



## 2021-2022 Club Achievement : Membership Development & Communications

### **Overview**

“Journey to Inclusion” was the guiding principle established by the board and its executive committee for 2022/2023. With many of the board members returning to their roles for a second term, we were able to carry out initiatives started in the previous year. These initiatives promoted advertising, education, diversity and inclusion, and government outreach. Some committees have had challenges, and we have met them with innovation, collaboration, and inclusion.

---

### **MEMBERSHIP**

#### **Goal: Implement New Pricing Structure**

At this year’s board retreat, the decision was made to increase membership rates. Individual membership rates have not been increased since 2001 and Company rates have not increased since 2009. Considering that, the membership team conducted research of our rates in comparison to other large AAF clubs. A recommendation for the new pricing structure was developed in collaboration with Partnership, Programs, Membership and the Executive Committee. The board was committed to provide free programming to members as an added value.

*(Exhibit A)*

#### **Achievement:**

The new pricing structure was rolled out on February 1, 2023. *(Exhibit B)*

#### **Goal: Develop Membership Deck**

A 2022 program that provided an overview of AAF benefits highlighted the fact that many members were unaware of the full value of our organization. The Membership team developed a comprehensive deck to solve this.

#### **Achievement:**

The deck launched in February 2023 with the roll-out of the new membership pricing. It highlights the meaningful benefits of membership from our cornerstone events to diversity & educational initiatives, networking socials, as well as the numerous products and services available from AAF at the national level. It is customizable for individual members as well as those organizations interested in company membership.

*(Exhibit C)*

### **Goal: Increase Membership**

AAF Austin is continually working towards strengthening the membership of the club particularly after a decline in numbers over the past two years.

#### **Achievement:**

April 2022: 1020 Individual Members // 24 Company Members

February 2023: 1142 Individual Members // 29 Company Members

Our individual memberships had an increase of 12%. Our company memberships had an increase of 20%.

*(Exhibit D)*

### **Goal: Involvement**

This year, we aimed to provide as much value as possible to members by increasing awareness and usage of membership benefits as well as encouraging more participation in AAF Austin events and programs.

#### **Achievement:**

- Published a monthly newsletter (launched January 2023) promoting upcoming events, programs, and benefits *(Exhibit E)*
- Hosted 14 events consisting of happy hours, excellence awards, educational, diversity, and professional development opportunities. *(Exhibit F)* In addition to our AAF Austin events, the club also planned for Advent10n in Austin (April 12, 2023) *(Exhibit G)*
  - **32 Under 32** April 28, 2022 | In-Person Event
  - **Inclusion Solutions : Coloring Outside the Margins** April 27, 2022 | Virtual Event
  - **A New Era for TV Advertising** June 8, 2022 | In-Person Event
  - **Networking Happy Hour** August 18, 2022 | In-Person Event
  - **Networking Happy Hour** September 29, 2022 | In-Person Event
  - **Big Wigs** October 12, 2022 | In-Person Event

- **How to Get a Job** November 9, 2022 | Virtual Event
- **Networking Happy Hour** December 1, 2022 | In-Person Event
- **Diverse Partner Summit** December 6, 2022 | In-Person & Virtual Event
- **American Advertising Awards** February 17, 2023 | In-Person Event
- **Inclusion Solutions : Rethinking Personas** February 21, 2023 | Virtual Event
- **Navigating the Metaverse** February 27, 2023 | In-Person Event
- **A Day at the Capitol** March 1, 2023 | Virtual Event
- **AAF Austin + UK AEG “Branding Arms” Take-Over at SXSW UK House**  
March 11, 2023 | In-Person Event
- Engage and partner with Ad 2 Austin through mentorship program ([Exhibit H](#))

### **Goal: Establish Code of Conduct**

Establishing a Code of Conduct was not one of our original goals for the year but after two younger members brought it to our attention that they were made to feel uncomfortable by another attendee at one of our programs early in the year, it immediately became a priority.

#### **Achievement:**

The board took swift action and defined a Code of Conduct which is now published on our website. This includes a form to report the incident as well as a method for anonymous reporting. We are dedicated to making our events a safe and inviting environment for everyone. ([Exhibit I](#))

## **COMMUNICATIONS**

### **Goal: Launch New AAF Austin Website**

Based on member feedback through user interviews, we identified areas of the website in need of improvement, clearer communication, and a better user experience. The more colorful look better represents our organization and incorporates the updated AAF branding. The new structure sets us up for better governance of content and more consistent messaging.

#### **Achievement:**

In 2022, we completed our initiative to launch the new AAF Austin website. This was truly a community effort.

In 2021, we engaged with volunteers from Austin-based UX in ATX to help us step outside of the current site and identify areas for improvement. This team of UX designers spent 6 months in research and design, and team member Adrienne Yang donated her own artwork give AAF Austin a completely unique look and feel. The main homepage image illustrates the course of the lower Colorado River that runs through downtown Austin and features a mosaic of imagery representative of our diverse community. (*Exhibit J*)

**Goal: Launch New AAF Austin Member Newsletter**

Developed a monthly newsletter promoting upcoming events, programs, and member benefits. (*Exhibit E*)

**Achievement:**

The monthly newsletter launched in January 2023. We've heard from members that say they appreciate the added communication and found it helpful to see all of our events in one concise email. As a result of our February newsletter, we heard from a previous member organization who wanted to learn more about the opportunity to lead the creative development for the 2024 American Advertising Awards. Additionally, we expect to convert them to returning members. As the newsletter has just launched, it is difficult to measure other concrete results. We are including UTM tags in future links within the newsletter to track how much traffic comes from that source.

**Goal: Streamline Internal Communications**

Our Communications team started off strong with a new structure that divided the responsibilities of branding/email/Eventbrite and Social Media, with both chairs being returning board members. The website was primarily managed by Co-President Cindy Brummer. Our chairs experienced work and health issues that severely limited the amount of time they were able to dedicate to this volunteer role.

**Achievement:**

The team developed a communication request form and encouraged event owners to submit it 12 weeks in advance of any event. (*Exhibit K*) Event owners were also encouraged to provide their own creative to decrease the demand on the Communications team. Struggles identified by the Communications committee highlighted the need for additional support. We gleaned a concept from another AAF chapter, who implemented a Past President's Council. (*Exhibit L*) We invited over a dozen former AAF Austin and Ad 2 Presidents to our kickoff meeting in February. Of the 8 past-presidents who participated in the Zoom call, all offered to help and seemed eager to be more involved. We are hopeful that the wisdom and familiarity with the organization and with the

President's role will provide the additional support our team needs.

