



## **Public Service**

AAF Buffalo was thrilled to close out this award season as a Division II AAF chapter with 250 due-paying members. As the impact of COVID-19 ebbed and flowed throughout the year, we remained motivated to increase our collaborative efforts in order to better serve our membership base and the Buffalo community. Enhancing the agility of our programming and events allowed us to maximize our educational, professional, and philanthropic initiatives within Buffalo throughout the year; we are a community-driven organization, and we are proud of it.

AAF Buffalo's Public Service program empowers our student, professional, and corporate members—as well as their extended networks—to utilize their talents for the betterment of other students, nonprofit organizations, and diverse populations within the eight counties of Western New York. We will continue to build our public service initiatives each year as we strive to increase our positive impact on the community.

**In 2021-22, the club focused on Public Service efforts made through the following programs:**

- **Big Tip-Off Event**
- **Buffalo Prep Partnership**
- **Brand Hack Public Service**
- **Don Nichols Scholarship Competition**
- **Portfolio Seminar and Scholarship**
- **COVID Roundtables**
- **Jingle Bowl Food Drive**

### **Big Tip-Off Event**

#### **Details/Strategy:**

On August 26th, 2021, the AAF Buffalo community had the opportunity to return to the tradition of hosting its annual Big Tip-Off event, and our member base was thrilled to resume this event after taking 2020 off due to COVID concerns. We changed to an outdoor venue in order to adhere to CDC gathering guidelines, now holding the event at one of Buffalo's longtime favorite rooftop bars, Sky Bar.

This annual fundraising event serves as the kick-off to our club year, bringing our marketing and advertising community together in order to raise funds for the club's annual giving efforts. The event features a three-hour open bar tended by local advertising celebrities and bigwigs to compete to earn the most tips. At the end of the night, tips are tallied up, and all profits from ticket sales and tipping go straight to the club's scholarship fund, which supports local marketing and design students. Although COVID numbers in the area were on the decline and restrictions loosened, we took the following precautions to keep the event safe for our attendees.

- For the first time ever, we offered digital tipping via Venmo to reduce cash handling. This allowed employees at local agencies to support the cause and their favorite celebrity bartender from the comfort of their own homes.
- We made a limited number of tickets available on Eventbrite to allow social distancing.

**Goals:** Raise a surplus of funds to support our annual scholarship initiatives, reignite membership enthusiasm, and return to some pre-COVID-19 normalcy—all while keeping COVID prevention in mind.

**Target Audience:**

We aimed our communication efforts toward local advertising and marketing professionals, with special emphasis on past AAF Buffalo members. Our communication committee targeted all of the major agencies in the area to attend.

**Execution/Tactics:**

- Outreach to local agencies and companies to nominate a celebrity bartender from their team.
- Request that each company promote the event internally and across their social media channels.
- Heavily advertise the event through email and social media channels.
- Create an AAF Buffalo Venmo account and share easy directions on how to tip the celebrity bartender of their choice.

**Media/Materials Used:**

Media and materials used include social media promotion (Exhibit 1.1), email promotion (Exhibit 1.2), and social media posts and a blog post recapping the event and how much was raised (Exhibit 1.3).

**Results Attained:**

\$5,500 was raised in total— an all-time record for this annual event! AAF Buffalo’s scholarship fund supports the local advertising community by awarding local high school and college students each and every year. Attendees appreciated the digital tipping option (which we have continued to utilize for other events) and the venue choice.

**Buffalo Prep Partnership****Details/Strategy:**

For the sixth year in a row, the Big Tip Off’s success allowed us to continue our scholarship program which promotes diversity within our local industry. Minorities represent just 7% of the advertising workforce in Western New York. To combat this statistic, we continued to strengthen our partnership with Buffalo Prep, a local education nonprofit organization supporting more than 650 disadvantaged students and their families. Our recent collaboration with the nonprofit includes an engagement event between their students and the local industry, as well as a scholarship fund for those pursuing a degree and ultimately a career in marketing and advertising. In 2021, AAF Buffalo dispersed \$2,000 to the four active Future Marketer Scholarship Winners. We aim to build on this tradition by increasing our collaborative efforts within the community.

**Goals:**

- Expose Buffalo Prep students to the advertising industry.
- Raise awareness about the industry among underrepresented middle and high school students, and ultimately consider advertising as a career path.
- Bring greater focus and attention to diversity within our industry and within our membership.

**Target Audience:**

This partnership focused on reaching middle school and high school students enrolled in the Buffalo Prep program. These students, largely based in the City of Buffalo, come from diverse backgrounds.

