

Ad 2 Dallas: 2021-2022 National Club Achievement Competition

Category of Entry: Programs

INTRODUCTION

After nearly two years of a virtual-only lifestyle, professional burnout was a major global trend that was negatively impacting the Ad 2 Dallas chapter, its members, and their programs. The feedback that we received after the previous term suggested that a lack of personal connection was affecting our members in ways that we had never experienced before. As one previous Ad 2 Dallas member stated “Ad 2 felt like a second job.” With that insight in mind, we sought to remind those who had worked so hard over the past year that Ad 2 is not an extension of their 9-to-5. Ad 2, and our Dallas chapter in particular, is focused on having fun and fostering long-lasting personal connections with our peers. Our 2021-2022 objective as a Programs Committee was to emphasize the “young” in young professionals! To put our mission into action we chose goals that focused on creating *consistent*, in-person opportunities for those ready for a much needed return to normalcy without alienating those choosing to remain a part of the organization virtually. The goals chosen by the 2021-2022 Programs Committee reflected that mission:

- Assist all committees to create a mixed attendance model for event programming
- Create consistent monthly member-focused programs that members can plan on in advance
- Improve Ad 2 Dallas’ vendor/sponsor contacts and post-event follow up
- Successfully reintroduce in-person 32U32 pillar event
- Strengthen internal Ad 2 Dallas communication and bonds between committees and members by **making Ad 2 fun again!**

Annual Program: Level Up Your Allyship

Event Details: Level Up Your Allyship served as a continuation of the conversations around diversity, equity and inclusion in the workplace that Ad 2 Dallas’ previous term began. The goal was to share knowledge of how Dallas-Fort Worth organizations are pioneering the development of inclusive workplaces for their employees. We invited three DE&I specialists from agencies and higher education to

share their experiences and insights from their organizations, careers and lives. We partnered with Tacos N' Tequila, a restaurant and bar in Uptown Dallas, who offered us their rooftop patio at a discounted price of \$50 for 2.5 hours, compared to their normal cost of \$250. The event began with 30 minutes of networking and dining, which transitioned to the panel and a very engaged Q&A session between attendees and the panelists.

Target Audience:

Our target audience was young professionals under 32 who sought to learn how to become allies to and advocate for their coworkers, friends, and family.

Method of Promotion:

We promoted the event through word of mouth, a series of social posts, and printed signage (Exhibit A). We also tapped our network of current employers to spread the word over internal communication channels (Exhibit B). Our speakers' organizations also promoted the event through their social media channels. Ad 2 social posts focused on each individual speaker and how they brought a unique perspective to the conversation.

Average Attendance: We had 33 attendees in total for this one off event.

Feedback Mechanism: Because our program was focused on creating a safespace for all, we wanted our event to be welcoming to feedback and DE&I related questions and conversations. During speaker bios and intros we invited attendees to write questions and comments using the paper and pens placed at each table. Our primary feedback came post-event when a large group of attendees stayed to enjoy more libations and mingle with our guest speakers.

Results: 33 Dallas advertisers joined us on the rooftop of Tacos and Tequila to hear from our diversity experts. 20 active members and 13 non-members attended. Finding venue partners has always been a pain point for the programs team, so when our contact at Tacos and Tequila also shared with us that they enjoyed hosting us and offered to be a recurring host for future events we considered that a major victory for the organization. (Exhibit C-G)

Special Event: Ad 2 Dallas 32 Under 32

Event Details: Fall 2021 marked our 5th annual 32 Under 32 event. This year, we hosted the event in person again, after canceling our in-person celebrations in 2020 due to covid. Our event was on Thursday, November 4, 2021 at 6:00 pm. This year we selected a new venue, Vouu, that was much easier to work with than our traditional location. We offered multiple sponsorship options including table sales, photobooth and drink packages, and packages including company promotions, advertisements in our program, and tables (Exhibit H-I). We exceeded our nomination goal and heavily reached out to winners and their companies to create excitement for the return of an in-person event and to gain sponsorships. We also invited our 2020 class to attend the ceremony since we did not have an event in 2020.

Target Audience: Our target audience for this event was local agencies and companies that have advertising and marketing employees . We also targeted both Ad 2 Dallas and AAF Dallas membership to nominate. We recommend that next year we put together a more targeted list of agencies and companies that should participate and proactively reach out to let them know nominations are opening up. We also targeted last year's honorees and their nominators and companies to nominate again this year and to also come celebrate this year.

Method of Promotion: We started our promotions with a call for nominations (Exhibit J). Anyone was allowed to nominate, but the nominees must be under 32 years of age on or before December 31, 2021 and work in the advertising/marketing industries in the Dallas-Fort Worth area. We promoted nominations 4 times. We also ran a paid social campaign to increase our nominations. Our paid social campaign resulted in over 37k impressions and helped to drastically increase our nominations. (Exhibit K) This year we received 124 nominations which surpassed our goal of 100 nominations. We utilized Ad 2 Dallas and AAF Dallas membership to send two emails calling for nominations as well. Once all of the nominations were in, we eliminated identifying information and shared the nominations with our selection committee (Exhibit L). This committee was made up of past and current AAF leadership (Exhibit M). The selection criteria were made up of work achievements, DFW advertising community participation, and bonus points for Ad 2 or AAF involvement (Exhibit N). After this year's class was selected, we started our promotion

of the event and called for sponsorships. Our main method of promoting and securing sponsorships was reaching out to honorees' employers and nominators to see if they were interested in purchasing a sponsorship.

Attendance: Attendance was great at this year's in-person event (Exhibit O). We had 184 people in attendance which was a huge win considering we were not sure how many people would attend due to covid. Unfortunately, this is a 25% decrease from our last in person 32 Under 32 ceremony. We are still considering it successful since we almost reached our event capacity of 200 attendees.

Feedback Mechanism: The event team received a lot of feedback verbally at the event, both positive and negative. After the event, our team met to collect and discuss feedback to utilize for next year's ceremony. To help with next year's ceremony we are creating an event shell timeline that can be used year over year to ensure a successful event (Exhibit P). A post-event survey should also be sent next year to gather feedback from attendees after the event. We also received direct feedback that nominators wanted to know the status of their nominations. Next year, we plan on sending a confirmation email once each nomination is received and letting nominators know once selections are made.

Results: Overall, the event was a success and many people mentioned that they had a great time at the event. They were also excited to be able to attend an in-person event again. We had 124 nominations, which surpassed our goal of 100 nominations. We had 184 people in attendance which was almost at our venue capacity of 200 for this event. Through sponsorships we had \$28,800 in revenue and we spent \$17,658.22 which resulted in a profit of \$11,070.18 (Exhibit Q). This profit was a huge success and we cannot wait to expand the event to increase our profits next year.

NEW Event: Ad 2 Dallas Board Member Trivia

Event Details: Inline with our goals, we hosted monthly virtual board member trivia following our virtual board meetings so that members could look forward to a consistent and less formal way to meet their peers. We utilized Kahoot for premade trivia quizzes ranging from Marvel movie knowledge to 90s television (Exhibit R) that anyone could enjoy. Members from across different committees joined to put

their pop culture knowledge to the test against members they would otherwise not have met outside of one of our formal programs. We intentionally chose to host virtually in order to engage those who didn't feel comfortable meeting in-person at the beginning of the term and to encourage members who joined the board meeting to stay an extra half hour.

Target Audience: Existing board members.

Method of Promotion: Word of mouth as well as consistently emailing members ahead of each monthly meeting to join us immediately following the board meeting.

Attendance: Attendance varied each week.

Feedback Mechanism: Members actively chose which quizzes they wanted to try and how we could improve the experience during the event.

Results: We hosted three trivia nights to-date with an average of 5 attendees each time. The majority of those who attended became consistent participants each week.

NEW Event: 2021 Summer Mixer

Event Details: The 2021 Summer Mixer marked the return of Ad 2 Dallas in-person events after a year of virtual happy hours and meetings. The primary goal of the Summer Mixer was to recruit new members for our chapter while simultaneously re-engaging current members. We partnered with Taco Lingo, a popular restaurant and bar in Uptown Dallas who was more than happy to provide us their loft space above the main dining area to host our event. InMarket heard that we were jumpstarting the year with our Mixer and asked to be the sole sponsor for the event by providing free drinks for the next two hours. Two representatives attended the event and offered to provide food after they saw the number of attendees.

