2019-2020 | AAF DALLAS
CORNERSTONE EVENTS
AND INITIATIVES

“If your actions inspire others to dream more,
learn more, do more and become more, you are a leader.”

- John Quincy Adams
Overview

The Dallas market is very competitive for communications organization. In our market we have DSVC (Dallas Society of Visual Communicators), AMA, AIGA-Dallas, Social Media Breakfast Club, DFW Interactive Marketing Association, DFW Search Engine Marketing Group, DREAM Fund, Southwest Media Reps, PRSA, and Digital Fight club just to name a few. We’ve made big strides in the past few years by setting ourselves apart from these organizations through innovative programming. In the 2019-2020 year, the AAF Dallas Board knew it would be important for us to continue to differentiate ourselves as the premiere marketing association by building out the important cornerstone events and initiatives that set AAF Dallas above the competitor orgs in our market. The overall mission of AAF Dallas, is to put Dallas on the map in the advertising industry. While brainstorming for our 2019-2020 term we realized we kept falling on a similar sentiment, a vision we all felt passionately about. We felt we had come across our “North Star” for the year that would drive our goals as AAF Dallas’ chairs for education, government, AAAs & diversity & inclusion which was to “Build a better advertising community through the very people in it”. With this universal mission identified, the AAF Dallas’ Government, Diversity & Inclusion Education, & AAAs goals for 2019-2020 came into shape & fruition.

Advertising Education

**PRIMARY GOAL:** To increase the number of active universities beyond SMU.

**SECONDARY GOAL:** To jumpstart the AAF Dallas Foundation to support individual students.

**TARGET AUDIENCE:** Local, college professors and students majoring in advertising, business & marketing.

**STRATEGY/EXECUTION:** AAF Dallas has a very tight relationship with SMU due to the annual sponsorship and support the institution has provided the AAF over the past 3 years. We realized that others perceived that there was not room for other universities to get involved.
CORNERSTONE EVENTS AND INITIATIVES

a) We partner with local educational organizations, colleges, advertising student events through professors. At the beginning of the year, we discussed their calendar year and how we could enhance their curriculum and be a resource for their students. and placed AAF Dallas board members to speak with students on campus and at local educational events. Crystal Gonzales, Immediate Past President of AAF Dallas, was asked to speak at the University of North Texas students about “A Day in the Life” of her career. Jorge Rosales, co-chair for Diversity & Inclusion & VP of AAF Dallas spoke at the University of Texas at Arlington about his journey into advertising. This was the third year of speaking in this class. (Ex. 1A) Jorge Rosales also speaks to middle & high school students every year on behalf & in partnership with the Dallas Police Department & The Richards Group. He’s asked to talk about the challenges he faced growing up in south Dallas & how to break through. (Ex. 1B) Jorge Rosales also works closely with SMU students & professors. (Ex. 1C) This past year he had the privilege to moderate a fireside chat with Nike’s Global Brand Director in front of an audience made up of SMU students & advertising professionals. Farhan Rehmani, president of AAF Dallas & Sandi, SMU professor & education chair for AAF Dallas, at the behest of Dallas’ Better Business Bureau presented local laws & regulations to college students majoring in advertising, business & marketing. (Ex. 1D)

b) This year, we decided it was time to jumpstart our AAF Dallas education foundation that has been dormant for the past four years due to lack of support. Our Foundation president, Troy Lott, determined that in order to raise money, we’d need to give money. For the 2019-2020 school year, the AAF Dallas Foundation advertised it was giving away six $2,000 scholarships to undergraduate and graduate students studying communications in a Dallas area college. We promoted it on social media, on our website. and during our American Advertising Awards Gala on February 27 (EX 1E).

RESULTS:

a) Through the partnership with these professors, we learned that our original American Advertising Awards entry deadline was too early due to how the academic school year was structured this year. We gave the students two extra weeks to put their work in the competition and had students from four universities compete this year. (Ex. 1F)
b) We are happy to report that we had a total of 16 applicants from across various universities for our 6 scholarships, however they have not made their selection of recipients. (EX 1G) Our foundation board is excited to utilize this momentum moving forward to solicit donations from advertising agencies and former recipients of the scholarship. This will be a goal for the 2020-2021 year.