**Execution/Tactics:**

- **Prep For Celebration** – The 2022 Buffalo Prep gift gathering, also known as Prep for Celebration, is an annual fundraising event hosted by Buffalo Prep in honor of their graduating

high school scholars. We had four board members attend the fundraiser on March 16th, and donate, as representatives of AAF Buffalo and the partnership between our organizations.

(Exhibit 2.1)

- **Future Marketers Scholarship** – Our 2021 Future Marketers Scholarship was awarded to Jakari Thornton (Exhibit 2.2). In August 2021 we paid out \$2,000 in scholarships to previous and new winners of the Future Marketers Scholarship. Allowing students from a variety of socioeconomic backgrounds to pursue their dreams of entering the advertising world.

**Results Attained:**

This important partnership demonstrates continued growth each year, giving us hope for significant improvement in workforce demographics when it comes to diversity. We are grateful for Buffalo Prep, their students, and our local industry for their contributions this past year. We look forward to potentially working with some of these promising students at one of our agencies in the future.

**Brand Hack Public Service Competition**

**Details/Strategy:**

Our Brand Hack event is a creative play on “hackathons” seen across the technology and programming industry. Launched in 2015, the Brand Hack event tasks teams of advertising students to develop and pitch a hypothetical brand campaign for a real local non-profit organization in less than five hours. The event is mutually beneficial for students who get firsthand experience working with industry professionals, and for the local non-profit that receives pro-bono marketing services. The event is a great example of how our club gives back to the community by building relationships and promoting collaboration.

**Goals:**

- Engage local non-profits in the creative talents of our industry.
- Provide local students with hands-on, team-based learning experiences.
- Donate a logo concept, icon set, and marketing collateral to one local non-profit organization.

**Target Audience:**

Our audience consisted of local graphic design students who would benefit from the unique, hands-on experience of working with a professional mentor on a brand concept. We also targeted local nonprofits as a way to inform such groups that pro-bono services are offered across many local agencies.

**Execution/Tactics:**

- The Board selected Candles in the S.U.N., from our Call for Nonprofits applications. The local nonprofit uplifts the Buffalo community through extracurricular youth activities, mentorship, and donation drives. Their mission is to save the neighborhood by uniting together to provide relief for youth and families faced with the challenges of inequity.

**Media/Materials Used:**

Media and materials used include a Call for Non-Profits social promotion (Exhibit 3.1), a Call for Non-Profits application on our website (Exhibit 3.2), a promotion email to our distribution list (Exhibit 3.3), social posts promoting the event (Exhibit 3.4), and a recap blog post featuring the winning work (Exhibit 3.5).

**Results Attained:**

As we have learned in past years, the most gratifying part of 2021's Brand Hack was seeing the nonprofit's reaction to each student's concept. The head of Candles in the S.U.N., Dakarai Singletary, raved about each brand concept he was presented with. Ultimately, Emma Lonnen, a Daemen University Graphic Design student, won the competition with her logo design. She took the original logo of Candles in the S.U.N. to the next level, inspiring the nonprofit to move forward with the organization's logo rebrand. Once again, the event successfully engaged local college students through an invaluable experience, benefiting their education and the local community.

### **Don Nichols Scholarship Competition**

**Details/Strategy:**

Now in its 22nd year, the Don Nichols Scholarship Competition awards scholarship funds to passionate communication students to provide the financial help needed to continue their education. Each year, we present a compelling theme for the students to bring to life in any medium they choose. Entries range from poetry, printed materials, and videos—any format goes. The deadline for entries was March 26th, 2021.

**Goals:**

- Meet or exceed student submissions to the Don Nichols competition in 2020.
- Provide three winning students with a total of \$1,250 in financial support for their education.

**Target Audience:**

The competition is open to Western New York undergraduates studying design, writing, communications, illustration, photography, or fine arts. Entries are then judged by a panel of professionals from the ad agency, Crowley Webb.

**Execution/Tactics:**

To raise awareness among local undergraduate students, a Call for Entries flyer was delivered to professors and department heads. We also promoted the event on our social media channels, website, and in our newsletter. 2021's theme challenged students to reimagine their take on the year 2020. Entries were judged by a panel of professionals from Crowley Webb.

**Media/Materials Used:**

Media and materials included event promotion through our website (Exhibit 4.1), event promotion on social media (Exhibit 4.2), and a blog post recapping the event, the winners, and their work (Exhibit 4.3 ).

**Results Attained:**

Entries were accepted by undergraduate students attending many different local colleges and universities. Three students took home a total of \$1,250 in scholarships.