Target Audience: After an entire year of programs, the majority of the 2021-2022 returning board members had never met each other after a year of working together. While recruitment was the primary objective of the event, from a programming perspective we wanted to start the year off with an opportunity to meet committee members face-to-face for the first time.

Method of Promotion: To generate interest ahead of the event we created uniquely branded promo materials that we shared over our social media handles (Facebook, Instagram, and LinkedIn) as well as through outbound emails (Exhibit T-V). The Dallas AAF chapter also promoted the event through their email list as well as their monthly newsletter.

Attendance: A combination of 48 members and non-members joined us at Taco Lingo. (Exhibit S & W)

Feedback Mechanism: Since this was a recruitment-focused event feedback was received during the event by word of mouth.

Results: We gained two new board members that joined the organization after attending the event.

NEW Program: No Filter - Bystander Apathy

Event Details: No Filter continued the conversations this year's Ad 2 Dallas' programs team facilitated around diversity, equity and inclusion in the workplaces. We invited Veronica Reed, well known in the DFW metro for starting the Association of Talent Development Dallas Chapter which provides resources for professionals new to the field of Talent Development, to present why the bystander effect may exist in the workplace and examples of how it may occur. To enlighten Ad 2 members and guests she created an interactive activity for participants to get involved and actually understand the relativity of this common practice in the workplace through a DE&I perspective. In addition to our highlighted speaker we invited two other DE&I professionals within advertising agencies in the DFW metro to add additional context to the conversation.

We began the event with a 30-minute meet and greet with the speakers and peers and ended with a 50-minute conversation around the bystander effect and how silence can be just as damaging as intentional discrimination in the workplace. Sample questions from our event included:

- Can you tell us about a time you ever witnessed an incident in the office towards a colleague but everyone stayed silent?
- Can you tell us about a time you ever witnessed someone with authority singled out your colleague?

Target Audience: We hoped to equip advertising/marketing leaders as well as other stakeholders with the tools to make sure every individual feels confident about speaking up in their work environments.

Method of Promotion: A strong social media push from Ad 2 Dallas' accounts helped us build anticipation for the event and increase our attendance (Exhibit X-Y).

Feedback Mechanism: Since all of our attendees opted to receive text messages we were able to send follow up surveys via text to all of those who attended. Every opportunity to have people opt-in because they like what we were bringing to the conversation helps us improve our programming.

Results: This event was second only to 32U32 in terms of attendance. We drove 40 attendees and 27 of them opted in to receive text updates from our organization. We received positive feedback from our attendees as well as our guest presenters to continue creating events like this one in the future.

CONCLUSION

Looking back at this year we feel like we had an effective transition in terms of Ad 2 Dallas Programs from a virtual-only event landscape to a mixed model. Events that we helped plan such as the Summer Mixer and the Level Up Your Allyship helped reach a mixed group of Ad 2 members and prospective members in person. With so many people wanting to socialize we invested a lot of our time and effort into social-first events for our current board. For example our board member trivia games were a rewarding opportunity for members to join if they wanted to mingle. Overall we were glad that there was a period of time this year when we could create a space for committees to bond and enjoy each other's company. The collaboration across committees was gradually built throughout the year since we had so many new faces. The feather in our cap for the year was not focused on any one event, but by the sheer number of net new events our team was able to ideate and execute throughout the year. We successfully integrated in-person programming into our lineup and added three new events in addition to our most successful events from last year. The restrictions due the pandemic gave us a lot of room to grow when it came to pivoting on program planning. We've also learned about the patience it takes to plan programs that respect boundaries but also take into consideration the speed of re-entering into the networking space during the pandemic.

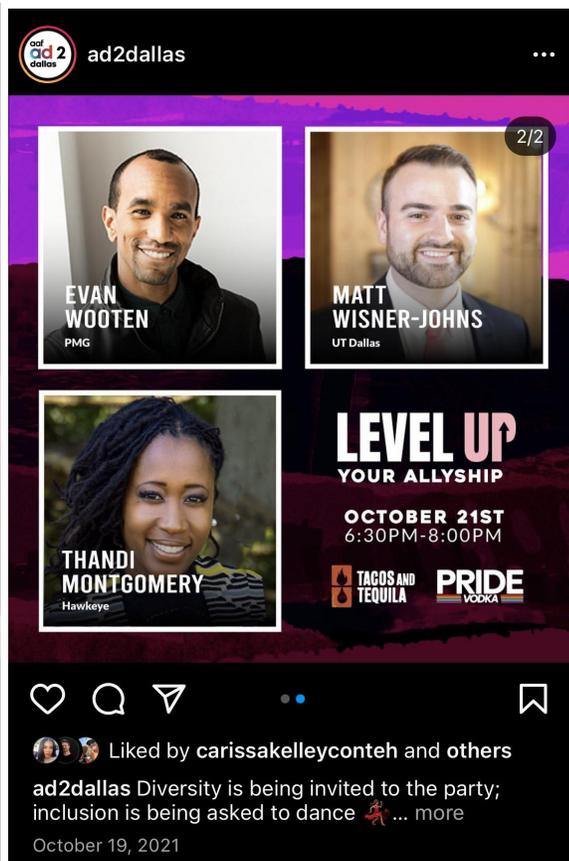
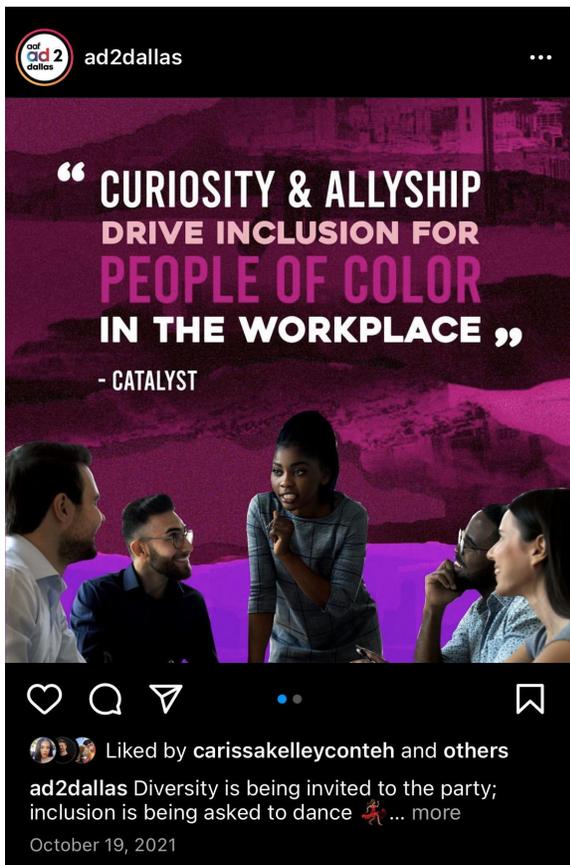
We felt the difference when we were able to have our 32 under 32 event in person this year. The event was our most successful to-date and we were grateful we could have the opportunity to celebrate the winners in person. The challenge of navigating the growth of the Programs in the pandemic has made us stronger Program planners. We will advise the next term to be mindful but also innovative when it comes to capturing the interest of prospective members while nurturing the community of Ad 2 Dallas.

EXHIBITS

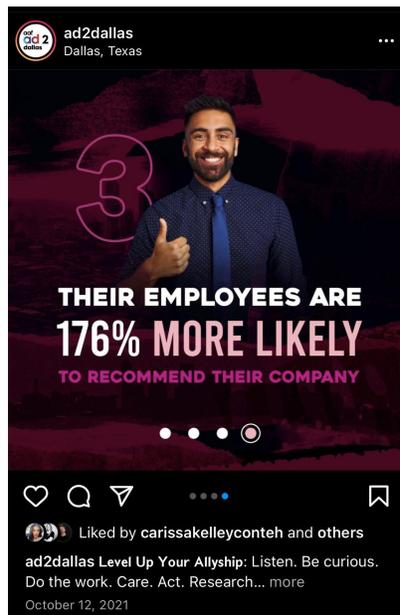
Level Up Your Allyship

[Exhibit A] Social Posts

IG Post #1



IG Post #2



IG Post #3



ad2dallas



AD2 DALLAS



LEVEL UP YOUR ALLYSHIP

Learn from three **Diversity, Equity, and Inclusion** experts about how you can live and serve as a **better ally** in your workplace and beyond.



