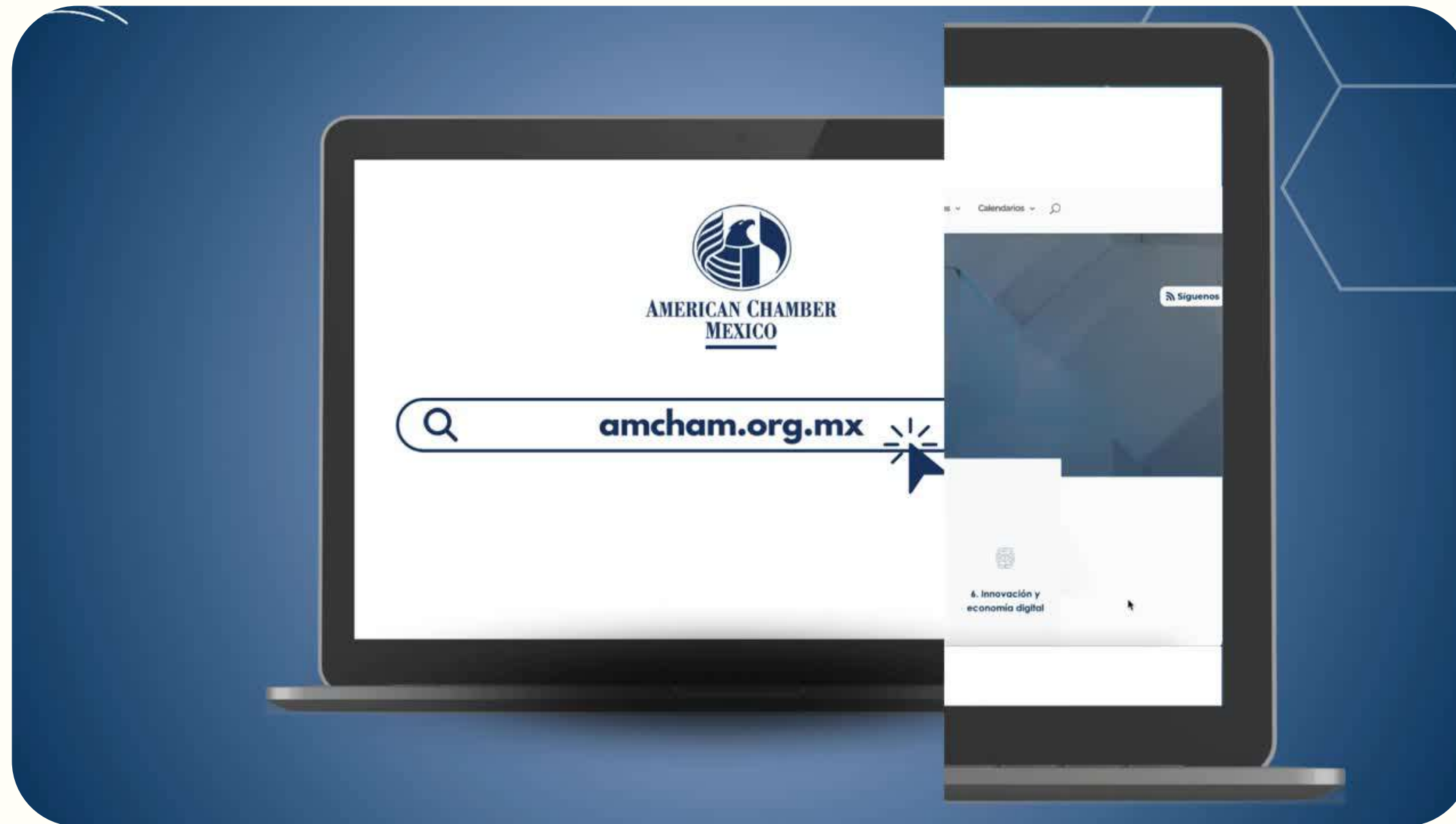
Logo application on:

- ✓ Email marketing campaign
- ✓ Branded loops and/or on-site brand activations during the event



Brand Presence

on digital materials with national reach



Logo application on:

- ✓ AMCHAM Website
- ✓ Daily Press Briefing
- ✓ Publications
- ✓ Annual Chamber Report
- ✓ Newsletter

Courtesy Access

to the best events, in your area

At AmCham, we offer a series of timely events throughout the year to foster business development, networking, and dialogue among key decision-makers.