### **Portfolio Seminar/Review and Scholarship**

**Details/Strategy:**

Each year, the club brings together creative professionals for a full-day seminar, offering design students valuable tips on building a portfolio that sets them apart. The advertising industry is ultra-competitive, so these pros aim to help students prepare a portfolio that will increase their chances of landing their dream job. Once students learn how to develop an exceptional portfolio and are paired with dozens of industry professionals to review their portfolios later within the academic year. During the Portfolio Review event, students have the unique opportunity

to get advice directly from the pros on how they can improve their work. Students with the best portfolios at this event will have a chance to win scholarships from the club.

**Goals:**

- Meet or exceed attendance from the year prior for each event
- Award \$1,200 in scholarships

**Target Audience:**

The event is open to student members of AAF Buffalo only.

**Execution/Tactics:**

- **Portfolio Seminar** – In October 2021, local undergraduates were provided with valuable portfolio-prep tips from a panel of three industry professionals. Students are offered great insight on how to best showcase their top pieces and how to present their work during the interview process.
- **Portfolio Review/Scholarship** – In April 2021, local college students gathered virtually via Zoom Breakout Rooms to present their portfolios to industry professionals. Each student was given the opportunity to talk through their portfolio and was offered consultation on how to improve their work with local creative experts. Four students with the best portfolios were awarded scholarships from our club, totaling \$1,200.

**Media/Materials Used:**

Media and materials included targeting department heads at all of our local colleges and universities via direct outreach. Materials also include event promotion on social media (Exhibit 5.1), website promotion (Exhibit 5.2), and a blog post that recapped the scholarship event for those unable to attend (Exhibit 5.3).

**Results Attained:**

The 2021 Portfolio Review initiative resulted in the participation of 11 students from several colleges and universities. Four students from three different colleges received \$1,200 for their education. AAF Buffalo brought our Portfolio Seminar back to in-person in November 2021. The respective Portfolio Review event is scheduled for April 2022 and will remain virtual.

## **Jingle Bowl Food Drive**

### **Details/Strategy:**

Each holiday season, AAF Buffalo hosts the Jingle Bowl, a friendly bowling competition where local agencies can team up with their coworkers in festive attire all while benefiting FeedMore WNY. After hosting a virtual food drive for the nonprofit last year, it was great to see our members gather for a great cause, just as we did pre-COVID-19.

### **Goals:**

- Increase the amount (in lbs.) of food donations from 2020.

### **Target Audience:**

- Local agencies and club members.

### **Execution/Tactics:**

- In our promotions, we teased that we would be revealing the 2022 American Advertising Awards theme at the event.
- We promoted the event via email and social media.

### **Media/Materials Used:**

Media and materials included targeting local agency employees and our board members. Materials also included event promotion on social media (Exhibit 6.1), promotion via email (Exhibit 6.2), and a blog post that recapped the fundraising event for those unable to attend (Exhibit 6.3).

### **Results Attained:**

- Attendees donated to FeedMore WNY upon entering the event.
- We weighed in at 367 pounds of donated non-perishables to help feed families during the holiday season, which nearly doubled our virtual food drive donation from 2020.
- A local agency, FARM, made a generous donation towards the food drive.
- The AAA award show theme, WHODUNNIT, was announced and received great enthusiasm.

## Exhibits

### Exhibit 1.1: Big Tip-Off – Social Promotion / Call for Entries



The image shows a social media post from the account 'aaf\_buffalo'. The post features a promotional graphic for 'The Big TIP OFF' event. The graphic has a pink and teal color scheme with a wavy top border. The text 'The Big TIP OFF' is written in a mix of cursive and bold, blocky fonts. Below this, the date and time '8.26.21 | 6pm' and the venue 'SkyBar' are listed. The post includes interaction icons for heart, comment, share, and bookmark, along with the text '329 views · Liked by joshgumulak'. The caption text reads: 'aaf\_buffalo AAF Buffalo is thrilled to announce our fan favorite celebrity bartending event, the Big Tip Off, is back for 2021. The competition you know and love, better than ever. New venue. Digital tipping options. All for a good cause. Get your early bird tickets now at the link in our bio.' The date 'August 11, 2021' is also visible.

**aaf\_buffalo**

**The Big TIP OFF**

8.26.21 | 6pm  
**SkyBar**

329 views · Liked by joshgumulak

aaf\_buffalo AAF Buffalo is thrilled to announce our fan favorite celebrity bartending event, the Big Tip Off, is back for 2021. The competition you know and love, better than ever. New venue. Digital tipping options. All for a good cause. Get your early bird tickets now at the link in our bio.