EVAN
WOOTEN
PMG



MATT
WINSER-JOHNS
UT Dallas



THANDI
MONTGOMERY
Hawkeye



JOIN US OCTOBER 21ST | 6:30PM-8:00PM



Liked by **sydnierose** and **others**

ad2dallas With an ally, one plus one equals more than two. We see an opportunity to create change that couldn't happen alone... more

View 1 comment

October 9, 2021

ad2dallas

TACOS AND TEQUILA

AD2DALLAS

PRIDE VODKA

LEVEL UP YOUR ALLYSHIP

EVAN WOOTEN
PMG

MATT WINSER-JOHN
UT Dallas

THANDI MONTGOMERY
Hawkeye

21ST OCTOBER **6:30-8:00PM**

Learn from three **Diversity, Equity, and Inclusion** experts about how you can live and serve as a **better ally** in your workplace and beyond.

Liked by **theshelbysmith** and others

ad2dallas Tonight: **Level Up Your Allyship**

WHEN: 6:30 - 8 PM... more

October 21, 2021

Ad 2 Dallas
Oct 21, 2021 · 🌐

Tonight: Level Up Your Allyship 📍

WHEN:... See More

TACOS AND TEQUILA **AD 2 DALLAS** **PRIDE VODKA**

LEVEL UP YOUR ALLYSHIP

EVAN WOOTEN PMG
MATT WANSER-JOHNS UT Dallas
THANDI MONTGOMERY Hawkeye

21ST OCTOBER 6:30-8:00PM

Learn from three Diversity, Equity, and Inclusion experts about how you can live and serve as a better ally in your workplace and beyond.

Sign Up

bit.ly

Ad 2 Dallas

Oct 19, 2021 · 🌐

Diversity is being invited to the party; inclusion is being asked to dance 📍

So what are you waiting for? Get the party started at the **Level Up Your Allyship** event!

WHEN: Thurs. Oct 21st, 6:30 - 8 PM

WHERE: TNT Tacos and Tequila 📍 Dallas, TX

REGISTER: <http://ow.ly/6LCH50Gua25>

“CURIOSITY & ALLYSHIP DRIVE INCLUSION FOR PEOPLE OF COLOR IN THE WORKPLACE”
- CATALYST

EVAN WOOTEN PMG
MATT WANSER-JOHNS UT Dallas
THANDI MONTGOMERY Hawkeye

LEVEL UP YOUR ALLYSHIP
OCTOBER 21ST 6:30PM-8:00PM
TACOS AND TEQUILA PRIDE

Sign Up

bit.ly

Ad 2 Dallas Oct 12, 2021 · 🌐

Being an ally is a journey ➡️ kickstart yours at the **Level Up Your Allyship** event! Hear diverse industry voices at one of the Big D's best ro... See More



Sign Up bit.ly

Ad 2 Dallas Oct 9, 2021 · 🌐

With an ally, one plus one equals more than two. We see an opportunity to create change that couldn't h... See More



THU, OCT 21, 2021 **Level Up Your Allyship** INTERESTED Justin and 3 friends

Kevin Cooper and 1 other Like Comment Share

Sign Up bit.ly

[Exhibit B] Sharing Level Up Your Allyship

Comet Marketing

Amazing thank you so much!! Do you guys have a graphic promoting this event that we could post on our story?

Absolutely. Let me send it to you!

Temerlin Advertising Institute

<https://aafdallas.org/online-events/#id=114&cid=1733&wid=801&type=Cal>

It's free for AAF/Ad 2 members and 10\$ for non-members. We would love to see some Mustang representation!!!

Online Events - AAF Dallas

October 16, 2021 9:36 am

Hello! I'm great 😊 Thank you so much for reaching out and sharing this. We would love to share this with our faculty and students. -Sarah Eckelkamp

Message...

AAF @ UT Arlington

Hi, Justin! My name is June. I am the PR/Social chair for AAF UTA.

We will most definitely share this with our members! Thank you for the information!

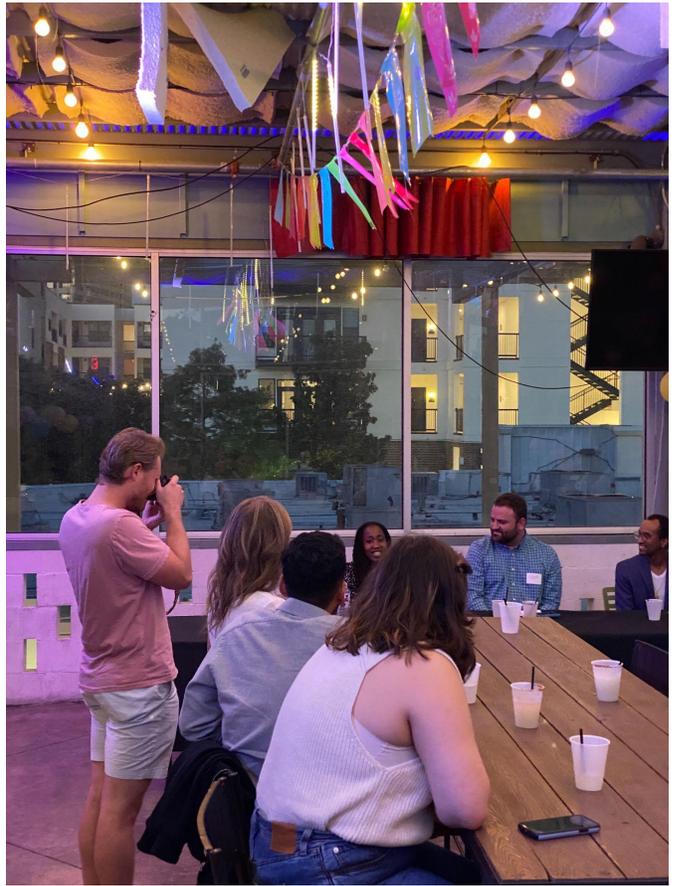
[Exhibit C] Day of Event:













[Exhibit D] Creative Brief:

CONTACT DETAILS	
BOARD MEMBER	Justin Rubenstein, Sydnie Schroeder, Kevin Cooper
EMAIL ADDRESS	justindrubenstein@gmail.com sydnie summers7@gmail.com kevinwcooper25@gmail.com
TEAM	Education + Diversity

EVENT DETAILS	
EVENT NAME	Level Up Your Allyship
DATE OF EVENT	October 21, 2021 (Thursday)
TIME	6:30pm – 8:00pm
LOCATION NAME & ADDRESS	TNT Tacos N Tequila (rooftop patio) The Quadrangle 2800, Routh St #155, Dallas, TX 75201
PRICE FOR ADMISSION	Free for Ad 2 Members \$10 for non-members
SPEAKERS/PANELISTS	<i>Evan Wooten</i> , Technical Solutions Manager at PMG Advertising Agency <i>Thandi Montgomery</i> , Strategy Director at Hawkeye <i>Matt Winsor-Johns</i> , Asst. Director of LGBT+ Programs at University of Texas at Dallas
SPONSORSHIP OF EVENT	Pride Vodka
PARTNER LINKS NEEDED	TNT Tacos N Tequila — https://tacosandtequilaatnt.com/ Pride Vodka — https://www.pride.vodka/

DESCRIPTION OF EVENT

Please use this area to describe the event in as much detail as you can provide. Our copywriters will benefit from a thorough understanding of its main objectives, who will be attendance, and the general proceedings.

Research suggests that employees of organizations that foster strong allyship and inclusion are more likely to improve performance and recommend their organizations as great places to work (Source: Bentley University's Gloria Larson Center for Women and Business).

But what is allyship? How can organizations achieve similar results?

Level Up Your Allyship continues the conversations around diversity, equity and inclusion in the workplaces. We've invited three DE&I specialists to share their experiences and insights from their organizations, careers and lives to explore how each of us can live and serve as better allies to our colleagues, friends and families.