Our events are exclusive to AmCham members and require a registration fee to attend with your **Diamond sponsorship, you receive—at no additional cost—access to:**

National access events

General Assembly of Members

- ✓ **4 passes:** Members' Assembly in your locality
- ✓ **1 pass:** Members' Assembly in other localities



ADDITIONAL NOTES:

Passes to paid AMCHAM events are given as a courtesy to local Diamond company executives.

- To make use of this courtesy, executives who will attend each event must be registered within **15 days** of receiving the invitation.
- **Failure to register within the specified period will result in the loss of this benefit.**
- Passes are non-transferable between events.
- **Event passes correspond to the Diamond package for your location. Not interchangeable between events.**

Passes to events in your locality

Current affairs forums | 2 passes
[At least 4 per year]

Economic Forum | 2 passes

Annual Year-End Event | 2 passes

Golf Tournament | 1 Foursome + 1 clinic pass



Top Circle



We bring together an exclusive group of CEOs at your offices, or at AmCham offices, creating a strategic networking space for member companies of all sectors and sizes, in person or virtually according to your schedule.

Formats

- A non-commercial dialogue table, led by the CEO or an Executive or an expert sponsored by the company.
- Or a space for the exchange of perspectives between managers around the topic proposed by their CEO.

ADDITIONAL NOTES

- Exclusive brand presence of the host company.
- Event promotion coordinated by AmCham.
- Event planning and logistics carried out jointly by AmCham and the host company.

Lead the conversation

on strategic issues for your business



Collaboration to offer valuable content to the membership, within the framework of the AMCHAM 2026 priorities and the Committee Network Agenda.

Participation with a non-commercial focus in up to two events during the validity of your Diamond package, according to the Chamber's annual activity plan and subject to the interest of the Diamond sponsor.

Spaces to choose from:

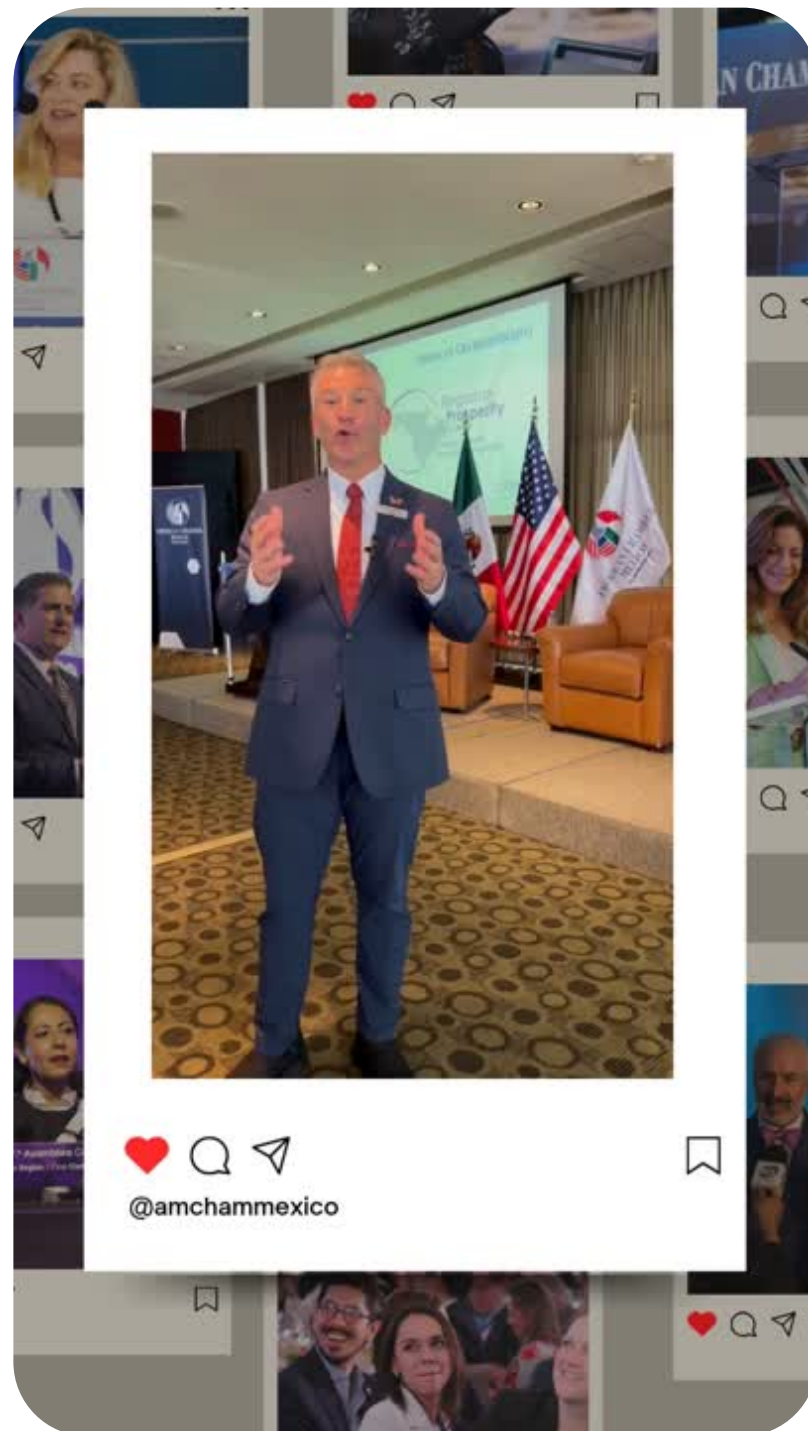
- Committee Session or Forum
- TOP Circle

