

## sponsor benefits

### attendance

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

### platinum sponsor: \$25,000

- 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-color ad or two-page 4-color spread in commemorative luncheon program
- Ten invitations to the VIP cocktail reception at The New York Times on November 15, 2010
- Logo recognition in all national publication print and online ads
- Logo recognition in all promotional materials, luncheon signage and AAF Web site
- Logo recognition in USA Today wrap
- 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: \$10,000

- Table of 10 at the luncheon
- Full-page 4-color ad in commemorative luncheon program
- Two invitations to the VIP cocktail reception at The New York Times on November 15, 2010
- Sponsor listing in all promotional materials, luncheon signage and AAF Web site
- Sponsor listing in USA Today wrap

### gold sponsor: \$15,000

- Opportunity to co-present an Advertising Hall of Achievement award at the luncheon (subject to availability)
- Table of 10 with premium placement at the luncheon
- Full-page 4-color ad in commemorative luncheon program with preferred positioning
- Five invitations to the VIP cocktail reception at The New York Times on November 15, 2010
- Logo recognition in all national publication print and online ads
- Logo recognition in all promotional materials, luncheon signage and AAF Web site
- Logo recognition in USA Today wrap
- Corporate Web site link from AAF event Web site page
- Sponsor acknowledgement from podium during the luncheon

### last year's sponsors

Advertising Age  
AdweekMedia  
The Coca-Cola Company  
Gotham  
IAC  
Leo Burnett USA  
McCann Worldgroup  
Mediabrand

NASCAR  
NBA  
Newman's Own  
The New York Times  
Starcom MediaVest Group  
Turner Broadcasting  
USA TODAY  
Yahoo! Inc.

# sponsor reservation form

**please send completed form to:**

Melissa Wong at mwong@aaf.org or fax to (202)898-0159.

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

sponsor levels	cost	individual tickets	cost
<input type="checkbox"/> Platinum Sponsor*	\$25,000	<input type="checkbox"/> AAF member: \$325 x _____ # of tickets =	\$ _____
<input type="checkbox"/> Gold Sponsor*	\$15,000	<input type="checkbox"/> Nonmember: \$375 x _____ # of tickets =	\$ _____
<input type="checkbox"/> Silver Sponsor*	\$10,000	<b>program ads*</b>	
<b>tables</b>		<input type="checkbox"/> Full-page 4-color back cover	\$5,000
<input type="checkbox"/> AAF member table of 10	\$3,250	<input type="checkbox"/> Full-page 4-color inside front cover	\$4,500
<input type="checkbox"/> Sponsor a table of 10 ad students	\$3,250	<input type="checkbox"/> Full-page 4-color inside back cover	\$4,000
<input type="checkbox"/> Nonmember table of 10	\$3,750	<input type="checkbox"/> Full-page 4-color ad	\$3,500
<b>TOTAL AMOUNT DUE:</b>			

\*Sponsorship includes a full-page 4-color program ad.

**FOR INTERNAL USE ONLY**

PAID BY CHECK \_\_\_\_\_  
DATE INITIAL

PAID BY CC \_\_\_\_\_  
DATE INITIAL

# payment form

**please send completed form to:**

Melissa Wong at mwong@aaf.org, fax (202)898-0159, mail to AAF, Attn: Advertising Hall of Achievement, 1101 Vermont Ave. NW, Suite 500, Washington, DC 20005. Payment must be received 10 days before the event date and is non-refundable.

**company name:** \_\_\_\_\_

**payment information**

Total Amount Due: \$\_\_\_\_\_

Please send invoice.     Check Enclosed (payable to the AAF)     Visa     MasterCard

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CW Code (on back of card): \_\_\_\_\_

Name as it appears on the card: \_\_\_\_\_

Card Holder Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Card Holder Signature: \_\_\_\_\_ Date: \_\_\_\_\_

# ad specifications

## ads in commemorative program book

A commemorative program book will be distributed to all attendees at the Advertising Hall of Achievement luncheon, which includes over 500 top advertising, media and marketing executives. A copy of last year's program is available upon request.

## mechanical requirements

Full Page Trim: 8.5" x 11"

Full Page Bleed: 8.75" x 11.25"

Live Area: 8" x 10.5"

## accepted materials

All ads should be submitted as a **PDF** with the following specifications:

- High-resolution (300 dpi) with all fonts embedded and with printer's marks and bleeds
- All elements should be in CMYK mode
- Please label the file with your company/client name AND the event.  
(For example, an ad created by AAF for Advertising Hall of Achievement would be labeled "AAF\_AHOA.pdf")

## space reservation: october 18, 2010

To reserve advertising space, contact:

**Melissa Wong** ★ (202) 898-0089 ★ mwong@aaf.org

## ad materials due: october 25, 2010

Please send artwork and questions regarding the ad specifications to:

**Adrienne Lipscomb** ★ (202) 898-0089 ★ alipscomb@aaf.org