**American Advertising Awards**

**PRIMARY GOAL:** To increase year-over-year net profits between the gala and the competition by 15%

**SECONDARY GOAL:** To have a diversity of agencies represented in the Dallas AAA Competition.

**TARGET AUDIENCE:** Creative Directors and Marketing Director-level advertisers and marketers in Dallas.

**STRATEGY/EXECUTION:**

a) Like other AAF clubs, the American Advertising Awards is the largest financial driver that powers AAF Dallas’s Cornerstone Initiatives like D&I, Government Relations, and Education activities as well as cover operational costs such as payroll, insurance, leadership development, support of the AAF Dallas Foundation and AAF District 10 AES initiative to help keep the NSAC competition a very low cost for our local colleges. We saw a 40% increase in total entries during the 2019 Competition, so we knew that we were unlikely to continue that level of growth, so we decided that the best goal for this fiscal year was to increase the total net profit for the competition season (competition and gala). We used the same tactics we used in previous years to promote our competition to our members such as social media, email, and website communications. However, we used programmatic advertising to promote our competition by targeting our target audience online.

b) We also led with diversity first when we selected our judging panel for this year’s competition (EX 2A). We ONLY recruited creatives that were female or people of color from larger markets such as San Francisco, Chicago and New York to judge our competition. We had a total of four judges. Of the judges, three were immigrants, two were African American, and all four judges were at least bilingual.
CORNERTONE EVENTS AND INITIATIVES

c) To increase revenue on the gala side of the AAA season, we evaluated the needs of our members via phone calls and in-person discussions to determine what they wanted in a gala experience. Through these discussions, we determined the most important piece is that people were adamant that their team get their moment in the sun. We adjusted our gala format to ensure that each entry would be represented in our winners book (EX 2B) and be seen during the gala by their peers. To increase attendance, we continued our “The Suits Awards” portion of the awards to recognize individual talent across the many disciplines of the advertising industry. (EX 2C) Finally, we increased the cost of an a la carte table and reduced the costs of sponsorships to entice winners to sponsor the gala themselves. (EX 2D) Additionally, we only sold individual seats in general admission ONLY if we had room after table and sponsorship sales. The intention was to encourage attendees to bring their entire teams to celebrate their win!

d) We believe it’s important to note that we did not have an AAA chair on the board this year. This was the effort of the executive committee of AAF Dallas and the executive director.

RESULTS:

a) While we had 4.08% less entries this year than last year, we actually had an increase of 4.06% in total net profits to the chapter. (EX 2E) We can attribute this financial growth to more non-members joining the competition this year for the first time.

b) Diversity in our judging panel gave us the largest diversity of winners this year from both advertising agencies and in-house marketing teams. (EX 2F)

c) Because we structured our gala by exactly what our members wanted, we were able to sell out of event space with 600 total attendees at the awards gala this year! (EX 2G) We can attribute the increase in attendees to focusing first on table sales and decreasing the cost of sponsorship. We can also attribute the increase in sponsorships to the added benefit of putting a company congratulations ad in the winners’ book (EX 2D). For the gala, we saw a 39.6% net profit increase year-over year. (EX 2H) Overall, we saw a total of ~$104k in net profit surpassing our overall season net profit
goal with a year-over-year increase of 24%. We intend on using these profits to further our philanthropic efforts, launch our first ADCON (full day advertising conference), support our D&I and education initiatives further, and continue to operate and provide member benefits during these uncertain times due to COVID-19.

d) We have already identified an AAA chair for the 2021 competition. While we were able to accomplish so much without one, we determined that we really needed to have a point person specifically for working with our advertising agency and fielding public communications regarding the AAA.

**Diversity & Multicultural Initiatives**

**PRIMARY GOAL:** Incorporate elements of D&I education to all programs and initiatives of AAF Dallas

**SECONDARY GOAL:** Become a thought leader for D&I efforts within the Dallas advertising community

**TARGET AUDIENCE:** AAF event attendees & the broader advertising community of Dallas

**STRATEGY/EXECUTION:**

a) AAF Dallas’ programs are always bountiful in our greatest resource of information & experience, which are Dallas advertising professionals & leaders, but aren’t always best represented in terms of who is in it & what the actual advertising landscape may be. We wanted to ensure all Dallas professionals were represented in our programs while offering a variety of stories that would be richer based on the diverse backgrounds.