ADDITIONAL NOTES:

* Event formats available in the 2026 calendar, subject to change and agenda availability.

* Subject to mutual approval by the member and AmCham.

Participation with expert voice in best practices and content



Participation and strategic collaboration with a non-commercial focus during the validity of your Diamond package, in accordance with the Chamber's annual communication plan and subject to the interest of the Diamond sponsor.

Spaces to choose from:

- AmCham Digital Content
 - For example
 - Business Security Survey
 - Event microsites
- Video capsules for social media
- AmCham Voices

Optional Benefits

Choose one of the following 4 formulas:

Salary and Benefits Survey

Participation and
access to the 2026
edition

+

Economex

2 memberships 2026

Salary and Benefits Survey

Participation and
access to the 2026
edition

+

Digital Training

2 passes for digital training
2026

Digital Training

2 passes for digital training
2025

+

Economex

2 memberships 2025

EWDP “Empowers”

1 mind participating in
the Program

- Starting in 2026, the options for additional benefits will be expanded, allowing sponsors to choose according to their preferences.
- These benefits are available to the AmCham membership at a higher cost outside the Diamond package.

Survey for Salaries and Benefits for Companies of the Future of Mexico

This survey provides comprehensive data on salary compensation and benefits for your organization's human capital, helping in the attraction, retention, and motivation of talent.

The survey analyzes:			
Base salary Monthly base salary for 12 months	Guaranteed payments Annual base salary + guaranteed fixed payments	Actual Total Cash Guaranteed total annual compensation + short-term variable incentives or bonuses	Total actual remuneration Total annual cash compensation and long-term incentives + value-added benefits

With your Diamond sponsorship you could get:

- ✓ Access to the platform to complete the survey with your company's data
- ✓ Analysis and results obtained from the survey, through access to the 2025-2026 edition



Diamond Package Investment
\$27,500 MXN





It is a **monthly forum for AmCham** member companies where they can count on timely economic information with analysis by Luis Foncerrada, AmCham's economic advisor.

Economex membership includes:

Economex Indicators

Monthly document that includes updated statistical information with figures and projections on the Mexican and U.S. economies

The Economy in brief

It is a quarterly analysis document of the macroeconomic situation in Mexico, for the first time.

Economex Session

It is a forum for discussion on macroeconomic and business issues among senior executives.

Briefing

Virtual meeting with our Economic Advisor on Economic Outlook with a 50% discount.

Economic Forum

Current affairs forum in which the macroeconomic trends of Mexico and the United States are discussed, with the participation of top-level authorities and economists.

Cocktail year-end

With your Diamond sponsorship you could get:

✓ 1 annual Economex membership for 2 executives*



Investment \$27,500 MXN

Additional notes:

To take advantage of this offer, executives participating in each event must be registered within 8 days of receiving the invitation. Failure to register within the specified timeframe will result in forfeiture of the benefit. | Not transferable between events.



This is an exclusive digital trends training program for AmCham members with CEO, C-suite, and/or managerial profiles. In collaboration with Needed Education, its goal is to empower individuals and industries through training and learning key skills for today's digital world.