### **Goal: Expand External Communications**

We continue to utilize our email database and social media platforms to communicate with members regarding AAF Austin news, events, and programs. We identified publishing a newsletter as an important communication tool that could provide immediate impact in awareness. Additionally, we all know that a personal touch goes a long way and this was proven when we responded to a query from the CEO of PMG questioning the value of membership. Co-President Helena Abbing quickly responded with an email and then followed up with a Zoom call. This resulted in a new company membership and involvement of PMG employees in both our DE&I efforts as well as Advent10n. *(Exhibit M)*

### **Achievement:**

- Published a monthly newsletter (launched January 2023) promoting upcoming events, programs, and benefits *(Exhibit E)*
- Launched newly-designed website based on AAF member feedback *(Exhibit J)*
- Supported 13 events consisting of happy hours, excellence awards, educational, diversity, and professional development opportunities *(Exhibit F)*
- Increased reach and engagement with followers *(Exhibit N)*
- Prompt follow-up with new and renewing company members to solicit their participation and sponsorship *(Exhibit M)*
- Development of new recruitment collateral for both individual and corporate membership and partnership
  - Membership Deck *(Exhibit C)*
  - Partnership Deck *(Exhibit O)*

---

## **BIG WIGS**

### **Goal: Celebrate the unsung heroes of the Austin advertising community**

Big Wigs is about paying homage to the talented professionals behind the scenes who aren't typically recognized for their hard work and achievements. This celebration of our members has been a well-attended

fan favorite event for many years. The fact that we celebrate the members themselves vs. their work increases engagement.

**Achievement:**

- 207 attendees (*Exhibit P*)
- This was the first time AAF Austin offered NFTS as a digital award to supplement the physical awards. This was an incredible innovation for the chapter and we believe the first in AAF history (*Exhibit Q*)
- 16 individual promotion emails and posts for Big Wigs (*Exhibit R*)
- Heavily publicized each phase of the event across our own website and social media channels, including Facebook, LinkedIn, and Instagram (*Exhibit R*)
- Overwhelmingly positive feedback from attendees

**Goal: Make a Profit**

Second only to the American Advertising Awards, AAF Austin's Big Wigs event is one of the club's most attended and most profitable. It includes and unites all groups within our industry: agencies, vendors, and educators.

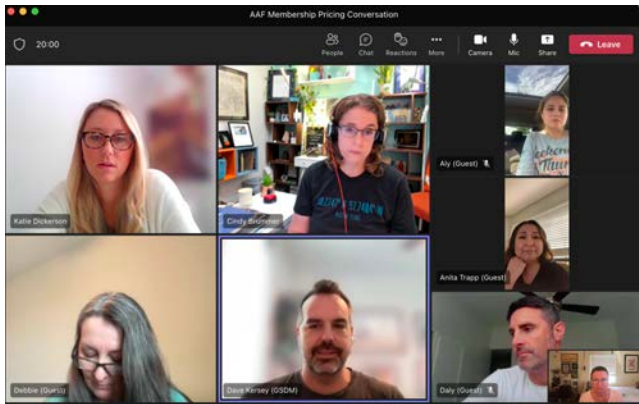
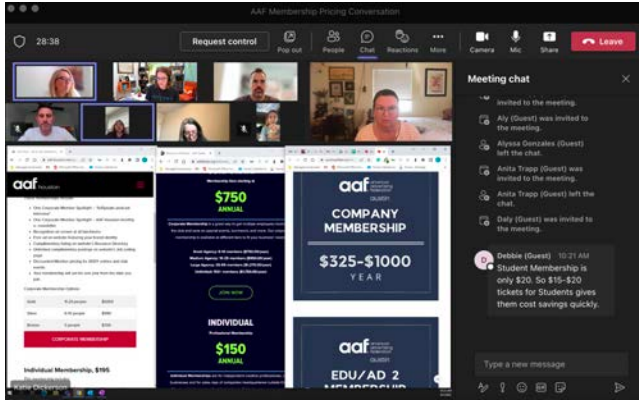
**Achievement:**

- Gross sales of \$10,612 with a Net Profit of \$6,700 // Excellent support network of sponsors and in-kind donations (*Exhibit S*)

---

In all of our Membership and Communication initiatives, we strive to educate our members and non-members about the many benefits AAF provides. We do this through programs designed to be inclusive of all backgrounds and job roles across the advertising community. We help elevate and educate the Austin community, building a strong foundation for the coming years.

## Exhibit A Membership Rate Increase // Planning



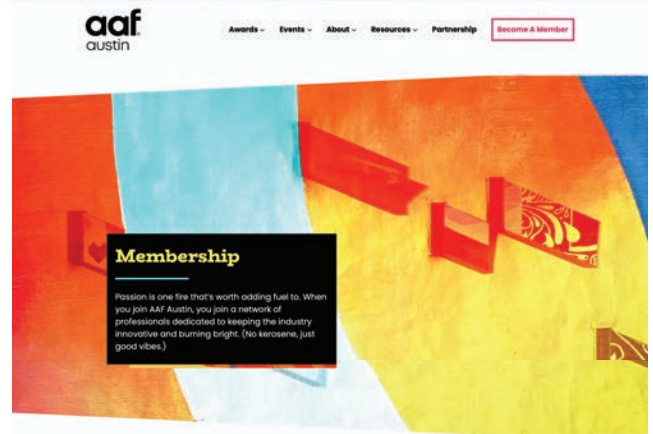
From: Debra Cleveland <debra@ustadadef.com>  
 Date: Tuesday, December 13, 2022 at 6:12 PM  
 To: Helena Abbing (GSDM) <helena.abbing@gdm.com>  
 Cc: Katie Dickerson <Katie.Dickerson@basn.net>, Cindy Brummer <cindybrummer@standaandbeag.com>, Austin AAF <aaf@austinadvertising.com>, Alyssa Gonzales <alyssagonzales1@gmail.com>, Lara <lara@castell103@gmail.com>, Moly Lochridge <moly@ken.media>, cindy@ken.media  
 Subject: Re: Membership Rates Increase Letter

Membership Type	Member Type	Cost (Annual)		
Individual Membership Pricing	AAF	\$150.00		
	AD2	\$75.00		
	Student	\$20.00		
Company Membership Pricing	Company Size	Cost (Annual)	Current Pricing	Current Company Size
	3-5	\$450.00	\$500.00	3-5
	6-10	\$750.00	\$800.00	6-25
	11-25	\$800.00	\$750.00	26-50
26-50	\$1,200.00	\$1,000.00	51+	
51-100	\$1,500.00			
100+	\$1,750.00			