We were able to ensure AAF Dallas sponsored events were true to the changing landscape of Dallas advertising. AAF Dallas’ monthly events (luncheons, happy hours, ceremonies, etc.) are a great fountain of knowledge, given the panels speaking about various themes and topics. As the Diversity & Inclusion committee, we’ve pushed & made sure the panelists covered, not only the matter at hand, but came from varied backgrounds & experience. This gave our members richer stories & a glimpse into unexpected insights. We also work with the Programs Co-Chairs from early stages of planning to cover all bases & ensure a memorable event for the advertising community & AAF members. Working with Programs co-chairs is now standard operating procedure when deciding direction of programs & events for AAF Dallas.
CORNERSTONE EVENTS AND INITIATIVES

(Ex. 3A) Additionally, AAF Dallas’ events are themed with a central message all members & attendees can walk away with. There’s a handout at every luncheon in the shape of a newsletter. (Ex. 3B) We added an entirely new section (Ex. 3B) to also highlight professionals that perhaps couldn’t attend or speak at our events. We called this section the ‘Diversity & Inclusion Section’. We asked advertising professionals of all backgrounds to answer the same questions. Given different backgrounds, experience & disciplines within advertising the answers were never the same & truly showed how a person more than just questions drive what makes our stories so compelling.

b) We wanted to bring an unforgettable moment for D&I at the American Advertising Awards Gala, our biggest event annually. Each year, we ask our judges to select just one entry that embodies the spirit of the AAF National MOSAIC principles. We place this award immediately prior to the Best of Show award so that our attendees understand it is one of the highest awards given during the gala. Keeping with the spirit of highlighting Dallas talent, our D&I team partnered with a local artist to take an already amazing award & make it even more memorable in its presentation. (EX 3C) This year we secured a sponsorship with INSITE which is a company that specializes in creating ADA (Americans with Disabilities Act)-compliant websites. (EX 3D)

c) To reach the broader advertising industry beyond AAF Dallas event attendees, we decided to elevate important conversations regarding uncomfortable topics digitally by utilizing our social media channels. We created a safe space for difficult topics to be discussed respectfully & a community where Diversity & Inclusion solely are the object of discussion whilst highlighted at the forefront. Using our established AAF Dallas Reddit account (Ex. 3E), we took advantage of AMAs. AMA is short for “Ask Me Anything”. It was a forum created for an individual to answer any question. We handpicked individuals representing all walks of life & multiple fields of expertise surrounding marketing & advertising around Dallas. We then featured them on our social media & Instagram stories while answering outlined questions tackling diversity & inclusion topics. So far this year we’ve featured Veleisa Burrell, founder of Narrative Evolution & Flor Leibaschoff, creative director, advertising hall of fame inductee & regional leader for Circulo Creativo.
Veleisa Burrell, along with being a founder of her own business is also heavily involved with ColorComm in Dallas which is an organization with like minded goals as the AAF Dallas’ Diversity & Inclusion team. She was the first to be featured on our new format of Instagram stories. We received positive feedback from our new format. We felt so encouraged actually that when we moved forward with Flor as our “host,” we presented her answer in a way that’s never been done before on any AAF channel; we had her answer questions in Spanish. We then added subtitles so we wouldn’t lose any of our audience in case any language barriers could exist. We look forward to continuing this program & experimenting even more in how we have our interviewees’ voices shine through even more. (Ex. 3F)

RESULTS:

a) We still feel like there is room to grow in terms of selecting a more diverse group of panelists. Our two signature luncheons (Make a Date with Data and 2020 Trends) were at least 50% women. We are proud to say we did not have all white manels (Man Panels) at any of our signature luncheon events. In the 2020-2021 year, we will further integrate our D&I team with our programs team to bring a more varied perspective.

b) We were able to honor LERMA for the pro bono work they did for PR X PR with the beautiful one-of-a-kind trophy. (EX 3G) We also introduced what the AAF National Mosaic principles are with 600 advertising professionals.