August 11, 2021

### Exhibit 1.2: Big Tip-Off – Email Promotion



## **The Big Tip Off Returns on August 26!**

AAF Buffalo invites you to join us at The Big Tip Off, our favorite end-of-summer party that's back this year on August 26! Come see WNY's marketing and advertising VIPs behind the bar, slinging drinks in fierce competition for a good cause. The guest bartender earning the most tips will win bragging rights for their company and a shiny trophy to show off. All tip money will go towards AAF Buffalo's scholarship fund, which gives thousands to local college students.

**Tickets are limited. Register today to make sure you don't miss this event at our new location on the rooftop of SkyBar!**

Participating companies:

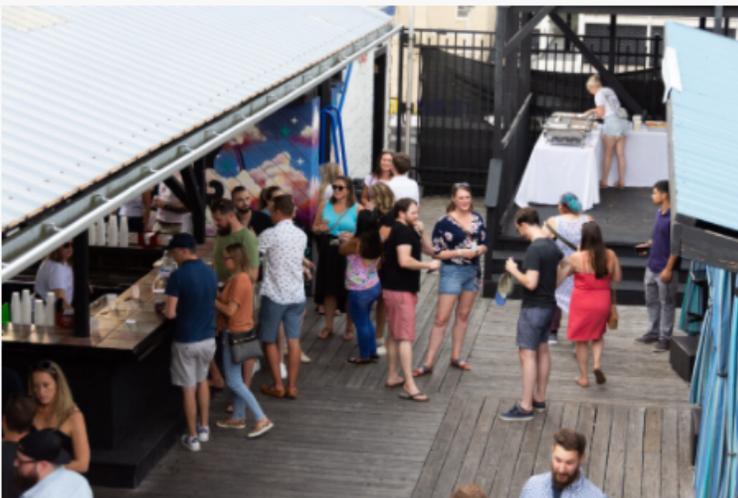
19 Ideas  
Aurubis Buffalo  
Crowley Webb  
FARM

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### Exhibit 1.3: Event Recap Blog Post

#### The Big Tip-Off Returns!

On August 26th, AAF Buffalo hosted its annual scholarship fundraising event, The Big Tip-Off! Local advertising and marketing professionals alike were thrilled about the return of the annual event after putting the 2020 event on hold due to COVID-19 concerns. This year, the event was held at Sky Bar, one of Buffalo's longtime favorite rooftop bars.



Eight of Buffalo's top agencies (and a local copper manufacturer) elected an employee to serve as a "celebrity bartender" during the event, leading to a fun night of friendly competition, gimmicks, and partying under the stars. And for the first time ever, we offered digital tipping via Venmo to reduce cash handling!



## Exhibit 2.1: Buffalo Prep Partnership - Board Slack Channel Promotion for Gift Gathering Party



**Adina Pera** 9:15 PM

Hi @channel,

I wanted to send you a note about the Buffalo Prep gift gathering party that is taking place tomorrow night at Resurgence from 6-8pm. The gift gathering party is an opportunity to support Celebration, an annual fundraising event which honors Buffalo Prep's incredible graduating high school scholars. Guests are asked to donate an item for the event's auction or make a monetary donation.

Your donation of gift cards, cash, and/or checks will also help us to provide each Prep senior with items to jump-start their college career!

- Here is the link to learn more and donate if you are interested: <https://app.mobilecause.com/e/V679VA?vid=qjgi1>
- Here is the Facebook event: <https://fb.me/e/1F07Yy4ai>

No pressure at all! Thanks!

Adina

PDF ▾



app.mobilecause.com  
Celebration of Achievement

B I

Message #general G

## Exhibit 2.2: Buffalo Prep Partnership - 2021 Achievement Program/Scholarship Recipient

### SCHOLARSHIPS

#### The AAF Buffalo Future Marketer Scholarship

The American Advertising Federation Buffalo Board of Directors is proud to present the Future Marketer Scholarship. This scholarship is awarded to a graduating Buffalo Prep student who is planning to study communications, advertising or marketing in college. AAF Buffalo is committed to working with Buffalo Prep to help grow the next generation of talent in the advertising and marketing industry. Congratulations to all the students for their achievements.

#### The Hodgson Russ LLP Diversity Scholarship

For over five years, Hodgson Russ LLP has supported the Buffalo Prep scholars. In connection with Hodgson Russ LLP's commitment to diversity in our community and in the legal profession, the Hodgson Russ Diversity Scholarship is awarded annually to one Buffalo Prep college-bound senior with an interest in a law-related career. Hodgson Russ congratulates all of the scholarship applicants for their excellent records of personal and academic achievement.