What's Included with Your Ticket:

- Admission to a one-hour panel discussion with Q&A around allyship in the workplace
- 30 minutes of networking with peers and professionals from DFW agencies, universities, and organizations
- One drink (limited to the first 50 attendees)

Why You Should Attend:

- Learn how some of DFW's advertising/marketing organizations are pioneering the development of inclusive workplaces for their employees
- Learn how to become and educate others on how to become a better ally for marginalized coworkers, friends, and family
- Meet industry leaders in the DEI space and network with future mentors or colleagues

Content Objectives:

- *How have companies and people continued the conversations sparked in 2020 from the murder of George Floyd, Black Lives Matter and the 2020 election?*
- *How are companies creating sustainable processes and procedures in their acquisition and retention of diverse talent?*
- *How do they foster inclusivity and allyship within and beyond their walls?*
- *What does allyship in the workplace look like in the hybrid work environment?*
- *When allyship is at its best, what does that look like?*

CREATIVE CONSIDERATIONS OR NOTES

Please use this area to denote any details not covered above, i.e. sponsor logo's, speaker headshots, colors, imagery, or specific language/tones.

We're hoping to have the same look and feel across the entire event. We're aligned with whatever color scheme your team sees fit but we will need to include the Ad 2 Logo, TNT Tacos N Tequila logo and Pride Vodka logo, of which the Education Committee will send the latter two.

Post Ideas:

- General Series Promotion
 - Social Post with the date, name, and short description of the event
 - Panelist headshots
 - Link in bio
- 4-square post
 - Squares 1-3: Panelist headshots + short bios
 - Square 4: Events details + sponsor logos
- 2021 DEI Facts - opportunity to cross-promote on Diversity's Content Calendar
 - Employees of organizations that foster strong allyship and inclusion cultures are 50% less likely to leave, 56% more likely to improve their performance, 75% less likely to take a sick day, and up to 167% more likely to recommend their organizations as great places to work (Bentley University's Gloria Larson Center for Women and Business)
 - "Curiosity and allyship drive inclusion for people of color in the workplace," says [Catalyst](#) study.
 - Majority of BIPOC employees report feeling on guard at work as they are wary of being biased for their race or ethnicity. (Catalyst)

DELIVERABLES

- Social Posts: Promote the series, each event, and post promotion for the event
 - Facebook, Instagram, Twitter (if we think this is effective), LinkedIn
- Email Blast: Promote the event
- Facebook Event
- Newsletter plug

[Exhibit E] Panelist Email:

MESSAGE OUTLINE

- Mandatories
 - Who you are and your position on Ad 2
 - Description of Ad 2
 - Event logistics (Date, time, TBD location, hybrid event, may be fully virtual COVID pending)
 - Description of event
- Optional
 - Context/background of event
 - Connection to person (if there is a connection)
 - Explanation of why you think said person would be a good panelist

PANELIST EMAIL EXAMPLE

Good afternoon Gail,

My name is Justin Rubenstein and I am the Co-Chair of the Education Committee with Ad 2 Dallas, an advertising and marketing professionals group affiliated with the Dallas chapter of the American Advertising Federation (AAF). I am reaching out to inquire about your interest in joining us as a panelist for our Education/Diversity event **Level Up Your Allyship** on Thursday, October 21 around 6/6:30 p.m. CST in Dallas (location TBD). Presently, we are planning for the event to be in-person with virtual capabilities. Should the risk of infection in the metroplex rise, we will decide whether to go fully virtual.

We intend to build from that the past year-and-a-half's conversation on DEI to show how panelists' companies or organizations are working to create measurable and impactful programming and opportunities to educate, collaborate and advocate for their stakeholders and all people across the diversity spectrum (race, gender, sexuality, age, ability, religion, etc.).

We firmly believe that our industry professionals and DFW-area students would relish the opportunity to listen, learn, and engage with one of the leaders of the Dallas Mavericks' organization and its DEI journey over the past couple of years, speaking to the CRAFT pillars/values, ERG programs and collaboration, and the organization's work to address racial injustices and inequalities in Dallas and the NBA.

I look forward to hearing from you.

[Exhibit F] Sponsorship:

Level Up Allyship Sponsorship



Grant Weber <grantscreative@gmail.com>
to trinitycider

Sat, Aug 14, 2021, 9:14 AM

Hi!

Thanks for getting back to me so quickly on Instagram. As we discussed over IG I am with [Ad 2 Dallas a nonprofit YP organization](#). We are looking for a drink sponsor for our upcoming event "Level Up Allyship" which will be a panel discussion lead by three DEI professionals from PMG, University of Texas Dallas, and Publicis Group. Our goal is to give back to the Dallas community through education, specifically around how one can be an ally to their marginalized coworkers.

Event Details:

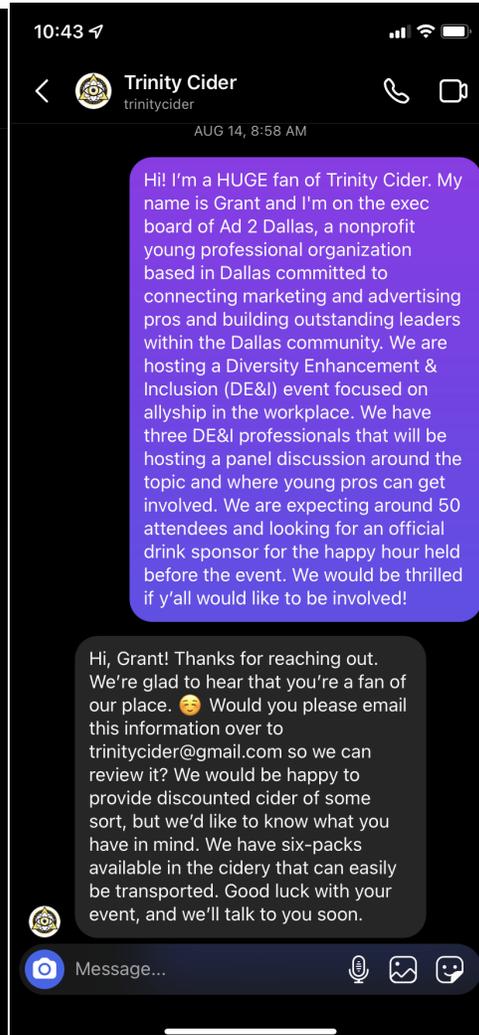
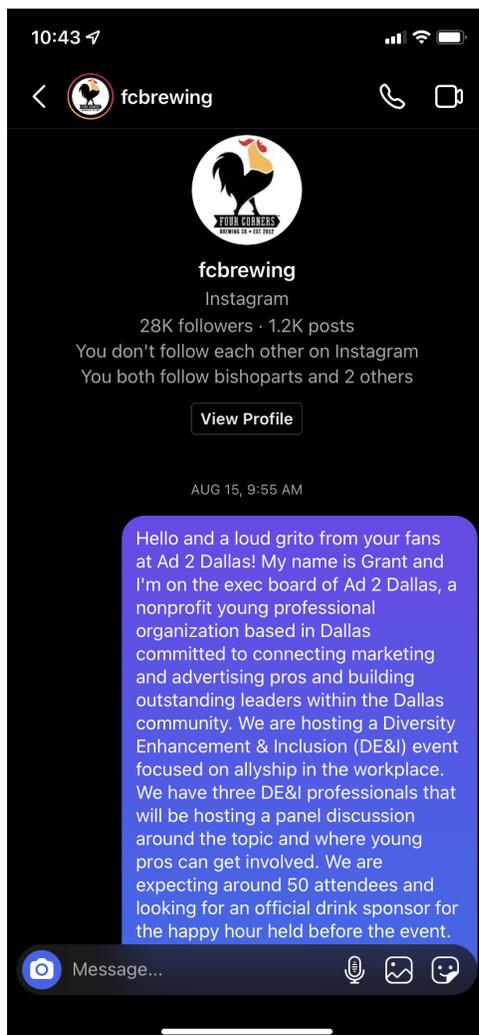
- October 21st @ 6:30 PM
- Time: 2 hour event | 1st hour will be a networking happy hour
- Location: tbd
- Attendance: 50-60

We will be promoting the event on our social handles, creating marketing collateral that will be shared at Universities and Dallas marketing/advertising companies and adding our sponsor details to that material.

