

American Advertising Awards



AAF COLUMBUS CONNECTS YOU WITH THE CREATIVE CLASS

AAF Columbus is the local chapter of the American Advertising Federation (AAF). AAF is a national organization that brings together advertising and communications professionals for networking, education and fun. For the past 100+ years, our local chapter has put on some of the very best advertising, marketing and creativity programming in the region.

The American Advertising Awards (formally known as The ADDY Awards) are considered Central Ohio's top event for recognition in the fields of advertising and creativity. Our membership and event attendees represent all aspects of the marketing/advertising, creative and design community:

- Full-service agencies
- Media buying firms
- Marketing research firms
- Creative Recruitment/Placement Firms
- Video Production facilities
- Digital/interactive/animation developers
- Freelancers
- Photographers
- Printers
- Music and sound design composers
- Graphic Designers
- Brand marketers/internal Client Agencies

AWARD SHOW BY THE NUMBERS

3

Tiered Competition
(Local, District,
National)

370

Avg. Show Attendance
(Sold out last 3 years)

420+

Professional Entries

75+

Student Entries

60

Companies/Individuals
who entered

American Advertising Awards Presenting Sponsorship

\$5,000

Enjoy all sponsor benefits provided at Gold level, plus exclusive benefits tailored specifically to your objectives. Examples include:

- Unique event naming rights
- Opportunity to address attendees at the 2017-2018 American Advertising Awards live!
- Prominent logo placement on screen prior to and following each AAF Program throughout the year (rolling 12 months)
- :30 sizzle reel or other promotional video played prior to the start of the show
- VIP seating at the American Advertising Awards

Additional promotional opportunities are available, work with us to design a partnership that fits your needs.

American Advertising Awards Supporting Sponsorships

\$1,000-\$3,500

Bronze, Silver and Gold level opportunities. We can also customize a partnership to fit your needs. Elements include:

- Tickets to the 2017-2018 American Advertising Awards
- Opportunity for onsite activation; distribution of promo materials and/or signage
- Rotating logo placement in sponsor reel at the American Advertising Awards
- :30 sizzle reel or other promotional video played prior to the start of the show (Gold & Silver level only)
- Logo recognition on American Advertising Awards emails, invitations, website, etc.

Additional promotional opportunities are available, work with us to design a partnership that fits your needs.

American Advertising Award Sponsorship Agreement



All Gold, Silver and Bronze sponsors will receive the following:

- :30 company video in rotation on the AAF website (in rotation for 9 months, content can be updated throughout the year)
- Company ad in the 2017-2018 American Advertising Awards winners book (distributed to all show attendees)
- Rotating logo on sponsor reel at American Advertising Awards show
- Tickets to 2017-2018 Columbus show
- Opportunity for onsite distribution of materials or other onsite activation (optional, at sponsor discretion)
- Logo recognition on American Advertising Awards invitation, emails, and website

GOLD \$3,500

- 1/2 page ad in 2017-2018 American Advertising Awards winners book
- Large logo on all American Advertising Awards materials
- 4 tickets the American Advertising Awards show

SILVER \$1,750

- 1/4 page ad in 2017-2018 American Advertising Awards winners book
- Medium logo on all American Advertising Awards materials
- 2 tickets the American Advertising Awards show

**In-kind contributions for the American Advertising Awards reel, creative, print, paper, photography and media sponsors receive Silver benefits*

BRONZE \$1,000

- Business card ad in 2017-2018 American Advertising Awards winners book
- Small logo on all American Advertising Awards materials
- 1 ticket the American Advertising Awards show

**In-kind contributions for the American Advertising Awards event production, display, courier and hotel sponsors receive Bronze benefits*

Please accept our application for sponsorship of the 2017-2018 Columbus American Advertising Awards.

Company:

Contact:

Phone:

Email:

Address:

City:

State:

Zip:

Authorized Signature:

Print Name:

Title:

Sponsorship Package:

- Presenting (\$5,000)
- Gold (\$3,500)
- Silver (\$1,750)
- Bronze (\$1,000)

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Questions? Contact our Executive Director, Kelly O'Brien, at 614.866.9099 or at aafcolumbus@aafcolumbus.org