c) We hosted 2 Ask Me Anythings. The AMA program was so successful we decided to move this program to a broader channel with more reach. We’ve evolved to our own AAF Dallas Instagram Story. Where Reddit’s platform secularity limited how many individuals saw and contributed due to needing a Reddit to view and participate, Instagram provided a boost in viewership, participation and exposure. Our most successful Reddit AMA saw 72 interactions with the hosts. At the start of this series being moved to Instagram we saw a boost in interactions, expressions and shares given AAF Dallas already 1100 followers, not including the followers our hosts had. We were also able to break ground and host one of these in Spanish, a first for AAF Dallas programs in terms of leading a program in another language other than English. These were filmed, directed and produced by Paolo Linares.
Government Relations

**GOAL:** Foster relationships with Texas legislators to proactively advocate for pro-advertising legislation.

**TARGET AUDIENCE:** Texas State Senators, Representatives, and Legislators

**STRATEGY/EXECUTION:** AAF Dallas Spearheaded a visit to the State Capitol for ALL AAF Chapters in the state of Texas which includes 10 AAF Chapters and 3 Ad 2 affiliate chapters. Our team set up meetings w/ legislators based on attendees' addresses. The goal was to advocate for pro-advertising legislation directly before the legislators met for the session. Our government relations chair worked w/Clark Rector to create talking points for the attendees to discuss with the legislators that emphasized the importance of advertising to the economy. We also highlighted the importance of federal privacy laws.

**RESULTS:** We had a total of nine AAF Members on our first Day on the Hill. (EX 4A) We were able to inform & impact our representatives by educating them on advertising regulations & laws. We made a direct impact by showing how privacy laws affect us, & more importantly how we should partner with federal law to regulate privacy laws instead of hoping a nation law blankets Texas while disregarding its unique markets & regions. We walked away confidently knowing our state representatives regard us as the leading authority on all things advertising & will consider us a priceless resource for education on these subjects as well.

**Conclusion**

In advertising, we focus on making sure our clients’ services & products are heard. In reality, we as the advertising community want & need the same thing; representation. Representation is fundamental in what we expect from our culture, politics & advertising. Dallas advertising wants to feel seen, heard & valued. Dallas advertising & all its contributors deserve representation. We feel we have done just that throughout all programs in 2020.
Education Exhibits

Exhibit 1A - Rosales speaking to University of Texas at Arlington students.

Exhibit 1B - Rosales speaking with high school students.
Exhibit 1C - Rosales working with SMU faculty and students.
Exhibit 1D - Farhan and Sandi speaking at the Better Business Bureau
Exhibit 1F - Promotion of Six Scholarships (Facebook, Instagram, and Website)

Exhibit 1F - Student Winners at the American Advertising Awards
Exhibit 1G - 16 scholarship applicants confirmed.
CORNERSTONE EVENTS AND INITIATIVES

American Advertising Awards Exhibits

Exhibit 2A - Diversity in judges leads to a diversity of winners

Astrid Andujar is a NYC-based Art Director who strives to create work that is culturally responsible, cinematic and conceptually beautiful. An MIT graduate and native of the Dominican Republic, she arrived in New York City as a teenager and attended a public high school designed for recently arrived immigrants. Along with being “English Language Learners,” Astrid and her classmates shared something else in common: the realization that many of the personalities found in American media did not quite portray the individuals in their South Bronx community. Since then, showcasing real stories and characters became her priority. Advertising became her vessel.

She spent several years at Grey, where her work on lifestyle brands resulted in the creation of 360° campaigns and an augmented reality app with over 100,000 downloads. She also partnered with her former high school and invited colleagues to host career panels for their students. This outreach continued as she was later invited to volunteer as a judge and guest speaker at a number of Code/Interactive x Google Hackathons. Post Grey, she spent time at MRM/McCann, where she worked on the TV Doctors of America campaign, which gained over 3 billion impressions, 2 Gold Lions and inspired thousands of Americans to get an annual checkup.