#### National Fuel Gas Company Foundation Scholarship

As part of National Fuel Gas Company Foundation's commitment to recruiting high-quality candidates from across Western New York interested in working within the energy sector, and in keeping with the effort to increase the number of diverse candidates considering careers in IT (programming, cyber security, software engineer, etc.), business administration or engineering, National Fuel is pleased to award one \$15,000 scholarship per year for a total of four years to a college-bound senior graduating from Buffalo Prep. National Fuel congratulates all of the scholars for their dedication and excellence.

### SCHOLARSHIPS

#### Unifrax Scholarship

As part of Unifrax's commitment to recruiting high-quality candidates from across Western New York, and in keeping with the effort to increase the number of diverse candidates considering careers in materials science, business, or engineering, Unifrax is supporting a Buffalo Prep student with a \$10,000 scholarship per year for a total of four years. Congratulations to the graduating class of 2021!

#### William Paul Scholarship

A University at Buffalo grad, William Paul was just beginning a promising career in video production when his life was cut tragically short in a fatal car accident. He had worked as an office production assistant for CGI Communications, and as a set production assistant for Guillermo del Toro's *Nightmare Alley* filmed in Buffalo. He then was named Crowley Webb's production assistant and contributed to a number of successful video shoots during his time with them. Beyond this, William was a civil rights activist, a loving son and brother, and a true friend. He was an example of what it means to be a complete person. Crowley Webb will award a scholarship to one college-bound Buffalo Prep senior who intends to study and displays an aptitude in any or all of the following areas: marketing, communications, design, film and video production and editing, media studies, creative writing and public relations.



What college will you be attending in the fall?

Canisius College

What is your intended major in college?

Theater

What is your dream career?

To be an actor and model

What does Leadership mean to you?

Leadership means to me that you should ride your own wave and not follow behind others.

What is the most valuable lesson that you learned from Buffalo Prep?

I learned to never accept mediocrity.



**Jakari**

Buffalo Academy for Visual and Performing Arts  
Class of 2021



**SENIOR SPOTLIGHT**



## Exhibit 3.1: Brand Hack – Call for Non-Profits Social Promotion



aaf\_buffalo



## CALL FOR NON-PROFITTS



Presented by

*luminess*



Liked by [imnancybotwin](#) and 19 others

aaf\_buffalo Are you a local non-profit organization in need of some advertising help? Could your assoication benefit from some creativity to help get your message out?

AAF Buffalo is looking for a Buffalo-Niagara area non-profit in need of a logo, tagline, or other creative materials for our 2021 Brand Hack event. Visit [aafbuffalo.com/brandhack](http://aafbuffalo.com/brandhack) for more info/to apply!

February 22, 2021

## Exhibit 3.2: Brand Hack – Website Application

# BRANDHACK

### Register for BrandHack 2021 here!

In 2016 the local creative and advertising community was introduced to a new event that brought students and professionals together for a 6 hour design challenge. That event was BrandHack and borrowed the idea of creating under pressure in a hackathon-style format borrowed from our friends in the tech industry.

In 2018 we recruited The Foundry, a non-profit with a mission to increase neighborhood prosperity by empowering individuals through education and entrepreneurship. A word from Deb Sarlin of The Foundry: "We were so impressed by the energy and dedication involved in the BrandHack event. The fact that we may use some of the work produced within the Buffalo community is fantastic!"

Click below for past examples:

[Click Here to Read the 2016 Event Recap](#)

[Click Here to Read the 2017 Event Recap](#)

[Click Here to Read the 2018 Event Recap](#)

[Click Here to Read the 2019 Event Recap](#)

[Click Here to Read the 2020 Event Recap](#)

**We're back again this year and AAF Buffalo is looking to pair the April 2021 BrandHack event with another local Buffalo-Niagara non-profit in need of a basic awareness campaign.** The result of BrandHack will be to create a logo, tagline, social, and out-of-home creative element (e.g. billboard, poster, brochure) that the non-profit may choose to take for use to gain exposure for their cause.

## 2021 Non-Profit Application

Your Name (required)

Your Organization (required)

Your Email (required)

Your Phone (required)

How would your organization benefit from a BrandHack campaign? (required)

SEND

### Exhibit 3.3: Brand Hack – Email Promotion

AAF Buffalo: Brand Hack 2021

[View this email in your browser](#)



## Are you up for the challenge?

Brand Hack is back, and it's better than ever! Sign up today to rebrand a local nonprofit in just 3 hours with the guidance of a professional art director. Students will register for the event as individuals and then are assigned to a team of 3-4 people based on their year and major.

