

**THE CREATIVE
SPIRIT OF
EXCELLENCE
IN THE ART OF
ADVERTISING**

AMERICAN
ADVERTISING
AWARDS

SPONSOR GUIDE 2016

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The American Advertising Federation's (AAF) American Advertising Awards is the industry's largest creative competition, attracting more than 40,000 entries every year. The program recognizes creative excellence and is the advertising industry's toughest competition in which to win top honors. Its high standards are the result of a three-tiered judging process that begins at the level of the AAF's 200 grassroots clubs. Winners progress to regional, then national rounds of judging—only then do winners appear on the national stage to accept their awards, at the culmination of the season at the American Advertising Awards Gala. The competition also includes an expansive student division, where the industry's future creative stars compete for prestigious ADDY® Award honors.

The program offers a wealth of recognition and promotional opportunities for sponsors, including the competition's national advertising efforts, its online entry portal, local and national awards shows and post-show publicity. As the industry's largest — and probably best-known — creative competition, its reputation among advertising professionals will complement your brand. The American Advertising Federation invites you to become a sponsor of this highly respected and prestigious awards program.

Unique Sponsor Benefits

- Exclusive visibility of your brand from November 2015–June 2016 in front of thousands of the competition's entrants from all facets of the advertising industry—at agencies large and small, in cities from coast to coast, enabling you to reach markets across all 50 states
- Privileged participation opportunities, prime reserved seating and networking with industry leaders at the National American Advertising Awards Gala that recognizes the national winners on June 7, 2016
- Reaching untapped markets within the industry that will advance your company's goals

There are several different levels of sponsorships available to you. Please review the enclosed packet and determine which sponsorship level would be most suitable for your company. Customized packages are available upon request.

We look forward to working with you!

SPONSORSHIP DETAILS

Platinum: \$50,000

- Competition season, November 2015–June 2016:
 - Premium logo identification with link on entry website
 - Premium logo identification with link on National Call for Entries and Guidelines
 - Premium logo identification with link on americanadvertisingawards.com and aaf.org/americanadvertisingawards
 - Premium logo identification on all print materials and online/social media promotion
- At the National Awards Gala, June 7, 2016:
 - Presenting opportunity at the National American Advertising Awards Gala (subject to availability)
 - 20 premium placed reserved seats at the Gala
 - Premium position full-page, four-color ad or spread in the program book (covers/ads available on a first come, first served basis)
 - Podium acknowledgement and on-stage graphics during the Awards Gala

Gold: \$35,000

- Competition season, November 2015–June 2016:
 - Preferred logo identification with link on entry website
 - Preferred logo identification with link on National Call for Entries and Guidelines
 - Preferred logo identification with link on americanadvertisingawards.com and aaf.org/americanadvertisingawards
 - Preferred logo identification on all print materials and online/social media promotion
- At the National Awards Gala, June 7, 2016:
 - 10 reserved seats with preferred placement
 - Premium position full-page, four-color ad or in the program book
 - Podium acknowledgement and on-stage graphics during the Awards Gala

Silver: \$25,000

- Competition season, November 2015–June 2016:
 - Logo identification with link on entry website
 - Logo identification with link on National Call for Entries and Guidelines
 - Logo identification with link on americanadvertisingawards.com and aaf.org/americanadvertisingawards
 - Logo identification on all print materials and online/social media promotion
- At the National Awards Gala, June 7, 2016:
 - 10 reserved seats at the Gala
 - Full-page, four-color ad or in the program book
 - Podium acknowledgement and on-stage graphics during the Awards Gala

Bronze: \$15,000

- Competition season, November 2015–June 2016:
 - Company listing with link on entry website
 - Company listing with link on National Call for Entries and Guidelines
 - Company listing with link on americanadvertisingawards.com and aaf.org/americanadvertisingawards
 - Company listing with website link on all print materials and online/social media promotion
- At the National Awards Gala, June 7, 2016:
 - 5 reserved seats at the Gala
 - Full-page, black & white ad or in the program book
 - On-stage graphics during the Awards Gala

Trade Media Partner

- Competition season, November 2015–June 2016:
 - Logo identification with link on entry website
 - Logo identification with link on National Call for Entries and Guidelines
 - Logo identification with link on americanadvertisingawards.com and aaf.org/americanadvertisingawards
 - Logo identification on all print materials and online/social media promotion
- At the National Awards Gala, June 7, 2016:
 - On-stage graphics during the Awards Gala

RESERVATION FORM

Please email completed form to: Sara Yoskoski at syoskoski@aaf.org fax to: (202) 859-0159 or mail to: AAF, Attn: American Advertising Awards, 1101 Vermont Avenue, NW, Suite 500, Washington, DC 20005. Payments are due upon receipt.

Sponsor Information

Company: _____
 Name: _____ Title: _____
 Address: _____
 City: _____ State: _____ Zip Code: _____
 Email: _____ Phone: _____

Point of Contact

Name: _____ Title: _____
 Email: _____ Phone: _____

Sponsor Levels	Cost
<input type="checkbox"/> Platinum Sponsor	\$50,500
<input type="checkbox"/> Gold Sponsor	\$35,000
<input type="checkbox"/> Silver Sponsor	\$25,000
<input type="checkbox"/> Bronze Sponsor	\$15,000
<input type="checkbox"/> Trade Media Partner	TBD

Payment/Invoice Information

Send Invoice Check Enclosed (payable to AAF) Visa MasterCard AmericanExpress

Name: _____ Company: _____
 Card Number: _____ Exp. Date: _____ Security Code: _____
 Billing Address: _____
 City: _____ State: _____ Zip Code: _____
 Email: _____ Phone: _____
 Cardholder Signature: _____ Date: _____

PROGRAM BOOK AD

TO VIEW THE 2015 PROGRAM BOOK [CLICK HERE](#)

MECHANICAL REQUIREMENTS

4-Color or Black & White (dependent on sponsorship level)

Trim: 8.5" x 11"

Bleed: 8.75" x 11.25"

Live Area: 8" x 10.5"

ACCEPTED MATERIALS

All ads should be submitted as a PDF (PDF-X/1a preferred) with the following specifications:

- High-resolution (300dpi) with all fonts embedded and with printer's marks and bleeds
- 4-color ads: All elements should be in CMYK
- Black & white ads: All elements should be in GRAYSCALE
- Please label the file with your "[[company/client name]]_AAA16.pdf"

Advertiser/agency accepts full responsibility for reproduction variations between the digital file and the printed image for ads that do not conform to our specifications.

ADS DUE: MAY 15, 2016

Please send ads and questions regarding the ad specifications to:

Adrienne Lipscomb

Art Director

(202) 898-0089

alipscomb@aaf.org