Currently at Droga5, she works on iconic brands such as Covergirl, IMDb, Chase, Thorne and Facebook. With each project, she aims to celebrate authentic stories—highlighting underserved communities whenever possible. Some examples include the recently launched Covergirl x Girls Who Code campaign featuring real teenage participants of a non-profit organization aiming to close the gender gap in technology by inspiring others everywhere to explore careers in STEM, as well as a Chase Small Business campaign showcasing local business owners across the United States, and a ground-breaking launch campaign for Thorne. Most recently, she proudly joined the ADCOLOR family as an Advisory Board member, serves as a mentor for young creative women through Women Who Create and is a mentor at the DSH10 Academy. Today, you can often find her talking about film or conceiving on her next piece.

Marie started her advertising career in Toronto a decade ago, after completing her Master’s in digital media design from Ehsae Escola Superior de Arte in Barcelona. She is now based in New York City where she works as a creative director with multiple agencies.

Her work has been awarded at every major awards show including Cannes, One Show, D&AD, and the Clio. She is a member of the international jury of the FWA, and The Television Academy. Which gives her an excuse to watch massive amounts of TV.

Having started in a small market, Marie thinks awards are incredibly important to help launch the careers of young creatives. Because they reward the idea and not the budget, and create and opportunity for anyone to push their ideas and work.
Exhibit 2A (cont.) - Diversity in judges leads to a diversity of winners

Jorge is Creative Director at High Dive in Chicago. Over the course of his career he has lived and worked in the U.S., Latin America and Europe, learning his craft at agencies like Y&R, BBDO, Jefery/Ellyne Miller, Leo Burnett, Chicago, Publicis Sapient and Cossette.

With a background in Art Direction and design, Jorge has created integrated campaigns for major brands including P&G, Altaliate, McDonald’s, Jeep, IBM, PepsiCo, Diageo, Toyota, Mercedes-Benz, FILA, WWF, Earth Hour and the Mexico Board of Tourism.

He completed a Master in Visual Design from the Scuola Politecnica di Design in Milan, Italy and studied photography at the Istituto Europeo IDE. He also attended the Digital Master Class at Hyper Island in NYC.

His work has been awarded at Cannes Lions, D&AD, Clios, Communication Arts, London International Awards, Webby’s, Epica, New York Festivals, PRINT, Graphis, AADDY, ARCHIVE, Creativity and the Effies among others. His personal design work has also been recognized at international festivals and featured in visual arts exhibits.

Why award shows are important?

They keep the industry relevant and encourage agencies to innovate, embrace technology and pay attention to how our society lives in order to create work that connects better with consumers. Agencies that win awards with authentic everyday work will always attract the best talent.

Adu is a Global Social Media Marketing Strategist at Google. Prior to Google, Adu led social media efforts at Th!nk Ltd. (founded by George Lucas) for movies including “Solo: A Star Wars Story,” “Jurassic World,” “Creed 2,” “Uncle Drew,” “A Star Is Born” and other summer blockbusters. His work has driven efforts for the Coca-Cola Company, NBA PepsiCo, Dallas Cowboys, JCPenney, Spotify, AT&T, General Motors, CNN, South by Southwest and several other organizations and Fortune 500 companies. Adu has been recognized by local and national pr, marketing and advertising outlets including Saint Heron (founded by Solange Knowles), BET, Black Enterprise, ADCOLOR Conference and Awards, CNN, Soul Train, Revolt TV, Blavity, CW 33, Ebony/Jet Magazine, Rolling Out, American Advertising Federation, HuffPost and AdAge, receiving such recognitions as Adweek’s 2017 feature “100 People Who Make Advertising Great,” Black Enterprise’s 2016 Modern Man Highlight, The San Francisco Egotist’s “32 Under 32 Top Advertising Professionals” and Dallas Observer’s “30 Under 30” honoree. Besides his success in the advertising and PR communities,

Adu made his mark in the art world by curating and exhibiting original art in 10 solo art exhibitions. His projects include “African Ammedia,” a performance piece addressing the negative portrayal of African Americans in the media and “Unsung Changemakers,” a multimedia installation that celebrates the untold stories of African American heroes. Adu is an active member of the American Advertising Federation and AIGA. He also serves as an advisory board member for The Marcus Graham Project, as well as a member of The Barack Obama My Brother’s Keeper Program and the Director of social media for the ADCOLOR Conference and Awards.