On game day, each team is briefed by the client and then let go to research, sketch, render, and develop a pitch. Teams then present their concepts to the client who will choose their favorite idea to move forward with.

#### **By participating in Brand Hack, you will:**

- Have the opportunity to work with professional art directors and give back to a local nonprofit
- Learn about the rebranding process in just 3 hours
- Network with the pros
- Build a solid portfolio case study to share with future recruiters



### Exhibit 3.5: Brand Hack – Recap Blog Post

## RECAP: BRANDHACK 2022

Brand Hack was back in person this fall for a fun-filled morning of branding excitement last week.



The student event was held by AAF Buffalo at Daemen College and was free for AAF student members. This year's featured organization was Candles in the S.U.N., a local nonprofit that uplifts the Buffalo community through extra curricular youth activities, mentorship and donation drives.

The morning kicked off with some branding 101 tips and a creative briefing from AAF: Buffalo's Education Committee Chair, Noah Herman, along with opening remarks from Dakarai Singletary, Head of Candles in the S.U.N.. Armed with ideas and their pencils, students took to their sketchbooks alongside the Pros. Art Directors from Crowley Webb, Gelia and Renoun Creative collaborated with students on logo concepts for the organization. Students benefited from getting an inside look at the brainstorming process from professionals in the advertising field. Distilling the best concepts, incorporating type and color were the finishing touches as the clock ticked ever closer to the finish line.

## Exhibit 4.1: Don Nichols Scholarship Competition – Website Promotion/Entry Form

# DON NICHOLS SCHOLARSHIP COMPETITION

Sponsored by AAF Buffalo, the Don Nichols Scholarship Competition is a student communication contest that honors the memory of Don Nichols.

### About Don Nichols

Don Nichols began teaching at the Albright Art School. He founded its Graphic Design Program in 1950 and brought it to the University at Buffalo where, until his death on July 7, 1987, he served as the program's head and an extraordinarily dedicated teacher. He educated hundreds of graphic designers, a number of whom attained national prominence. Nichols received the Osborn Award for Creative Excellence from the Art Directors/Communicators of Buffalo and the Chancellor's Award for Teaching from UB in 1982.

### Who May Enter?

Western New York undergraduates in design, writing, communications, illustration, photography, or fine arts. Please consult the call for entries form for full competition rules.

[DOWNLOAD THE 2021 ENTRY FORM!](#)



## DON NICHOLS SCHOLARSHIP COMPETITION

Sponsored by the AAF Buffalo, this student communication competition honors the memory of Don Nichols.

## DON NICHOLS SCHOLARSHIP COMPETITION

### ENTRY FORM

**DIRECTIONS**

1. Please attach a copy of the entry form with your submission. Please email a PDF, JPG, MOV, or high-quality file to [katie.hazel@crowleywebb.com](mailto:katie.hazel@crowleywebb.com) with subject line DON NICHOLS: [STUDENT NAME]. Also attach a completed PDF entry form to the same email.
2. Entries must be received by March 26, 2021. Winners will be notified by end of April.

**PLEASE PRINT OR TYPE BELOW**

NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_

EMAIL: \_\_\_\_\_

NAME OF COLLEGE OR UNIVERSITY: \_\_\_\_\_

NAME OF PROFESSOR OR ADVISOR: \_\_\_\_\_

Are you a student member of AAF Buffalo?*	Yes <input type="checkbox"/>	No <input type="checkbox"/>
Would you like more information about the services and networking opportunities AAF Buffalo can offer?	Yes <input type="checkbox"/>	No <input type="checkbox"/>

\* PLEASE NOTE: You do not need to be an AAF Buffalo member to compete in the Don Nichols Scholarship Competition. The scholarship is open to all Western New York undergraduates in design, writing, communications, illustration, photography, or fine arts.

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**THEME**

It might be a year we'd all like to forget, but it's likely not going to happen. And through those trying 12 months, we're sure someone, somewhere had some positive experiences. Unsubtly, we all learned a thing or two about our families, our nation, civil rights, and what it means to be our true selves in the face of a pandemic. So, we want your take on 2020, in whatever medium you choose. *(Please avoid anything offensive or inflammatory.)*

**WHO MAY ENTER**

Western New York undergraduates in design, writing, communications, illustration, photography, or fine arts.

**ENTRY FEES**

None.

**ENTRY FORM**

Please submit a copy of the entry form with your submission.