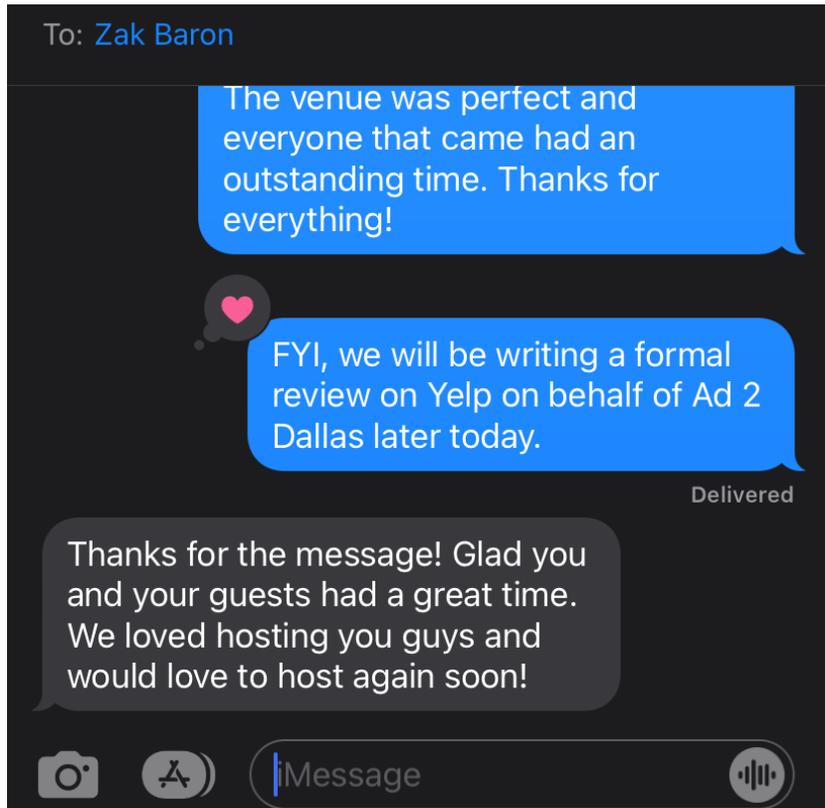
Happy to provide more details, but we'd love to have Trinity Cider as an official drink sponsor for the event!

Reply

Forward

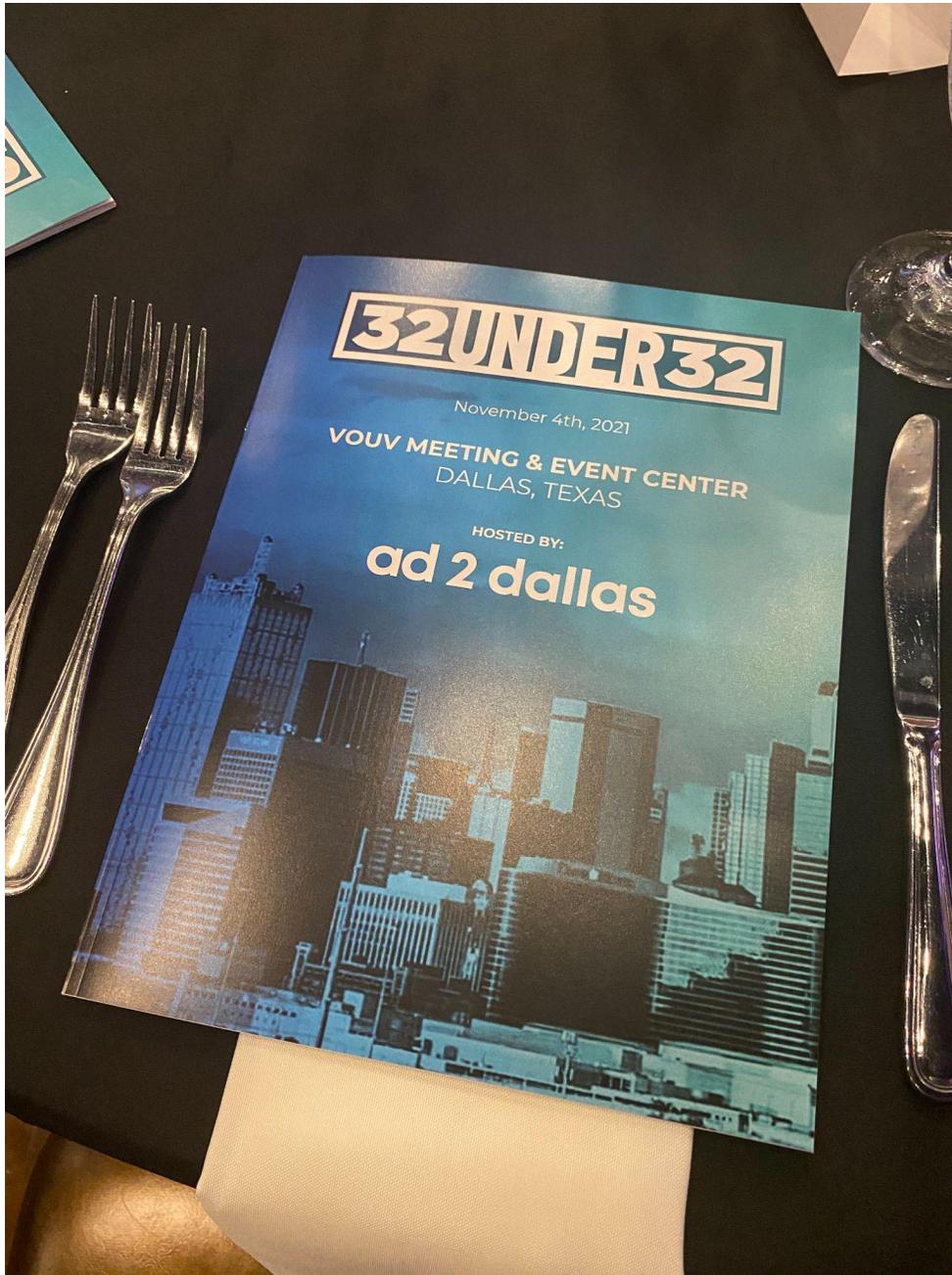


[Exhibit G] TNT Owner Thank You:



32 Under 32

[Exhibit H] 32 Under 32 Program



[Exhibit I] 32U32 Underwriter



Thank you for your interest in contributing to Ad 2 Dallas's mission to elevate the outstanding talent of young professionals in the Dallas advertising industry. We are looking for generous underwriters like yourself to help us produce Ad 2's 32 Under 32 so it is accessible to all young professionals in our market.

About 32 Under 32: Ad 2 Dallas is proud to present our 32 Under 32 Awards program. Ad 2 Dallas aims to shine a spotlight on the rising stars who are continuously making a difference in our advertising community here in Dallas. With this goal in mind, we're kicking off Dallas' 5th annual "32 Under 32". Similar to Forbes' 30 Under 30 list, the "32 Under 32" event recognizes 32 local professionals under the age of 32 for their extraordinary accomplishments. This is a night for celebration as we raise our glasses to these passionate, forward-thinking, and motivated professionals, and applaud them for the work they've accomplished so early on in their careers.