Adu also lends his time and knowledge at Miami Ad School where he teaches classes on graphic design, corporate identity, layout and design, social media and advertising campaign management. In 2016, Adu released his first book, “Don’t Insert Title Here: The Guide Towards Creative Freedom and Success” and his second in 2018, “The Threat of Creative Annihilation.”
CORNERSTONE EVENTS AND INITIATIVES

Exhibit 2B - Winners Book for American Advertising Awards - This includes every winning entry, suits recipient, and sponsor.

Exhibit 2C - The Suits Awards categories and recipients

Exhibit 2D - Sponsorship Offerings
Thank you for your interest in contributing to AAF Dallas's mission to elevate the outstanding talent in the Dallas advertising industry. We are looking for generous underwriters like yourself to help us produce our 58th annual American Advertising Awards gala so it can stay accessible to Dallas advertising professionals. This year, the show will be at The Bomb Factory on February 27th.

**About the American Advertising Awards:** The American Advertising Awards are the largest advertising awards program in the United States that celebrates creativity and excellence in advertising. In 2019, AAF Dallas had the largest growth of entries in the country. Entry into the American Advertising Awards begins with your local AAF chapter like AAF Dallas. A jury of advertising peers from around the nation will judge the local competition which will determine who will receive the honor of Gold, Silver and Bronze ADDY Awards. Only the best work will then move on to the district and national levels for the opportunity to elevate your agency as one of the best in the industry. In 2019, there was 598 attendees at the gala.

**About the Suits Awards:** AAF Dallas is excited to present the 2020 Suits Awards, selecting and honoring ambassadors of creative work who, in the past, have gone unrecognized during the Creative Awards Season. They put in the work behind the great work in the advertising industry. These unsung heroes and heroine have toiled behind the scenes. We think it’s time we recognize those who support great creative. See MustLoveAds.com for categories.

**About AAF Dallas:** AAF Dallas has been a trusted business partner by connecting our corporate members and sponsors since 1908. We are one of the largest AAF chapters in the national network of 200 AAF chapters. Our working board of volunteers are dedicated to our mission to protect and promote the wellbeing of the advertising industry through our government relationships, to provide thought leadership to our members through innovative programming, to attract top talent by supporting and growing future industry leaders via our Ad 2 affiliate and Educational Foundation, to foster diversity in advertising, and to honor advertising excellence.

*Have an idea on how to support the event? Customized sponsorship opportunities are available. Please reach out to Allison Farris at Allison@aafdallas.org.*
SPONSOR PACKAGE OPTIONS

Title Underwriter | 1 Available | $7,499
Ask for more details

After Party/Music Underwriter | 1 Available | $3,749
Ask for more details

Suits Awards Underwriter | SOLD
- All categories of Suits Awards are presented (logo and verbal recognition) by your company name by the master of ceremonies, Chris Smith
- Opportunity to give Suits winners their trophies. PHOTO OPP!
- Tickets for Eight (8) guests in VIP section
- 2 Full Page (8.5x11”) Ad in the Program
- Logo on event program, website and at event
- Thank you during the opening ceremonies
- Social media promotion

Individual Category Underwriter | 6 Available | $2,999 (NOTE: The jury does a blind judging of the work for the American Advertising Awards, underwriting the event will not guarantee your work will win an award)
- Select from the following categories: Sales & Marketing, Print, Out of Home and Ambient Media, Online & Interactive, Film/Video/Sound, Elements of Advertising
- Each category is presented (logo and verbal recognition) by your company name by the master of ceremonies, Chris Smith
- Opportunity to hand the trophies to winners in your selected category. PHOTO OPP!
- Tickets for Eight (8) guests in VIP section
- 2 Full Page (14x8.5”) Ad in the Program (Show the team how proud you are!)
- Logo on event program, website and at event
- Thank you during the opening ceremonies
- Social media promotion

Mosaic Underwriter | SOLD
Sponsorship and presentation of the LOCAL MOSAIC AWARDS

Drink Underwriter | 2 Available | $2,499
- Drink Special named after your company (includes signage at all bars with your company name, logo and signature drink)
- Tickets for Eight (8) guests in VIP section
- Full Page (14x8.5”) Ad in the Program (Show the team how proud you are!)