Hi, Helena  
 These are the records I can find. One interesting thing is that total membership was around 350 people during the early 2000's before company levels were added.  
 From 2001-2008:  
 Individual \$125  
 Company \$225  
 Student \$75 (very few student memberships sold over the years)  
 In the year July 2008 - June 2009, these levels were added:  
 Company 26-50 \$200  
 Company 50+ \$1000  
 From 2001-2009 Membership income was between \$19,000-\$24,000 a year.  
 In 2009 the Membership levels changed to what we currently have:  
 Individual \$125  
 Educator or Non-Profit Membership \$75  
 Student \$20  
 Company 2-5 \$225  
 Company 6-25 \$500  
 Company 26-50 \$750  
 Company 50+ \$1000  
 After these levels were added, our total membership number increased because of the company levels. We have many more student members!  
 Total membership income (not including Ad 2 membership income) still hovered around \$19,000 - \$24,000.  
 Total income (not including Ad 2 membership income) for the last 4 years:  
 2018-2019 \$19,345  
 2019-2020 \$13,590  
 2020-2021 \$14,191  
 2021-2022 \$14,680  
 We lost engagement in renewing membership due to COVID and budget cuts.  
 Ad 2 Membership was \$50 in early 2010 and increased in July 2010 to \$75  
 Hope this helps you as you plan.  
 Debbie  
 On Mon, Dec 12, 2022 at 1:46 PM Helena Abbing (GSDM) <helena.abbing@gdm.com> wrote:  
 Helena, can you tell us last time rates were increased?  
 Helena  
 Helena Abbing | Sr. Print Producer  
 GSDM | 1201 West 0th St | Austin, TX 78703  
 P: 512.515.0922  
 helena@gsdm.com | helena.abbing@gsdm.com  
 Strength | Passion | Accountability | Integrity | Results | 100% (When others won't)

From: Katie Dickerson <Katie.Dickerson@basn.net>  
 Date: Monday, December 12, 2022 at 1:37 PM  
 To: Helena Abbing (GSDM) <helena.abbing@gdm.com>, Cindy Brummer <cindybrummer@standaandbeag.com>  
 Cc: Alyssa Gonzales1 (Gmail.com) <alyssagonzales1@gmail.com>, Alyssa Gonzales <alyssagonzales1@gmail.com>, Lara <lara@castell103@gmail.com>, Moly Lochridge <moly@ken.media>, cindy@ken.media  
 Subject: Membership Rates Increase Letter  
 Hi Cindy and Helena,  
 I hope you had a great weekend! I have the proposed membership increase pricing letter posted [HERE](#)  
 Does anyone know the last time we increased our dues? I wanted to include that it has been X amount of years since we raised our pricing.  
 We would love your feedback prior to sending this out to our membership list. Thanks for your help,  
 Katie  
 Katie Dickerson  
 Account Lead  
 Central-Use Data\_Technologies

## Exhibit B Membership Rate Increase // Roll-Out



### Why Join?

- Connect with leaders in the Austin advertising industry
- Spend less money with discounts on programming
- Never run out of opportunities with access to the latest job listings
- Includes membership/benefits of District 10, along with National AAF
- Grow your team with unlimited posting of your company's job openings
- Attend Happy Hours that serve up free drinks and career development
- Expand your skill network through AAF Austin committees & events
- Supercharge your expertise with speaker events and workshops
- Have fun

### Membership Fees

Individual

Company

EDU/AD2

## \$150 per year

- Substantially discounted member rates for programs and American Advertising Awards entries
- Unlimited, free job listings
- Member of AAF National and AAF District 10

For independent creatives, small businesses and sales reps based outside Austin. Benefits include substantially discounted Member Rates for programs and American Advertising Awards entries, unlimited free jobline listings, and all the benefits of being a member of AAF National and AAF District 10. Non-transferable and solely for individual use.

Individual - \$125

Join Now >

## \$400 per year

- Substantially discounted member rates for programs and American Advertising Awards entries
- Unlimited, free job listings
- Member of AAF National and AAF District 10

For a firm or in house group. Your company HR department must submit their contact information to info@ustadadef.com to be included as members of the Austin Advertising Federation.

2-5 Employees - \$325

Join Now >

## \$75 per year

- Discounted member rates for programs and American Advertising Awards entries
- Member of AAF National and AAF District 10

Ad 2 Austin Membership - Open to professionals 32 and younger. One year of membership in Ad 2 Austin, AAF Austin, AAF National and AAF District 10. Student Membership - For registered full-time students. One year of membership in AAF Austin, AAF National and AAF District 10. Educator or Non-Profit - Membership for qualified full-time instructors and non-profit employees. One year of membership in AAF Austin, AAF National and AAF District 10.

Student Membership - \$20

Join Now >







# Exhibit E Membership Newsletter



## NEWSLETTER | January 23, 2023

Hello, Jessica!

We wanted to kick off 2023 by reaching out to our membership and friends to thank you for your interest and participation in AAF Austin and Ad 2 Austin (our 32-and-under division). We've heard that one of your main reasons for joining the American Advertising Federation is for the networking, so we've got lots of opportunities planned and many ways to get involved.

Helena Abbing  
Cindy Brummer

AAF Austin 2022 – 2023 Co-Presidents

### UPCOMING EVENTS

**AAF Austin 2023 American Advertising Awards to be held Friday, February 17**  
We look forward every year to the [American Advertising Awards](#), and you won't want to miss this year's event at the Bullock Texas State History Museum. This gorgeous venue boasts art and architecture in the perfect elegant space to celebrate Austin's best and brightest creative talent. Bonus: free overnight on-site parking garage.

[Buy Tickets](#)

**Inclusion Solutions Series: Rethinking User Personas for Inclusion on Tuesday, February 21 (Virtual Event)**

AAF Austin Co-President Cindy Brummer, CEO & Creative Director of Standard Beagle Studio, will go over the common pitfalls of typical personas and why they fall short. Attendees will be introduced to a better framework for creating personas and how designers can use this in their everyday work.

Agenda:

- Virtual happy hour & networking 5:30 – 6pm
- Intro/Program 6pm – 6:45pm
- Q&A 6:45 – 7pm

This event is FREE for AAF Austin Members and Students, and \$15 for Non-Members.

[Reserve Your Spot](#)

**Day at the Texas Capitol on Wednesday, March 1**

One thing you may not know is that one of the primary reasons our organization was formed was to create a grassroots collective to advocate for our industry. It may not be the most sexy aspect of our organization, but it helps safeguard our jobs and the health of our industry. [Learn more.](#)

**AAF Austin to host Advent10n April 12-15**

This event includes professional programming, the District 10 Evening of Excellence, and the National Student Advertising Competition (NSAC). The District 10 Hall of Fame and Mosaic Awards will also be held during this event and those tickets are discounted when you register for [Advent10n](#). **EARLY BIRD PRICING ENDS 2/1!**

[Buy Tickets](#)

### MEMBERSHIP

**AAF Austin membership rates set to increase February 1**

We have not adjusted our pricing in over ten years, and we are comparable or below other major market AAF chapters. If you are not yet a member or are due to renew, act now!

[Join or Renew](#)

### RESOURCES

**Job Board**

Interested in posting or finding jobs in the industry? Check out our [job board](#).