*About Ad 2 Dallas: Ad 2 is not just another networking group, it's the key to launching a successful career in all advertising industry segments—agencies, media companies, clients and suppliers. Ad 2 is a collaborative community of passionate, forward-thinking and motivated professionals that are making a difference in their local communities and their industry. Together with the American Advertising Federation, Ad 2 fosters the professional development for advertising professionals 32 and under through public service and education in order to promote and protect the well-being of advertising. Ad 2 Dallas was established in 2014 and is currently the largest Ad 2 chapter in the nation. Ad 2 Dallas is an affiliate of AAF Dallas, the oldest civic organization in the Big D and has been the trusted business partner by connecting our corporate members and underwriters since **1908**.*

For more details, please contact Caitlin Watson, Executive Director of AAF Dallas at office@aafdallas.org

EVENT DETAILS: 5th Annual Ad 2 Dallas 32 Under 32 Gala Honoring the Class of 2021

Thursday, November 4, 2021
6:30pm-10:30pm
Vouv Meeting & Events Space
4445 Sigma Rd.
Dallas, TX 75244



SPONSOR PACKAGE OPTIONS

Title Underwriter | 1 Available | \$5,000

- All marketing materials co-branded with your logo
- 5-minute presentation during event
- Reserved Table for Eight (8) guests
- Full Page (8.5x11") Congratulatory Ad in the Program (Show them how proud you are!)
- Logo on event program, website, and at event
- Thank you during the opening ceremonies
- Social media promotion
- Inclusion in a blog post on the Ad 2 Blog

Photobooth Underwriter | 0 Available | \$3,000

- Your Logo Incorporated into Digital and/or Physical Photobooth Photos
- Photobooth Photos with logo on AAF social media and website
- Reserved Table for Eight (8) guests
- Full Page (8.5x11") Congratulatory Ad in the Program (Show them how proud you are!)
- Logo on event program, website, and at event
- Thank you during the event
- Thank you post on social channels
- Inclusion in a blog post on the Ad 2 Blog

Drink Underwriter | 0 Available | \$2,500

- Drink Special named after your company
- Signage at the bar with company name, logo, and signature drink
- Cocktail napkins at the bar with logo
- Reserved Table for Eight (8) guests
- Full Page (8.5x11") Congratulatory Ad in the Program (Show them how proud you are!)
- Logo on event program, website, and at event
- Thank you during the event
- Thank you on social channels



Gold Underwriter | \$1,700

- Reserved Table for Eight (8) guests
- Full Page (8.5x11") Congratulatory Ad in the Program (Show them how proud you are!)
- Logo on event program, website, and at event
- Thank you on social channels
- Thank you during the event

Silver Underwriter | \$1,300

- Reserved Table for Eight (8) guests
- Half Page (8.5x5.5") Congratulatory Ad in the Program (Show them how proud you are!)
- Logo on event program, website, and at event
- Thank you during the opening ceremonies

Bronze Underwriter | \$1,000

- Reserved Table for Eight (8) guests
- Logo on event program, website, and at event
- Thank you during the event

A La Carte

Reserved Table for Eight (8) | \$800 for members/\$900 for non-members

DEADLINES FOR SPONSORSHIPS

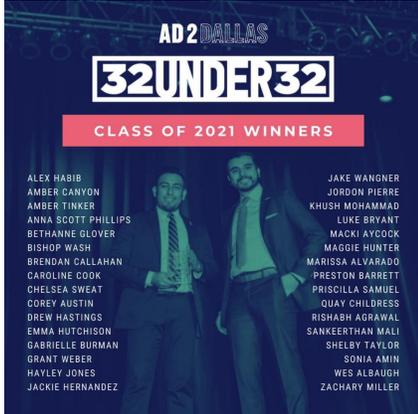
- JPG and EPS Logo due ASAP
- Finalized Ad due by October 22nd EOD
- Guestlist due by October 29

Customized sponsorship opportunities are available. Please reach out to Caitlin Watson at office@aafdallas.org

[Exhibit J] Social Posts (Facebook)

Ad 2 Dallas
Oct 8, 2021 · 🌐

If you need any of these people, they'll be over here winning 😁
... See More



AD2 DALLAS
32 UNDER 32
CLASS OF 2021 WINNERS

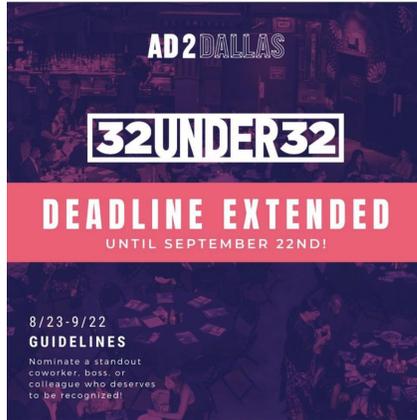
ALEX HABIB	JAKE WANGNER
AMBER CANYON	JORDAN PIERRE
AMBER TINKER	KHUSH MOHAMMAD
ANNA SCOTT PHILLIPS	LUKE BRYANT
BETHAINE GLOVER	MACKI AYCOCK
BISHOP WASH	MAGGIE HUNTER
BRENDAN CALLAHAN	MARISSA ALVARADO
CAROLINE OOK	PRESTON BARRETT
CHELSEA SWEAT	PRISCILLA SAMUEL
COREY AUSTIN	QUAY CHILDRESS
DREW HASTINGS	RISHABH AGRAWAL
EMMA HUTCHISON	SANKEERTHAN MALI
GABRIELLE BURMAN	SHELBY TAYLOR
GRANT WEBER	SONIA AMIN
HAYLEY JONES	WES ALBAUGH
JACKIE HERNANDEZ	ZACHARY MILLER

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Ad 2 Dallas
Sep 18, 2021 · 🌐

Did you let the 32 Under 32 nominations pass you by? It's okay, we won't let your bosses know you missed this dea... See More



AD2 DALLAS
32 UNDER 32
DEADLINE EXTENDED
UNTIL SEPTEMBER 22ND!

8/23-9/22
GUIDELINES
Nominate a standout coworker, boss, or colleague who deserves to be recognized!

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Ad 2 Dallas
Sep 1, 2021 · 🌐

Life isn't a competition, but it's better when you're winning 😁 Nominate a standout coworker, boss, or colleague under the age of 32 in the... See More



AD2 DALLAS
32 UNDER 32
NOMINATIONS

DON'T FORGET TO SUBMIT YOUR

8/23-9/15
GUIDELINES
Nominate a standout coworker, boss, or colleague who deserves to be recognized!

[Sign Up](#) bit.ly

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Ad 2 Dallas
Aug 23, 2021 · 🌐

Hey, DFW! Now is the time to let our best advertisers ✨ shine ✨ Nominate a standout coworker, boss, or colleague under the... See More



AD2 DALLAS
32 UNDER 32
NOMINATIONS ARE OPEN!

8/23-9/15
GUIDELINES
Nominate a standout coworker, boss, or colleague who deserves to be recognized!

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Ad 2 Dallas
Aug 16, 2021 · 🌐

The annual 32 Under 32 awards are back and better this year! Do you know an advertiser, marketer, or communications professio... See More



AD2 DALLAS
32 UNDER 32
NOMINATIONS OPEN 8/23

JOIN OUR ANNUAL CELEBRATION OF RISING AD TALENT IN DALLAS.

FALL 2021 · LOCATION TBD

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[Exhibit K] 32U32 Paid social metrics

Campaign name	Link clicks	Reach	Frequency	Impressions	CPC (cost per link click)	Amount spent
32 Under 32 Nominations	207	15,858	2.39	37,968	\$1.45	\$300.00
Total results 1 / 1 row displayed	207 Total	15,858 People	2.39 Per Person	37,968 Total	\$1.45 Per Action	\$300.00 Total Spent

[Exhibit L] 32U32 scrubbed nominations for voting

JUDGES RANKING	Nominee Number:	Nominee Title:	Nominee Employer:	How long have you know the nominee:	How do you know the nominee:	What makes this person an exceptional young professional
X	55	Senior Manager - Search and Social	Camelot Strategic-Marketing	1-3 Years	Peer (We've worked together before)	She is solid in every facet of her game. She brings strategic thinking an everyday. Her recommendations stem from her experience, her vast ma approach. She consults with clients to understand clearly what their goa that will deliver powerful results. She works across our biggest clients at thinking is original and her approach is fresh. She pairs this amazing str knowledge of social and search platforms. By marrying these two togeth strategic recommendations because she knows how to get maximum ve
X	6	Self-Employed Freelance Marketing Guru	Green Apple Lane Design & others	1-3 Years	Employee (I manage them)	She is incredible - she is super passionate about marketing and underst She's not just about the creative side or the analytical side... she really every part of a brand and their presence. Additionally, outside of her pai allocating time to increase her knowledge and skill set, as well as stay's
X	47	Brand Management Team Lead	LERMA	3-5 Years	Peer (We've worked together before)	Her organizational abilities are of the highest order. I can't speak highly, coordinates calendars, keeps creatives on track, aligns media deliverab client-facing presentations. When you think of keystones on the team, w them, she is consistently top of the list on all pieces of business she bu
X	2	Digital Media Coordinator	The Deasley Group	3-5 Years	Friend	Every morning at 9:30 am, she greets her agency with a passion to—hc fun and get sh't done." From project to project, she brings contribution a interaction, never leaving a call unless her client is aligned and informed a team makes her a pleasant colleague to share an assignment with.
X	21	Client Strategy Lead	PMG	1-3 Years	Mentor (They mentor me)	He has taught me what it means to never give up, even if things don't oc almost a year and a half ago when I looked up Nebraska grads in adve name appeared. He immediately scheduled a phone call with me to pre letter. He leads by example and has shown me what it means to be a gg computer at a coffee shop working off the clock to study up on his client checks for his teams and finding creative ways to incorporate strategy th hard. During the time period I took to land my first job, he guided me th encouraged me to produce creative projects. While he has referred me connected me with his connections to provide many opportunities for m his mentorship.