With your Diamond sponsorship you could get:

✓ Pass for 2 executives

 Diamond package investment
\$27,500 for 2 executives

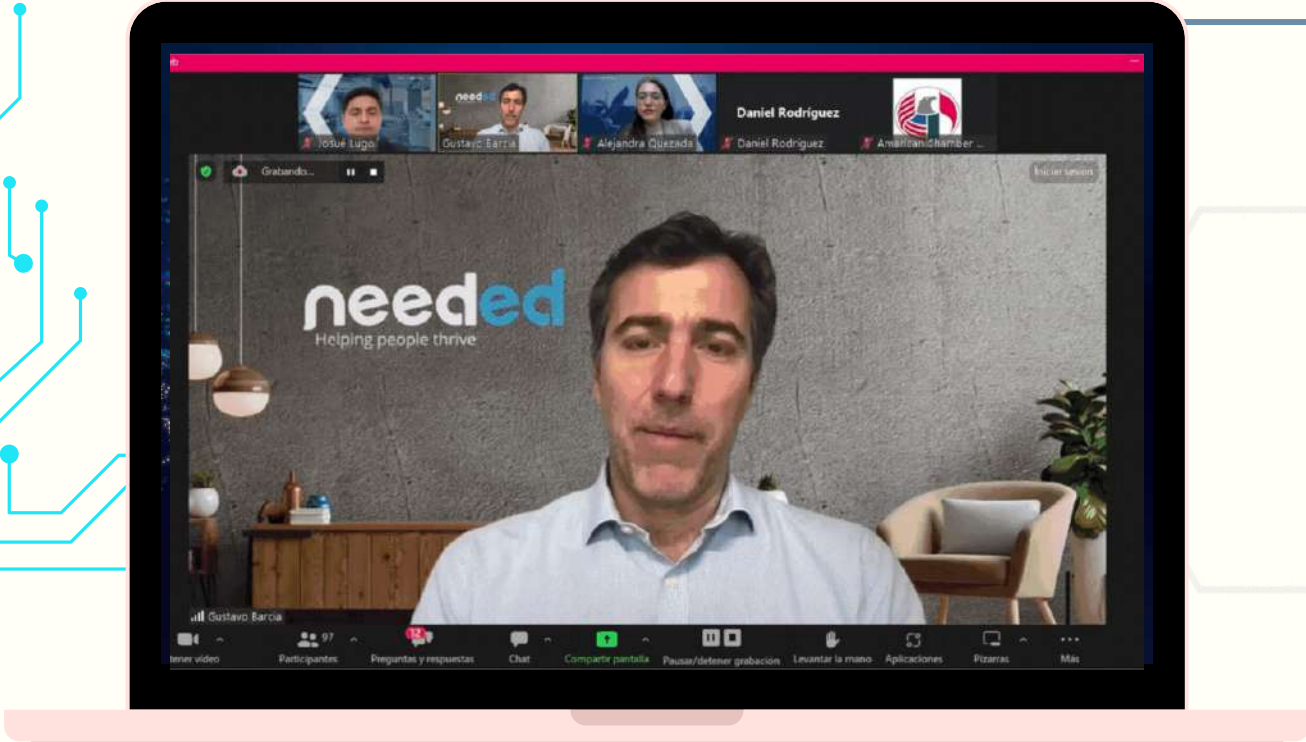


The program includes:

15
hours of
training

10
sessions

1
Weekly virtual
session!





With your Diamond sponsorship you could get:

✓ Pass for 1 mentee

Regular investment per mentee:

~~\$60,000 - 68,000 MXN plus VAT.~~

The cost of the program varies slightly by location.



Diamond Package Investment
\$55,000 MXN

The Executive Women Development Program (EWDP) is a mentoring program that **EMPODERA**
by AMCHAM promotes female leadership and encourages more women to reach leadership positions.

The program includes:

A photograph of five women of diverse backgrounds smiling and posing together. They are holding up a large newspaper that has been cut into a frame around them. The newspaper text is in Spanish and mentions 'errey' and 'enibilidad'.

6

Workshops

6

Mentoring sessions

1

HRTools Leadership Assessment

Mentoring Workshops Networking

Through the 3 pillars, we seek to strengthen, develop and connect the participants.