### GET INVOLVED

**Sponsorships**

Interested in Sponsorships? [Learn more.](#)

**Volunteer**

Interested in volunteering? [Contact us.](#)

**Board**

Interested in joining our 2023 – 2024 Board of Directors? [Let us know.](#)

For more information about AAF Austin, visit [aafaustin.org](#).



## NEWSLETTER | February 14, 2023

Hello, friend of AAF Austin!

As always, thank you for your interest and participation in AAF Austin and Ad 2 Austin (our 32-and-under chapter). Please join us this **Friday, February 17** for the 2023 American Advertising Awards. This event is not to be missed! See below for more of the great programming we have lined up for you.

Helena Abbing  
Cindy Brummer

AAF Austin 2022 – 2023 Co-Presidents

**AAF Austin 2023 American Advertising Awards to be held Friday, February 17**

We look forward every year to the [American Advertising Awards](#), and you won't want to miss this year's event at the Bullock Texas State History Museum. This gorgeous venue boasts art and architecture in the perfect elegant space to celebrate Austin's best and brightest creative talent. Bonus: free overnight on-site parking garage.

[Buy Tickets](#)

**Inclusion Solutions Series: Rethinking User Personas for Inclusion on Tuesday, February 21 (Virtual Event)**

A free event for members where Cindy Brummer, CEO & Creative Director at Standard Beagle Studio, will review common pitfalls of typical personas and show us how to create a better framework for creating personas.

[Reserve Your Spot](#)

**AAF Austin Presents: Navigating the Metaverse on Monday, February 27**

Members enjoy free admission to this engaging event at Native Hostel with two complimentary drinks, courtesy of Basis Technologies. Explore the future of advertising in the Metaverse with Noor Naseer from Basis Technologies.

[Reserve Your Spot](#)

**Day at the Texas Capitol on Wednesday, March 1 (Virtual Event)**

One thing you may not know is that one of the primary reasons our organization was formed was to create a grassroots collective to advocate for our industry. It may not be the most sexy aspect of our organization, but it helps safeguard our jobs and the health of our industry.

[Reserve Your Spot](#)

**AAF Austin to host Advent10n April 12-15**

This event includes professional programming, the District 10 Evening of Excellence, and the National Student Advertising Competition (NSAC). The District 10 Hall of Fame and Mosaic Awards will also be held during this event and those tickets are discounted when you register for [Advent10n](#).

[Buy Tickets](#)

### ANNOUNCEMENTS

**AAF Austin call for 2024 American Advertising Awards Creative Volunteers**

Is your agency interested in developing the 2024 theme and creative materials? [Contact AAF Austin](#) to learn more about this opportunity.

### RESOURCES

**Job Board**

Interested in posting or finding jobs in the industry? Check out our [job board](#).

### GET INVOLVED

**Membership**

Interested in becoming a member of AAF Austin? [Learn more.](#)

**Sponsorships**

Interested in Sponsorships? [Learn more.](#)

**Volunteer**

Interested in volunteering? [Contact us.](#)

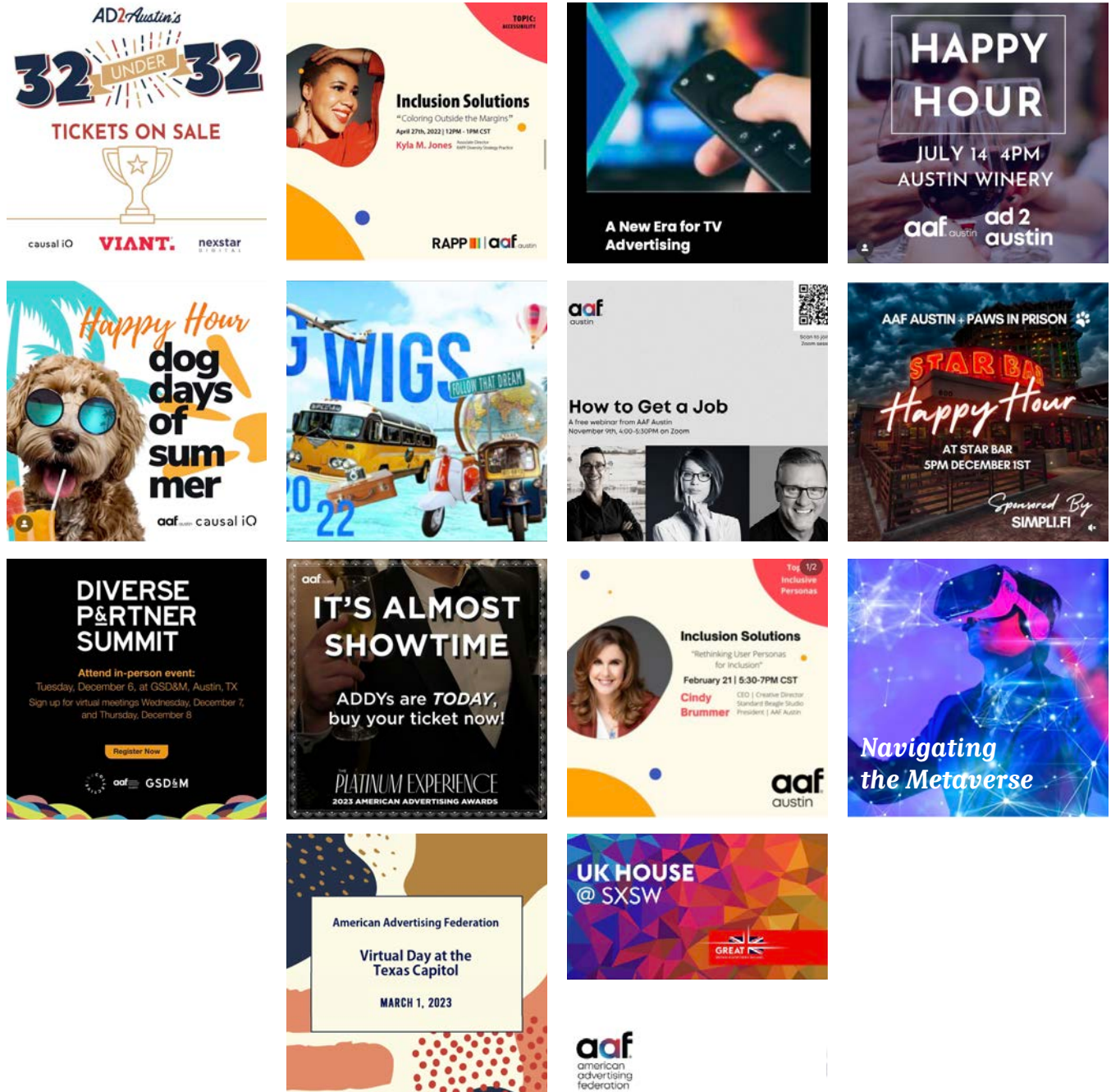
**Board**

Interested in joining our 2023 – 2024 Board of Directors? [Let us know.](#)

Also, please visit our friends at [AIGA Austin](#).

