

luncheon reservation form

Name: _____
Title: _____
Company: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____
E-mail: _____

Sponsorship (See attached proposal for details.)

- Platinum Sponsor \$50,000
- Gold Sponsor \$25,000
- Silver Sponsor \$15,000
- Bronze Sponsor \$ 7,500

Commemorative Luncheon Program

- Full-page 4/C back cover \$ 3,500
- Full-page 4/C second cover \$ 3,000
- Full-page 4/C third cover \$ 3,000
- Full-page 4/C ad \$ 2,500
- Full-page B/W ad \$ 2,000

Tables

- AAF member table of 10 \$ 3,000
- Nonmember table of 10 \$ 3,500
- Sponsor a table of 10 ad students \$ 3,000

See required ad specs at www.aaf.org/ahoa
Deadline for ad materials: October 26, 2009

Individual Tickets

- AAF member \$ 300
- Nonmember \$ 350

Total due: _____

Payment must be included with this form to guarantee reservation and is non-refundable.

Amount enclosed: \$ _____

- Visa Check (payable to the American Advertising Federation)
- MasterCard Please send invoice.

Cardholder Name: _____

Card number: _____

Expiration date: _____ CVV#: _____

Signature: _____ Date: _____

Billing Address: _____

City: _____ State/Zip: _____

Phone Number: _____

Please return this form to
American Advertising Federation, Attn: Dee Dee Swartz
1101 Vermont Avenue NW, Suite 500, Washington, DC 20005-6306
Phone: (800) 999-2231; Fax: (202) 898-0159; E-mail: dswartz@aaf.org

sponsorship proposal

PLATINUM SPONSOR: \$50,000

- Opportunity to co-present an Advertising Hall of Achievement award at the luncheon
- Two tables of 10 with priority placement at the luncheon
- Premium position full page 4/C ad or two-page 4/C spread in commemorative luncheon program
- Ten invitations to the VIP cocktail reception at The New York Times on November 16, 2009
- Logo recognition in all national publication print and online ads
- Logo identification in promotional materials, luncheon signage and AAF Web site
- Corporate Web site link from AAF event Web site page
- Sponsor acknowledgement from podium during the luncheon
- Recognition as an AHOA Fellowship sponsor benefiting a Most Promising Minority Student from an AAF college chapter

SILVER SPONSOR: \$15,000

- Opportunity to co-present an Advertising Hall of Achievement award at the luncheon (subject to availability)
- Table of 10 at the Advertising Hall of Achievement Luncheon
- Full-page 4/C ad in commemorative luncheon program
- Two invitations to the VIP cocktail reception at The New York Times on November 16, 2009
- Sponsor listing in promotional materials, luncheon signage and AAF Web site
- Sponsor acknowledgement from podium during the luncheon

GOLD SPONSOR: \$25,000

- Opportunity to co-present an Advertising Hall of Achievement award at the luncheon
- Table of 10 with premium placement at the luncheon
- Full-page 4/C ad in commemorative luncheon program with preferred positioning
- Five invitations to the VIP cocktail reception at The New York Times on November 16, 2009
- Logo recognition in all national publication print and online ads
- Logo identification in promotional materials, luncheon signage and AAF Web site
- Corporate Web site link from AAF event Web site page
- Sponsor acknowledgement from podium during the luncheon

BRONZE SPONSOR: \$7,500

- Table of 10 at the Advertising Hall of Achievement Luncheon
- Full-page 4/C ad in commemorative luncheon program
- One invitation to the VIP cocktail reception at The New York Times on November 16, 2009
- Sponsor listing in promotional materials, luncheon signage and AAF Web site

Last Year's Sponsors

Advertising Age • Adweek Media • AT&T • BBDO • Condé Nast Publications • DIRECTV • Google Inc.
The New York Times • Starcom MediaVest • Platform-A • Translation Consultation + Brand Imaging
USA TODAY • Wm. Wrigley Jr. Company

Attendance

The Advertising Hall of Achievement hosts over 500 top advertising, media and marketing executives.

AAF Contact: Lisa Rubin ★ (202) 371-2323 ★ lrubin@aaf.org

For additional information about the Advertising Hall of Achievement, please visit our web site at www.aaf.org.