Have an idea on how to support the event? Customized sponsorship opportunities are available. Please reach out to Allison Farris at Allison@cafdallas.org.
CORNERSTONE EVENTS AND INITIATIVES

Exhibit 2D (continued)

- Logo on event program, website and at event
- Thank you during the opening ceremonies
- Social media promotion

**Gold Underwriter | 4 Available | $2,249**
- Tickets for Eight (8) guests in VIP section
- Full Page (14x8.5”) Ad in the Program (Show the team how proud you are!)
- Logo on event program, website and at event
- Thank you during the opening ceremonies
- Social media promotion

**Silver Underwriter | 8 Available | $1,999**
- Tickets for Eight (8) guests in reserved section
- Full Page (14x8.5”) Congratulatory Ad in the Program (Show the team how proud you are!)
- Logo on event program, website and at event
- Thank you during the opening ceremonies
- Social media promotion

**Bronze Underwriter | 10 Available | $1,749**
- Tickets for Eight (8) guests in reserved section
- Half Page (14x8.5”) Congratulatory Ad in the Program (Show the team how proud you are!)
- Logo on event program, website and at event
- Thank you during the opening ceremonies
- Social media promotion

**A La Carte**

**Reserved Table for Eight (8) | $1,350 for members/$1,650 for non-members**

**Full Page Ad | $499**
- Dimensions: 14” x 8.5”

**Half Page Ad | $299**
- Dimensions: 14” x 8.5”

**Deadlines for sponsorships:**
- JPG and EPS Logo due ASAP
- Finalized Ad due by February 7 EOD
- Guestlist due by February 20

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Have an idea on how to support the event? Customized sponsorship opportunities are available. Please reach out to Allison Farris at Allison@aacfdallas.org.
## Exhibit 2E - American Advertising Awards 2020 Competition Fee Calculator

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<thead>
<tr>
<th>ENTRY FEE CALCULATOR</th>
<th>2020</th>
<th>2019</th>
<th>YOY +/-</th>
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<td>Number of Entries (both professional and student)</td>
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<td>Total Number of Entrants</td>
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<td>Net to Club before Credit Card Fees</td>
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<td>TOTAL CREDIT CARD FEE (4.2%)</td>
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<td>Total fee paid by club</td>
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Exhibit 2F - Largest number of winning companies historically
CORNERSTONE EVENTS AND INITIATIVES

Exhibit 2G - Highest attendance on record
## Cornerstone Events and Initiatives

Exhibit 2H - The 2020 American Advertising Awards Season P&L broken down by Competition and Gala