For more information about AAF Austin, visit [aafaustin.org](#).

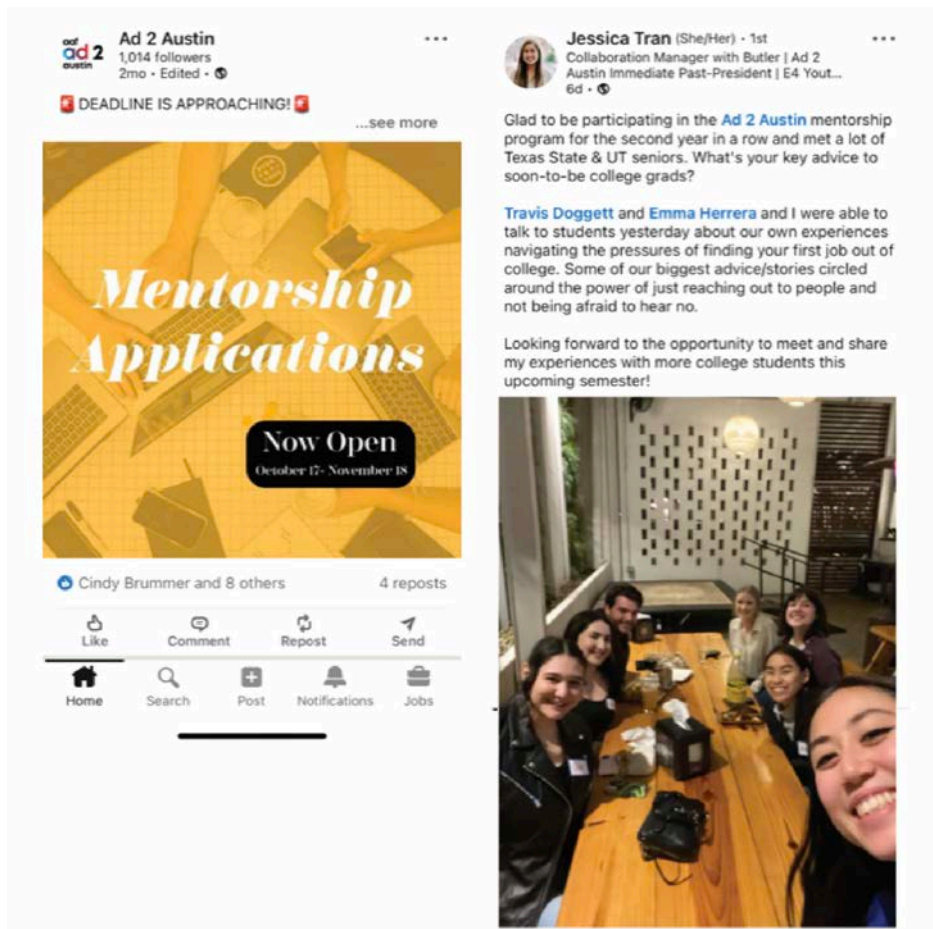
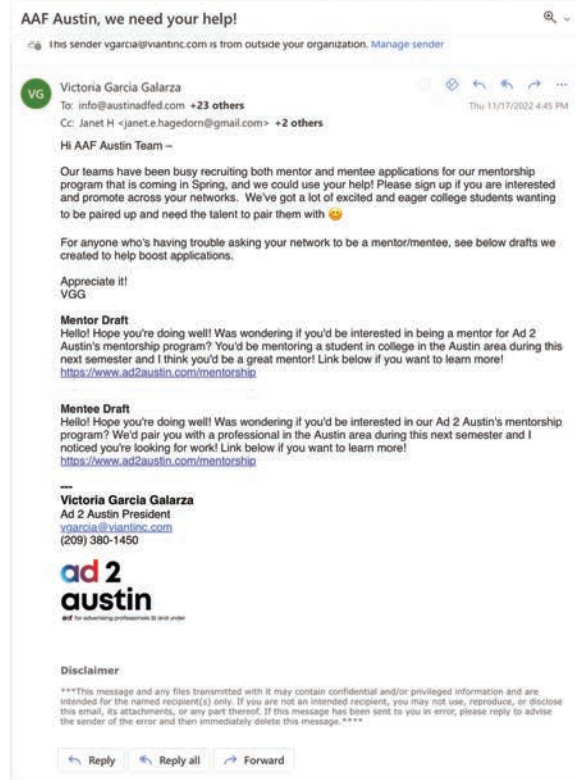
**Exhibit F** AAF Austin Hosted 14 Events



**Exhibit G** Planning for Advent10n in Austin (April 2023)



# Exhibit H Ad 2 Austin Mentorship Program





# Exhibit I Code of Conduct

AAF Austin

Awards - Events - About - Resources - Partnership [Become A Member](#)

**GREETINGS FROM**

**Resources**

Becoming a member of AAF Austin means joining an organization of local professionals and corporations with a common interest in furthering advertising in the Austin area.

- Jobs
- Scholarships
- Internships
- Publications and Education
- Agency Directory
- Government Relations
- National Student Advertising Competition
- Code of Conduct

AAF Austin

Awards - Events - About - Resources - Partnership [Become A Member](#)

## Code of Conduct

AAF Austin is committed to providing a safe, and welcoming environment for everyone, regardless of gender, sexual orientation, ability, physical appearance, age, race, or religion.

We are a not-for-profit organization and almost everyone involved is volunteering their personal time. We are grateful for and respectful of everyone who contributes to the AAF Austin community.

We believe our community should:

- Celebrate and be respectful of each other's work and ideas.
- Be committed to learning about and supporting other practices to further the conversation on advertising in Austin.
- Participate in respectful conversation. While we support and encourage friendly discourse, remember to do so with respect, and to work toward the growth of everyone involved.
- Help us welcome everyone.

### Unacceptable Behavior

We have a zero tolerance harassment policy that applies to all attendees, volunteers, sponsors, hosts, presenters, organizers and board members.

Harassment, generally defined as any behavior that alarms or threatens another person or group, or any behavior that causes excessive discomfort to other people, or breaks any applicable law, is not tolerated.

Harassment may include but is not limited, to the following:

- Aggressive language, threats or any language directed against another person.
- Discriminatory jokes and language.
- Posting sexually explicit or violent material.
- Posting (or threatening to post) other people's personally identifying information ("doxing").
- Personal insults, especially those using racist or sexist terms.
- Violence of any kind.
- Unwelcome sexual attention.
- Advocating for, or encouraging, any of the above behavior.
- Repeated harassment of others. In general, if someone asks you to stop, then stop.