[Exhibit M] 2021 32 Under 32 Judges:

2021 32 Under 32 Judges:

- Jimmy Asa - AAF Dallas President
- Hilary Watson - AAF Dallas 1st VP, former Ad 2 Dallas President
- Crystal Gonzales - 2nd Lieutenant Governor AAF District 10, Former AAF Dallas President
- Suzanne LaForgia - Past Governor AAF District 10, Former AAF Dallas President
- Angelica Ocampo - AAF Dallas Education Chair
- Deja Sanders - AAF Dallas VP
- Rosie Rosales - Intermediate Past President AAF Dallas
- Kendall Mason - Intermediate Past President Ad 2 Dallas

[Exhibit N] 2021 32 Under 32 Selection Criteria:

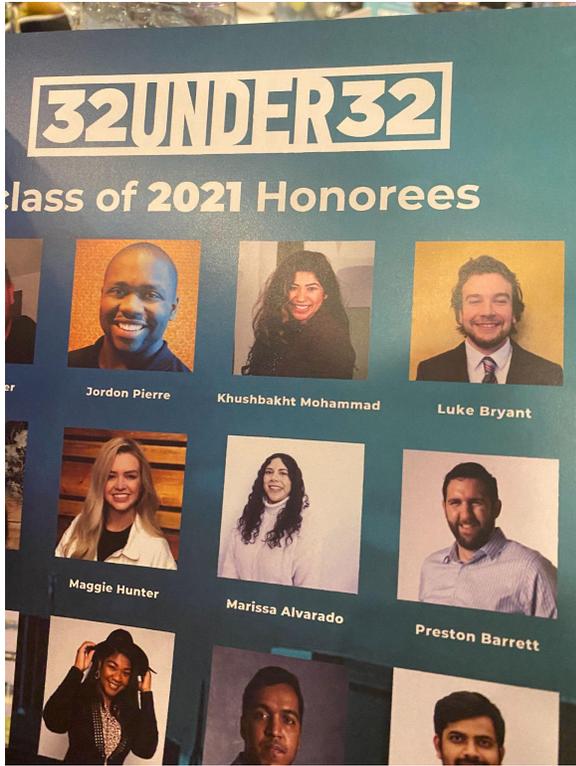
Selection Criteria:

1. Names and will be redacted from the nomination forms to help with a fair selection process. Please excuse any bad grammar.
2. Please select based on merit. It's nice to know someone is nice, but we'd like to know that they are TRULY deserving of the award.
3. It is a bonus if someone has volunteered with AAF or Ad 2, but that shouldn't be the only qualifier!
4. Please select a variety of disciplines, creatives, marketers, project managers, owners, etc
5. A variety of agency and company types is ideal. Both clients and agency professionals should be recognized. If there is more than one nominee per agency, please select the one you feel is most deserving. We're still planning on selecting 32 but we just need your top 15.

[Exhibit O] 2021 32 Under 32 In-Person Ceremony:













[Exhibit P] 32 Under 32 Future Planning Doc:

32 Under 32 Yearly Timeline

6+ MONTHS OUT

- Venue/Venue details

5 MONTHS OUT

- Build timeline to the day
- Creative Brief
- Nomination form
- Review judging process/who we select as judges

4 MONTHS OUT

- Secure Judges
- Promotional schedule and campaigns

3 MONTHS OUT

- Open nominations

2.5 MONTHS OUT

- Close nominations
- Judging

2 MONTHS OUT

- Emails to let them know nomination was received, nominee selected, not selected
- Honoree email of what needed from them

1.5 MONTHS OUT

- underwriter/sponsorship package
- In kind sponsors/ other creative sponsors/donors
 - Ex. kendra scott at shining stars

2 WEEKS OUT

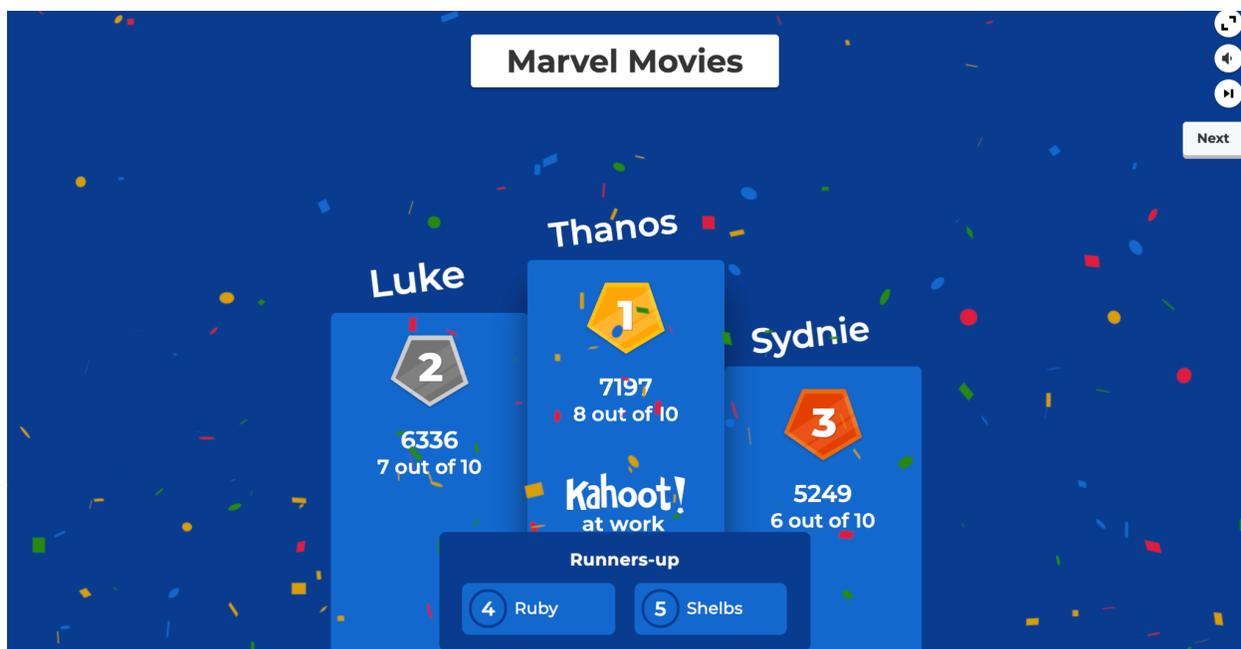
- GA Tickets (?)
- Run of show - minute by minute
- Script
- Trophies
- Speakers/volunteers (reliable, presentable)
- Presentation/run of show review multiple times weeks in advance
 - Ensure sponsors, names, bios, pictures ALL correct (need LOTS OF PROOFING before going to printer)
- Day of details, main POC, pick ups, set ups, etc.