**PRIZES**

**FIRST PRIZE (one award)**  
Don Nichols Gold Certificate & \$600

**SECOND PRIZE (one award)**  
Don Nichols Silver Certificate & \$400

**THIRD PRIZE (one award)**  
Don Nichols Bronze Certificate & \$250

**HONORABLE MENTION (up to five awards)**  
Certificate

The 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> prize winning entries will be featured on [www.aafbuffalo.com](http://www.aafbuffalo.com)

**ENTRY SUBMISSION**

Submissions are virtual and must be delivered via email by Friday, March 26, 2021. Details on entry form.

**THE JURY**

The jury will be selected from the local creative community.

**FORMAT**

The format is the contestants' choice—an advertisement, booklet, essay, poem, illustration, poster, game, sculpture, photographic print. Photographic prints of 3D entries will be accepted. Photographic reproductions of entries should be shot against a black background. Typeset, calligraphic and hand-lettered reading matter are all acceptable. Writers should limit their entries to no more than 1,200 words. Multi-disciplinary efforts (i.e., writer/designer teams) are encouraged. All entries must be able to withstand handling by exhibit personnel, jurors, and press photographers. Entries that do not conform to eligibility standards will be disqualified.

**CONTESTANT RELEASES**

By submitting work, you are granting permission for AAF Buffalo to use it on its website, for publication and for publicity for the exhibition. The contestant will receive proper credit for any piece that is reproduced.

**QUESTIONS**

Please direct all questions to your professors or advisors or contact Katie Hazel, AAF Buffalo Board Member, phone: 716-856-2932, ext 225 email: [katie.hazel@crowleywebb.com](mailto:katie.hazel@crowleywebb.com)

**DON NICHOLS**

Don Nichols began teaching at the Albright Art School. He founded its Graphic Design Program in 1950 and brought it to UB where, until his death on July 7, 1987, he served as the program's head and an extraordinarily dedicated teacher. He educated hundreds of graphic designers, a number of whom attained national prominence. Nichols received the Osborn Award for Creative Excellence from the Art Directors/Communicators of Buffalo and the Chancellor's Award for Teaching from UB in 1982.

Exhibit 4.2: Don Nichols Scholarship Competition – Social Promotion



The image shows a social media post from the account 'aaf\_buffalo'. The post features a bright blue background with a white lightbulb icon in the center. Below the icon, the text reads 'Don Nichols scholarship competition' in a bold, black font, followed by 'CALL FOR ENTRIES!' in a large, white, bold font. The post includes interaction icons for likes, comments, shares, and a bookmark, along with a progress indicator. Below the icons, it states 'Liked by joshgumulak and 16 others'. The main text of the post reads: 'aaf\_buffalo Hey students! Enter to win \$600 at our annual Don Nichols scholarship competition. All WNY undergraduates are allowed to enter submissions in design, writing, communications, illustration, photography, or fine arts. Entries due 4/13. Find all the details at the link in our bio.' The date 'March 16' is displayed at the bottom.

**aaf\_buffalo**



**Don Nichols**  
scholarship competition

**CALL FOR ENTRIES!**

Liked by joshgumulak and 16 others

aaf\_buffalo Hey students! Enter to win \$600 at our annual Don Nichols scholarship competition. All WNY undergraduates are allowed to enter submissions in design, writing, communications, illustration, photography, or fine arts. Entries due 4/13. Find all the details at the link in our bio.

March 16

## Exhibit 4.3: Don Nichols Scholarship Competition – Recap Blog Post

# RECAP: DON NICHOLS 2021

Each year, AAF Buffalo hosts a scholarship competition honoring the late Buffalo great, Don Nichols. Don Nichols began teaching at the Albright Art School. He founded its Graphic Design Program in 1950 and brought it to UB where, until his death on July 7, 1987, he served as the program's head and an extraordinarily dedicated teacher. He educated hundreds of graphic designers, a number of whom attained national prominence. Nichols received the Osborn Award for Creative Excellence from the Art Directors/ Communicators of Buffalo and the Chancellor's Award for Teaching from UB in 1982.

The scholarship competition was open to all Western New York undergraduates in design, writing, communications, illustration, photography, and fine arts. This year's theme had students reimagine their take on the year 2020. Entries were judged by a panel of professionals from Crowley Webb. And the results are in.