Other misconduct that is not tolerated:

- Disrupting panelists or speakers
- Disrespecting our hosts' and event spaces
- Discarding of refreshment items or other items outside of the designations spaces for recycling or trash

Anyone violating this policy may be removed from AAF Austin events and not allowed back to any of this year's events at the discretion of the AAF Austin Board of Directors.

### Get Support

You can report any behavior directly to AAF Austin leadership team by doing the following:

- Filling out our online [incident reporting form](#).
- Emailing [info@aafoaustin.org](mailto:info@aafoaustin.org) with your name, best form of contact, and detailed description of what you need help with.

If you are participating in a virtual event when an incident occurs, please contact the AAF Austin team (via Zoom, email [info@aafoaustin.org](mailto:info@aafoaustin.org)). You do not need to reveal any information about the incident if you don't feel comfortable.

### Anonymous Reporting

You can make an [anonymous report here](#). It will go directly to the conference organizers.

We can't follow up on an anonymous report with you directly, but we will fully investigate it and take whatever action is necessary to prevent a recurrence.

If the person who is harassing you is a member of staff, they will recuse themselves from handling your incident.

All reports will be handled in the strictest confidence. We will respond as promptly as we can.

We appreciate your help in making this a safe environment for everyone.

This policy is a "living" document, and subject to refinement and expansion in the future. Last updated - November 1, 2022.

**Follow us on social media**

[Facebook](#) [Twitter](#) [LinkedIn](#) [Instagram](#)

# Exhibit J AAF Austin Website Redesign

**AAFAustin** is an advertising collective with a mission to connect, educate, and empower Austin's creative community.

[JOIN AAFAUSTIN](#)

## Events

**DIVERSE PARTNER SUMMIT**

2022 DIVERSE PARTNER SUMMIT

December 12, 2022

[Learn More](#)

**PLATINUM EXPERIENCE**

2023 AMERICAN ADVERTISING AWARDS

February 2, 2023

[Learn More](#)

**Texas Day at the Capitol**

Day at the Texas Capitol 2023

March 3, 2023

[Learn More](#)

## News

**AAF announces dates for Day on the Hill**

The American Advertising Federation has announced the dates for the 2023 Advertising Day on the Hill.

[Keep Reading](#)

**Big Wigs Winners 2022**

HOOR shout out to the Big Wigs 2022 winners! These incredible humans were honored for their amazing work.

[Keep Reading](#)

**Texas Tech University Wins 2022 NSAC Competition**

District 10's Texas Tech University won the 2022 NSAC competition, taking home top honors for their campaign for the Meta Quest 2.

[Keep Reading](#)

[View More](#)

## Award Shows

AAFAustin puts on two major award shows every year including the **American Advertising Awards** and the **Big Wigs**. Austin's 2023 American Advertising Awards are about celebrating the creativity of our work. The **Big Wigs** are about celebrating the awesome humans who deserve awards for what they do.

[AAFAustin Awards](#)



**Advent10n 2023**

## Advent10n 2023

We're bringing **Advent10n** to the Bat City!

Join advertising professionals, educators, and students from across Texas, Oklahoma, Arkansas, and Louisiana for **Advent10n** - the annual conference for the American Advertising Federation's **District 10**. Enjoy great speakers, workshops for personal and professional growth, networking, and tons of fun!

Stay tuned for more details.

[Learn more](#)

## Government Awareness

AAFAustin actively works on behalf of our members to impact legislation that governs the advertising industry.

Advertising helps generate \$531.5 billion - or 15% - of economic activity in Texas. Every \$1 million spent on advertising supports 68 Texas jobs. In fact, advertising touches every part of the Texas economy.

Each year, AAF Austin hosts a **Day at the Texas Capitol** event where participants can learn about the issues affecting the advertising industry and speak directly with legislators about the issues.

[Learn More](#)



## Featured Member Agencies



**Become a Member**

Join a network of professionals and organizations who share your love for the ad industry. It's like LinkedIn, but with human connection and free drinks.

[LEARN MORE](#)

**Become a Sponsor**

Lend a hand to keep the local ad scene connected, informed and thriving. Funding keeps events, scholarships and advocacy possible.

[LEARN MORE](#)

**Join Our Newsletter**

Stay connected and learn about the latest news and events in our community!

[JOIN NOW](#)

## Follow us on social media



- Scholarships
- Publications and Education
- Jobs
- Government Awareness
- Internships
- Contact

- Join Committees
- Board Members
- Big Wigs Award Show
- American Advertising Awards
- Code of Conduct
- Legalties

info@austinaadfed.com

Built by Standard People

[Back to top](#)

**Exhibit K** *Communications Request Form*

**AAF Austin Event Communications Request**

This is in place of including the communications team on all emails. Please be as thorough as possible. We will only be able to ensure proper event promotion to those who have filled out a form for their 2022 event.

jphillips@clampitt.com [Switch account](#)

**\* Required**

**Email \***  
Your email

**Event name/working name \***  
Your answer

**Event description \***  
Your answer

**Event theme**  
Your answer

**Max no. of attendees \***  
Your answer

**What day is it? \***  
MM DD YYYY  
/ /

**Where is it? \***  
Your answer

**Start time \***  
Time  
: AM

**End time \***  
Time  
: AM

**Ticket cost \***  
Your answer

**What is the parking situation?**  
Your answer

**Will there be food and drinks provided? Please include details \***  
Your answer

**Are there any sponsors?**  
 Yes  
 No  
 Maybe

**If so, what are your sponsors names?**  
Your answer

**If you have speakers and/or moderators, please add their name, title, event title and any bio info here**  
Your answer

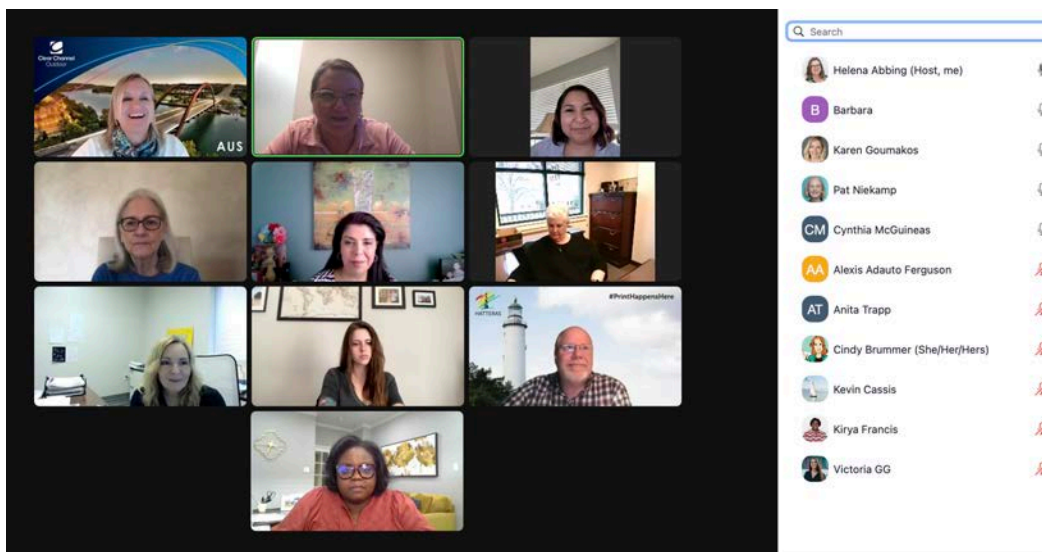
**Event Cadence**  
 One time  
 Every month  
 Every 3 months  
 Biannual  
 Annual