DAY OF

- EVENT DAY

Ad 2 Dallas Board Member Trivia

[Exhibit R]



create.kahoot.it/my-library/kahoots/favorites

promote and grow your business on Kahoot! Academy and join a global community of professionals! [Learn more](#)

Discover **Library** Reports Groups [Upgrade](#) [Create](#)  

-  10 Questions  123Dwight  Created 4 years ago • 8.7k plays [Edit](#) [Play](#)
-  13 Questions  rachelplatten13  Created 5 years ago • 4k plays [Edit](#) [Play](#)
-  10 Questions  Jp_World101  Created 5 years ago • 21.8k plays [Edit](#) [Play](#)
-  20 Questions  dee7622  Created 5 years ago • 1.1k plays [Edit](#) [Play](#)
-  17 Questions  chwhite  Created 7 years ago • 7.4k plays [Edit](#) [Play](#)

 Sydney

90s Movies

Next

Sydney

2

13053
14 out of 17

Luke

1

13832
15 out of 17

Kahoot!
at work

Thanos

3

11566
13 out of 17

Runners-up

4 Rosa

5 Ruby

Rank	Name	Score	Progress
1	Luke	13832	15 out of 17
2	Sydney	13053	14 out of 17
3	Thanos	11566	13 out of 17
4	Rosa	-	-
5	Ruby	-	-

Rom-Com Trivia

Sydney

Luke

2

11485
13 out of 25

1

15987
17 out of 25

Thanos

3

9900
11 out of 25

Rank	Name	Score	Progress
1	Sydney	15987	17 out of 25
2	Luke	11485	13 out of 25
3	Thanos	9900	11 out of 25

NEW Event: 2021 Summer Mixer

[Exhibit S]





[Exhibit T] Social Posts (Facebook)

Ad 2 Dallas
Aug 11, 2021 · 🌐

9am-5pm: 🍹 6pm-Close: 🍹
TONIGHT: Get ready to mix 'n mingle at **TACOLINGO!** Feeling thirsty? First drink... See More



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Ad 2 Dallas
Aug 4, 2021 · 🌐

FREE first drink... Do I really need to say more? Probably not, but I will anyway: Dallas is one of the largest markets for advertising professi... See More



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Ad 2 Dallas is at TACOLINGO.
Jul 28, 2021 · Dallas · 🌐

Calling all young advertisers, marketers, and communications movers 'n shakers! How do y'all keep it profesh in the Big D? Let's taco-... See More



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Ad 2 Dallas added an event. Jul 26, 2021 · 🌐



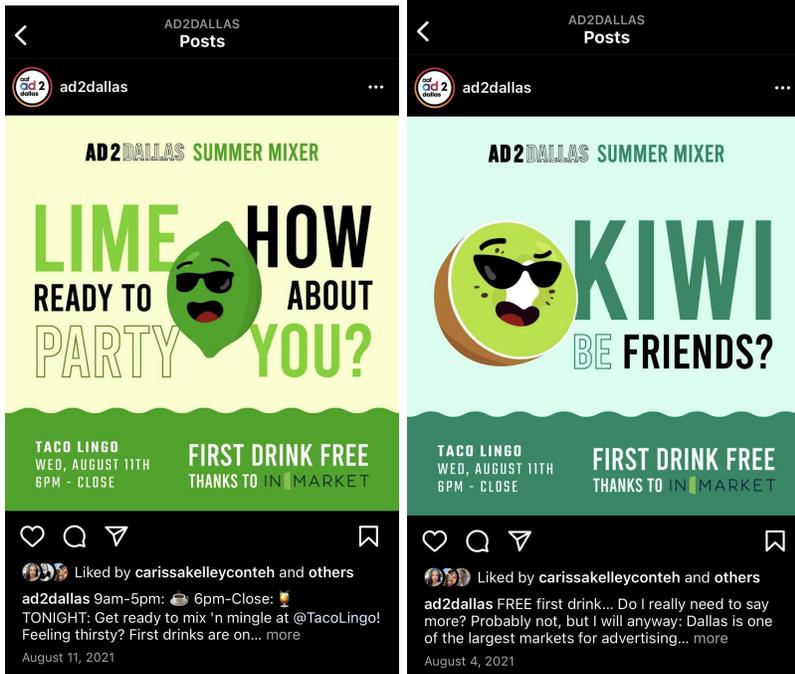
WED, AUG 11, 2021
Summer Mixer Sponsored by InMarket

👤 Carissa and 7 friends

👍 Luke Bryant and 2 others 1 Comment

👍 Like 💬 Comment ➦ Share

[Exhibit U] Social Posts (IG)



[Exhibit V] Social Post (LinkedIn)

Home About **Posts** Jobs People

Ad 2 Dallas
855 followers
6mo · 🌐

#TBT to our Summer Mixer at **TacoLingo Tex-Mex** 🌮
Honestly, you wish you were there with us 😊 Thank you again **InMarket** for sponsoring our fir ...see more



37
1 comment · 4 shares

Like Comment Share Send

Home My Network Post Notifications 20+ Jobs

Home About **Posts** Jobs People

Ad 2 Dallas
855 followers
7mo · 🌐

Calling all young advertisers, marketers, and communications movers 'n shakers! How do y'all keep it profesh in the Big D? Let's taco-bout-it ...see more



Ad 2 Dallas Summer Mixer | Wednesday, August 11th
ad2dallas.org · 1 min read

15
1 comment · 7 shares

Like Comment Share Send

Ad 2 Dallas
855 followers
7mo · 🌐

Last weekend, we met with members from across **AAF**

Home My Network Post Notifications 20+ Jobs

[Exhibit W] Post Event Social Media Posts



Ad 2 Dallas ⋮
Sep 29, 2021 · 🌐



The Dealey Group · [Follow](#)
Sep 29, 2021 · 🌐

When advertising meets 🤝 tacos >>> Our digital media coordinators headed over to [Ad 2 Dallas](#)' Summer Mixer with our part... [See More](#)



 **Kyra-Alexis Maryland**  ⌵

 Like  Comment  Share



Ad 2 Dallas ⋮

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Ad 2 Dallas

Aug 19, 2021 · 🌐



#TBT to our Summer Mixer at TACOLINGO 🌮

Honestly, you wish you were there with us 😜

Thank you again InMarket for sponsori... See More



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Exhibit [X] No Filter

Campaign name	Link clicks	Reach	Frequency	Impressions	CPC (cost per link click)	Amount spent
No Filter	199	14,709	3.43	50,395	\$1.51	\$300.00
Total results 1 / 1 row displayed	199 Total	14,709 People	3.43 Per Person	50,395 Total	\$1.51 Per Action	\$300.00 Total Spent

Exhibit [Y] Social Posts (IG, Facebook and LinkedIn)

ad 2 dallas
851 followers
1mo · Edited · 🌐

Diversity has entered the chat...

How will you ensure inclusion in your workspace? Join us for our No F ...see more

ad 2 dallas
NO FILTER
Challenge Bystander Apathy aka
"THE BYSTANDER EFFECT"

WHAT YOU

ad 2 dallas NO FILTER
How some of DFW's advertising organizations are pioneering the development of inclusive workplaces for their employees.

ad 2 dallas NO FILTER
Techniques for speaking up in the workplace when you see the bystander effect in action.

ad 2 dallas NO FILTER
How to create an environment that fosters individuals to use their voice to speak up without fear of retribution.

👤 Kyra Maryland and 13 others

👍 Like 💬 Comment ➦ Share ✉ Send



Ad 2 Dallas

Jan 19 · 🌐

Diversity has entered the chat...

How will you ensure inclusion in your workspace?
Join us for our No Filter Event, where our speakers
will discuss and teach the best practices to
challenge bystander apathy.

WHEN: Jan 27 | 6 PM

WHERE: Zoom

REGISTER: <https://ad2dallas.org/no-filter-event/>

👤 Jessica Tran and 3 others

2 Shares

👍 Like

💬 Comment

➦ Share



ad 2
dallas
NO FILTER

How some of DFW's
advertising organizations are
pioneering the development
of inclusive workplaces for
their employees.



ad 2
dallas
NO FILTER

Techniques for speaking up in
the workplace when you see
the bystander effect in action.



ad 2
dallas
NO FILTER

How to create an environment
that fosters individuals to use
their voice to speak up without
fear of retribution.





Ad 2 Dallas

Jan 10 · 🌐

The bystander effect occurs in the workplace more than you might think.

... See More

ad 2 dallas
NO FILTER
Challenge Bystander Apathy aka "THE BYSTANDER EFFECT"

JAN 27 | 6 PM
zoom
REGISTER TO ATTEND

VERONICA REED
Learning Experience Designer aka The Learning Queen

JORDAN JONES
Associate Dir, D & I Omnicom Media Group

FERNANDO ALVAREZ
CEO of Vaquero Advertising

NIKKI WILSON
Chief People Officer, The Richards Group

SPONSORS: **THE RICHARDS GROUP** **OMG** **VAQUERO Advertising**

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