**Please join us in congratulation this year's winners!**



Exhibit 5.1: Portfolio Seminar and Scholarship – Social Promotion



The image shows a social media post from the account 'aaf\_buffalo'. The post features a bright blue background with a white graphic of a head profile containing a lightbulb, a pencil, and a ruler. To the right of the graphic, the text 'Portfolio Seminar' is written in a large, bold, black font. Below this, in a smaller white font, it says '11/20 from 10:00-12:30 @ Buff State'. The post includes interaction icons for a heart, a comment bubble, a share icon, and a bookmark icon. Below these icons, it says 'Liked by joshgumulak and 13 others'. The main text of the post reads: 'aaf\_buffalo Creating a portfolio you can be proud of can sometimes be just as difficult as creating the work that's in it. Hear from a panel of pros on November 20th as they break down the steps to developing a portfolio that makes you stand out as you prepare to enter the creative job market.' Below this, it says: 'Tickets are FREE for student members. Get yours at the link in our bio.' At the bottom left, the date 'November 4, 2021' is visible.

**aaf\_buffalo**



# Portfolio Seminar

11/20 from 10:00-12:30 @ Buff State

Liked by joshgumulak and 13 others

aaf\_buffalo Creating a portfolio you can be proud of can sometimes be just as difficult as creating the work that's in it. Hear from a panel of pros on November 20th as they break down the steps to developing a portfolio that makes you stand out as you prepare to enter the creative job market.

Tickets are FREE for student members. Get yours at the link in our bio.

November 4, 2021

## Exhibit 5.2: Portfolio Seminar and Scholarship – Website Promotion

2021 PORTFOLIO SEMINAR

SUNY BUFFALO STATE COLLEGE,  
UPTON HALL

Tap into the advertising industry's latest design trends and insights at the AAF Buffalo Portfolio Seminar. This event features pro tips and portfolio prep guidance to help you enter the real world with momentum and land your dream job.

time 10:00 am

NOVEMBER 21, 2021



Tap into the advertising industry's latest design trends and insights at the AAF Buffalo Portfolio Seminar. This event features pro tips and portfolio prep guidance to help you enter the real world with momentum and land your dream job.

This is Part One of the AAF Buffalo Portfolio Series and is geared towards college students who are focused on design, illustration, and visual communications. Tickets are FREE for student members, but is open to any other members who may be interested.

**Panel includes:**

Bill Paterson, Gelia  
Casey Pérez, Freelance (Limbic Studio)  
Kelsey Sikora, Villa Maria College

**Event Details:**

SUNY Buffalo State College, Upton Hall (Parking: Lot I-37)  
From 10:00AM – 12:30PM

**[BUY TICKETS HERE »](#)**

### Exhibit 5.3: Portfolio Review/Scholarship – Recap Blog Post



The second virtual Student Portfolio event was a total success! Thanks again to our wonderful professional volunteers and student participants for your patience and for dedicating the time to make this event happen.

Although many of AAF Buffalo's events have taken a virtual spin, that has not stopped us from providing support and resources to our student network in the most important time of their life – exiting college and entering the professional world.

The 2021 Student Portfolio review was conducted through Zoom Breakout Rooms. Registered students had fifteen minutes with each professional where they had the opportunity to share their work, ask questions, and network.

Similar to last year, each Breakout Room nominated a student portfolio of their choice and selected students received a cash prize. Many colleges and universities were represented including Rochester Institute of Technology, Villa Maria College, Daemen College, and Buffalo State College. Congratulations to all the winners:

***Henny Zack, Villa Maria College***

***Laurie McMurray, Buffalo State College***

***Kelsev Sikora, Villa Maria College***

## Exhibit 6.1: Jingle Bowl Food Drive - Social Media Promotion



aaf\_buffalo



 Liked by [imnancybotwin](#) and **39 others**

**aaf\_buffalo** Jingle Bowl, Jingle Bowl, Jingle Bowl rock. One of our all time favorite events is back for 2021. New location, same jolly vibes, all benefitting a great cause, [@feedmorewny](#)! This event will sell out, so don't wait to purchase tickets. Get yours at the link in our bio. 🍷🧊🌟

November 16, 2021

## Exhibit 6.2: Jingle Bowl Email Promotion

# Hey Shannon!

AAF Buffalo just announced a new event and we wanted to make sure you were the first to know!



## Jingle Bowl 2021

**Thursday, December 9, 2021 at 6:30 PM**  
7850 Transit Road - Williamsville, NY 14221

[Get Tickets](#)

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## Exhibit 6.3: Jingle Bowl Event Recap Blog Post

### RECAP: JINGLE BOWL 2021

Twos' the night of the AAA's reveal, while agencies competed for the golden pin, endless cans of food were donated, and one agency took home a win.



The 2021 Jingle Bowl was back in action! Mower, The Martin Group, Crowley Webb, Fifteen, Gelia, Mr. Smith, and more gathered for an incredible night as agencies across Buffalo were able to finally gather for a fun night of bowling at Transit Lanes. To say the least, the teams got competitive with close scores, but one team took the golden pin home – congrats to Gelia!