DIAMOND PARTNERS 2025



In summary, your Diamond sponsorship includes:

1 Brand presence at local events - Email marketing campaign - Branded loops and/or applications at the event - Mention and thank you - Logo in post-event mailings - Option to distribute promotional items to members - Database of attendees who agree to share their information.	2 Brand presence in assemblies in Mexico City, Guadalajara and the Northeast	3 Brand presence national digital - AmCham Website - Daily Press Summary - Publications - Chamber Annual Report - Newsletter	4 Partnership as expert voice In up to 2 events during the year - Committee Session or Forum - TOP Circle	5 Passes to courtesy at events Our events are exclusive to AmCham members, with a fee to attend; with your Diamond membership you get complimentary access -at no additional cost-
			Regular investment: +\$1,500,000	
6 Exclusive sponsorship event TOP Circle - Meeting with an exclusive group of CEOs at your company - Exclusive brand presence for your company at: - Email marketing campaign - Branded loops and/or on-site brand activations during the event - Logo placement in post-event communications		7 Additional benefits Choose one of the following formulas: - Salary and Benefits Survey + Economex - Salary and Benefits Survey + Digital Training - Digital Training + Economex - Executive Women Development Program "EMPODERA"		
+ Bonus Brand presence at local Committee sessions - Email marketing campaign - Branded loops and/or on-site brand applications during the session				

Diamond Sponsorship - Mexico City

comparative with regular price of brand presence

The following table **presents the estimated real value of the sponsorship**, considering the **individual sponsorship prices of 2026**, and the number of **events held in 2025 in Mexico City**.

INCLUDES	INSTITUTIONAL EVENTS				
	National General Assembly of Members, in Mexico City	Members' Assembly Guadalajara Chapter	Members' Assembly Northeast Chapter	Golf Tournamen	New Year's Eve Event
	\$100,000	\$70,000	\$70,000	\$145,000	\$65,000
Total investment at regular price: \$450,000 + VAT					

INCLUDES	FORUMS, SESSIONS AND NETWORKING					
	Current Affairs Forums of the Committees Network	Economic Forum	B2B Business Appointments	AmCham Open House	TOP Circle	Onboarding
	\$200,000 (4 in 2025)	\$100,000	\$60,000 (2 in 2025)	\$50,000	\$70,000	\$200,000 (7 in-person + 3 virtual in 2025)
Total investment at regular price: \$870,000 + VAT						

INCLUDES	DIGITAL BRAND PRESENCE	ADDITIONAL BENEFITS
	Website, press summaries, publications, annual report, newsletters.	- Salary and Benefits Survey + Digital Training - Salary and Benefits Survey + Economex - Economex + Digital Training - EWDP
	\$250,000	\$60,000 (approximate value)
Total investment at regular price: \$310,000 + VAT		

Regular investment: ~~\$1,600,000~~

Investment in the Diamond Package: ~~*\$600,000~~ MXN

*plus VAT



+ Bonus

Brand presence at local Committee sessions

2024 Reference: 86 Committee sessions in Mexico City
Unit sponsorship cost: \$20,000

- This table is for reference purposes only to help illustrate the value of the sponsorship. It will be updated with 2026 information in December of the current year.

Diamond Sponsorship One AmCham

Nationwide reach, full visibility

The opportunity to position your brand in all regions

Take your brand to every event in the country, with a multi-platform digital presence and total exposure in all locations.

Total Investment:

+ I.V.A.

\$1,000,000 MXN

You have the option to **increase your regular sponsorship by adding more events at preferential rates**. Reaching the total amount, guarantees coverage in all our locations.

Your
Diamond

You can add events of interest from other locations at a **preferential** price.

National reach

Total national visibility:

- Mexico City, Guadalajara North East and North West Region of the country
- All Committee Network sessions
- Full digital presence



Diamond Sponsorship

Terms and conditions

- As a bundled package, it encompasses a series of benefits at a preferential price and is **non-negotiable, both in terms of price and value proposition.**
- If, due to company policies, the organization is unable to participate as a sponsor in any of our events, it will simply need to inform us, and its brand presence will not be applied to that specific event. **This will not result in a discount on the package fee nor in any substitution of the value offering.**
- Exclusive to AmCham members with an active membership.
- **The sponsorship package does not include the AmCham membership fee.**
- Participation by invitation from the AmCham team.
- Industry exclusivity is not guaranteed.



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