**Additional notes about your event**  
Your answer

**Submit** Page 1 of 1 [Clear form](#)

Never submit passwords through Google Forms. This content is neither created nor endorsed by Google. [Report Abuse](#) [Terms of Service](#) [Privacy Policy](#)

**Exhibit L** *Additional Board Support // Past Presidents' Council*





## Exhibit M Responsive Board-to-Member Communication

**From:** Jake Hay <jake@popshorts.com>  
**Date:** Tuesday, January 10, 2023 at 4:08 PM  
**To:** Helena Abbing (GSDM) <Helena.Abbing@gsdm.com>  
**Cc:** AAF Austin <info@austinafed.com>, Cindy Brummer <cindybrummer@standardbeagle.com>  
**Subject:** Re: David Gong - PGM Membership question

Hi All,

Yes, I had a call with David in October of last year and chatted with him as recently as last month where he mentioned they were working on submissions for the American Advertising Awards. He's a tough sell honestly. I do not think we get any dollars from him for sponsorship and I thought I had already closed this deal for membership so him pushing back again is a reflection of what this process has looked like.

At its core, he is posing a key question for anyone looking to become a corporate member. Especially a larger agency that might already be paying fees for other districts. I don't have the answer as to how we answer this on behalf of AAF Austin, but I'd love to get someone from his team on a panel this year and if that helps close this account let's offer it to them. They have closed awesome major accounts recently including Nike and I'm sure they have some great talent our community would be keen to hear from. Bit of a mutual benefit. Just my thoughts anyways.

As far as his note on recruiting, be sure to let him know we are hosting Advent10 this year. He will probably like that. Also, Helena, I do think a note about why GSD&M values their partnership so much could help here as well.

With regard to his concern about "return", we are a non-profit. We are a community of like-minded individuals coming together to raise the industry. I don't think providing a measurable return is necessarily a core value proposition of why someone would support this organization. Relative to the size of their agency, this really should not be that contentious of an investment. Like I said, hard sell.

**From:** David Gong <david@pmg.com>  
**Date:** Thursday, January 12, 2023 at 3:47 PM  
**To:** Helena Abbing (GSDM) <Helena.Abbing@gsdm.com>  
**Cc:** Austin AAF <info@austinafed.com>, Cindy Brummer <cindybrummer@standardbeagle.com>, Jake Hay <jake@popshorts.com>  
**Subject:** Re: PMG Membership question

Hi Helena, this is way more than I expected so thank you very much for this. It is greatly appreciated. I'll go ahead and sign up for membership online. I'd love to connect our recruiting team with the right person on your side as they may want to post open roles on your job board.

Also, would love to learn a bit more about the panel opportunity.

On Thu, Jan 12, 2023 at 1:20 PM Helena Abbing (GSDM) <Helena.Abbing@gsdm.com> wrote:

Hi David!

Carla forwarded your inquiry regarding the benefits of membership with AAF Austin. As current Co-President of AAF Austin and employee of fellow agency GSD&M, I wanted to connect and share how GSD&M maximizes our membership.

GSD&M realizes the value of community and our long affiliation with AAF Austin has been mutually beneficial. In addition to our membership, we also sponsor the club. We find that the membership cost is quite reasonable compared to other AAF chapters, and with around 400 employees, it's a great perk that we can offer at a very reasonable cost.

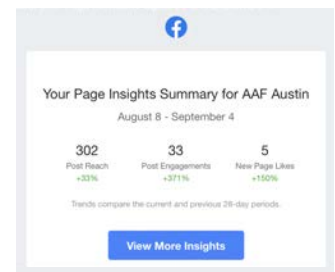
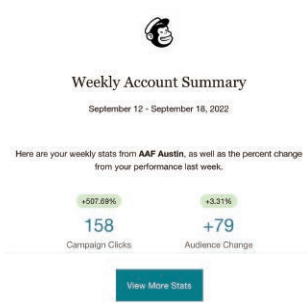
We work with AAF Austin on diversity initiatives, most recently they managed registration and helped promote our hybrid in-person and virtual DIVERSE P&RTNER SUMMIT in December. They collaborated with us on the INCLUSION SOLUTIONS series in April by providing the platform and promoting this virtual Accessibility event featuring GSD&M and other Omnicon agency panelists, led by RappCollins. You can find our Inclusion Solutions Accessibility program and the 2022 Day at the Texas Capitol recordings on our [YouTube channel](#).

Our employees get really excited to celebrate the unsung heroes who help us make the work at the Big Wigs Awards in October – PMG would have the opportunity to nominate employees ranging from digital strategists, producers, receptionist or The Biggest Wig! It's a great chance to network and is a lot of fun. Likewise, we enjoy participating and attending the American Advertising Awards in February where we get to reconnect and make new friends.

We appreciate the grassroots and national lobbying efforts of AAF, which helps protect the health of our industry. Our employees have attended the Texas Day at the Capitol and had the opportunity to talk to legislators about the economic contributions of our industry and let them