<table>
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<tr>
<th>EXHIBIT 2H</th>
<th>Total EXPENSES</th>
<th>2020 Actual</th>
<th>2020 Budgeted, 2019 Actual</th>
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<td>Meals (all site &amp; at venue)</td>
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<td>District Forwarding Fees</td>
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<td>Judges Gifts</td>
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<tr>
<td>Judges Ground Travel</td>
<td>$170.00</td>
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<tr>
<td>Trophies</td>
<td>$20747.00</td>
<td>$22451.00</td>
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<tr>
<td><strong>Promotion Season/ Launch Happy Hour</strong></td>
<td></td>
<td>$780.17</td>
<td>$1000.00</td>
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<tr>
<td><strong>Marcom</strong></td>
<td></td>
<td></td>
<td>$500.00</td>
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<tr>
<td>Social Media</td>
<td>$500.00</td>
<td>$500.00</td>
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</tr>
<tr>
<td>Miscellaneous</td>
<td></td>
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<tr>
<td><strong>Gala</strong></td>
<td></td>
<td>$58482.07</td>
<td>$48805.10</td>
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<tr>
<td>Venue</td>
<td>$22229.37</td>
<td>$24558.58</td>
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<tr>
<td>Catering</td>
<td>$17941.45</td>
<td>$17500.00</td>
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<tr>
<td>Design &amp; Deposit</td>
<td>$0.00</td>
<td>$340.72</td>
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<tr>
<td>Centerpieces/Signs</td>
<td>$2500.00</td>
<td>$2000.00</td>
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<tr>
<td>DJ</td>
<td>$2000.00</td>
<td>$950.00</td>
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<tr>
<td>Mosaic Artist</td>
<td>$450.00</td>
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<tr>
<td>Photographer</td>
<td>$1000.00</td>
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<td>Printing</td>
<td>$4934.42</td>
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<td>Photobooth</td>
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<td>$0.00</td>
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<td>Valet</td>
<td>$0.00</td>
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<tr>
<td>MC</td>
<td>$1800.00</td>
<td>$1750.00</td>
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<td>Swag Bags</td>
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<td>$223.80</td>
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<tr>
<td><strong>Total INCOME</strong></td>
<td></td>
<td>$194128.90</td>
<td>$198217.96</td>
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<tr>
<td><strong>INCOME - COMPETITION</strong></td>
<td>$36057.06</td>
<td>$88397.96</td>
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<tr>
<td>Entry Fees</td>
<td>$2,057.05</td>
<td>$6,027.76</td>
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<tr>
<td>Happy Hour Ticket Sales</td>
<td>$0.00</td>
<td>$340.00</td>
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</tr>
<tr>
<td><strong>INCOME - GALA</strong></td>
<td>$103071.85</td>
<td>$78850.00</td>
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<tr>
<td>Sponsorships</td>
<td>$37043.30</td>
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<td>STUDENT</td>
<td>$7600.00</td>
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<td>Program Ads</td>
<td>$7950.00</td>
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<td>Member Ticket Sales</td>
<td>$23988.00</td>
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<td>Non Member Ticket Sales</td>
<td>$21772.50</td>
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<td>Parking</td>
<td></td>
<td>$1420.00</td>
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<tr>
<td>Ticket Sales</td>
<td>$950.00</td>
<td>$19550.00</td>
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<tr>
<td><strong>Total Gala Profit</strong></td>
<td>$43609.78</td>
<td>$31244.90</td>
<td>38.57%</td>
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<tr>
<td><strong>Total Season Profit</strong></td>
<td>$103985.06</td>
<td>$83780.57</td>
<td>24.04%</td>
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CORNERSTONE EVENTS AND INITIATIVES

Diversity & Multicultural Initiatives Exhibits

Exhibit 3A - Examples of AAF Dallas programs

**THE FUTURE IS 2020**

1.21.2020  11:30 to 1:00pm

House of Blues,
2200 N Lamar St, Dallas, TX 75202

Moderated by:
Steve Pacheco  President & CEO of AAF

Experts:
Al Reid  Managing Director, Sketch & Sketch
Pete Lerma  Principal & Founder, EchardLerma
Christie Hoefling  VP of Marketing, Honda
Lisa Matarazzo  VP of Marketing, Lexus USA
Cynthia Tenhouse  VP of Marketing, Toyota USA

**MAKE A DATE WITH DATA**

9.17.2019
11:30AM-1:00PM
HOUSE OF BLUES
DALLAS

FOOD FOR THOUGHT LUNCHEON
Exhibit 3B - Examples of newsletter-style programs passed out at the AAF Luncheons
Exhibit 3C - Rosie Rosales introducing the MOSAIC principles at the American Advertising Awards

Exhibit 3D - Preston Horn of Insite (Mosaic Sponsor) presenting the MOSAIC TROPHY
Exhibit 3E - Reddit-style AMA

Exhibit 3F - Instagram-style AMA - notice the interactive nature of these online interviews
Exhibit 3F continue - Instagram-style AMA - notice the interactive nature of these online interviews.

The great thing about diversity is...

I believe we already live in a multicultural world.

Know your consumers, the market and the culture.

Showing them what’s goin’ on outside.

To be real, show the raw.

Thanks AAF Dallas!
Exhibit 3F - Instagram-style AMA - notice the interactive nature of these online interviews.

What is a good rule of thumb to check if your inclusion efforts are authentic as opposed to being disingenuous?

“Diverse companies earn more money.”

How do you get an entire company including the leadership team on board with diversity and inclusion initiatives?

It’s everyone’s job.
CORNERSTONE EVENTS AND INITIATIVES

Exhibit 3G - LERMA accepting the 2020 AAF Dallas Mosaic Award.

Government Relations Exhibits

Exhibit 4A - Nine AAF Members at Day on the Hill and AAF Dallas training prior to meetings with legislators