## Exhibit N Increased Reach & Engagement with Followers

Event	Host / Theme	Date	Start/End	Location	Event Category	Ticket Cost	Food & Drink	Speakers or Entertainment	Parking Details	Max Attendance
1	Inclusion Solutions	AAF Austin	April 27	12:00 PM	Event	Early 3 months	1 Drink Ticket, Cash Bar, Light Dinner (incl)	Award Show	Free Onsite Parking	
2	AAJ 2 Austin's 50 Under 30 Awards	AAJ Austin	April 28	5:30pm - 10pm	Agnes Files Theatre	Annual	Members \$10 Non-Members \$25	Alisa Schen - 30 Under 30, The Dallas Stars Hockey - 2022 Stanley Cup, Bonnie Rubin - Creative Director, TBWA	Free parking at event & open-air lot	150
3	How Do We Do Advertising	AAF Austin & Standard	June 9	5:30pm - 8pm	WMAA Boardroom	One-Off Event	Members \$10 Non-Members \$25	Panelists: Bonnie Rubin - Creative Director, TBWA	Free Onsite Parking	100
4	July Happy Hour	AAF Austin & Ad 2 Austin	July 19	4pm - 7pm	The Austin Brewery	Monthly	Free	1 Drink Ticket, Cash Bar, No Food	Sponsored Event	
5	Big Wig Promotion Happy Hour	AAF Austin	August		Event/Workshop	One-Off Event	Free	Complimentary wine, appetizers and appetizers	Sub and Uber parking lot on South 1st	80
6	How to Day Happy Hour	AAF Austin & Digital Marketing Strategy	August 18	5pm - 8pm	Valde	One-Off Event	Free	Members \$10 Non-Members \$25	People able to bring their dogs and will have parking spaces. Free Uber at	100
7	Happy Hour w/ Fees in Person	AAF Austin & Council 20	September 29	5pm - 9:30	Luxury Brewing	One-Off Event	Members \$10 Non-Members \$25	1 Drink Ticket	Free parking at event & open-air lot	75
8	Big Wig	AAF Austin	October 12	7:00 PM	Wendover Ball	Annual	Members \$10 Non-Members \$25	1 Drink Ticket	Complimentary wine, appetizers and appetizers	100
9	Women Walk	AAF Austin	October 30		Event	Annual	Free	Members \$10 Non-Members \$25	Complimentary wine, appetizers and appetizers	100
10	Inclusion Solutions - 500 Faces	AAF Austin	November 7th	5pm - 10pm	1001 +170 Office Center (Light Tower)	Annual	Free	How to speakers, \$25 for non-members	Food and Beverage, The Austin Brewery	100
11	Pages in Person Happy Hour	AAF Austin	November		Event	Annual	Free	Members \$10 Non-Members \$25	Free Onsite Parking	
12	Educational: Job Site Search Virtual Learning Session	AAF Austin	November		Event	Annual	Free	Members \$10 Non-Members \$25	Free Onsite Parking	
13	Educational: Career Influencers & Social	AAF Austin	November		Event	Annual	Free	Members \$10 Non-Members \$25	Free Onsite Parking	
14	Virtual W/Orlando ADA	AAF Austin	December		Event	Annual	Free	Members \$10 Non-Members \$25	Free Onsite Parking	
15	Shenley Partner Summit	AAF Austin & Council 20	December 6	7pm - 9pm	GSD&M	Annual	Free	Happy Hour	Free Onsite Parking	
16	Shenley Business Happy Hour	ADG Austin	December		Event	Annual	Free	Members \$10 Non-Members \$25	Free Onsite Parking	
17	Inclusion - Accessibility Persons	AAF Austin	January		Event	Annual	Free	Members \$10 Non-Members \$25	Free Onsite Parking	
18	ADG Austin Spring Membership	ADG Austin	February		Event	Annual	Free	Members \$10 Non-Members \$25	Free Onsite Parking	
19	ADG Austin Happy Hour	ADG Austin	February		Event	Annual	Free	Members \$10 Non-Members \$25	Free Onsite Parking	
20	AAJ Leadership Series - Virtual Event	AAF Austin	February		Event	Annual	Free	Members \$10 Non-Members \$25	Free Onsite Parking	
21	American Advertising Awards	AAF Austin	February	8pm - 11pm	Annual	Annual	Admission \$100	2 Drink Tickets and Buffet Style Dinner	Free Onsite Parking	100
22	AAJ 2023	AAF Austin	March		Event	Annual	Free	Members \$10 Non-Members \$25	Free Onsite Parking	
23	Educational: Mock Interviews	AAF Austin	March		Event	Annual	Free	Members \$10 Non-Members \$25	Free Onsite Parking	
24	Educational: Event - 500 Faces (possible AAF meeting)	AAF Austin	March		Event	Annual	Free	Members \$10 Non-Members \$25	Free Onsite Parking	
25	Advent 10	Advent 10	April 19-22	9am - 10pm	Annual	Annual	\$100-\$400		Free Onsite Parking	
26	ADG Austin Happy Hour	ADG Austin	April		Event	Annual	Free	Members \$10 Non-Members \$25	Free Onsite Parking	
27	ADG Austin 50 Under 30	ADG Austin	May		Event	Annual	Free	Members \$10 Non-Members \$25	Free Onsite Parking	
28	Educational: Event - Networking Through Social Media	AAF Austin	May		Event	Annual	Free	Members \$10 Non-Members \$25	Free Onsite Parking	
29	ADG Austin Happy Hour	ADG Austin	June		Event	Annual	Free	Members \$10 Non-Members \$25	Free Onsite Parking	
30	Educational: Event - Careers in the South Texas	AAF Austin	June		Event	Annual	Free	Members \$10 Non-Members \$25	Free Onsite Parking	
31	Panelist Series				Event	Annual	Free	Members \$10 Non-Members \$25	Free Onsite Parking	
32	Membership Drive				Event	Annual	Free	Members \$10 Non-Members \$25	Free Onsite Parking	



Tip: Share your signup form on your social media platforms to turn followers into subscribers!



# Exhibit O Partnership Deck



## Partnership Deck



### AAF National

Founded in 1905, The American Advertising Federation is the oldest national advertising trade association in the U.S. With nearly 50,000 active members across 200 local chapters, we are also the largest.

Home to the American Advertising Awards (AAdA) as well as the Advertising Hall of Fame, AAF is the premier advertising organization for brands, agencies and studios.



### AAF Austin

Professionals from the top agencies in Austin Members of the American Advertising Federation

- Twitter: 2,500+ recipients
- Facebook: /aaf.austin
- Instagram: /aaf.austin
- LinkedIn: /company/austin-ad-fed



### AAF Austin - Events

1. Big Wigs
2. American Advertising Awards
3. Day at the Capitol
4. AdventiOn
5. AAF 22 Under 32
6. Happy Hours
7. Thought Leadership Panels

Custom sponsorship packages are available for all events upon request. All sponsorships include sign placements and varying level of VIP access and other promotions.



### American Advertising Awards

The American Advertising Awards is the advertising industry's largest and most representative competition, attracting over 40,000 entries every year in over 100 AAF Club competitions.

<b>General</b>	\$2K
<b>Early Bird</b>	\$2K
<b>Entertainment</b>	\$2K
<b>Bar</b>	\$2K
<b>Photo Booth</b>	\$2K
<b>Dinner</b>	\$2K
<b>Title</b>	\$2K



### AdventiOn

Join Advertising professionals, educators and students from across Texas, Oklahoma, Arkansas and Louisiana for AdventiOn - the annual conference for districts 10 of the American Advertising Federation.

<b>Table Sponsor</b>	\$20K
<b>Largest Table Top Sponsor</b>	\$20K
<b>Welcome Reception Sponsorship</b>	\$20K
<b>Creative Sponsorship Sponsorship</b>	\$20K
<b>Evening of Excellence Sponsorship</b>	\$20K
<b>Premiere Sponsorship</b>	\$20K



### 32 Under 32

32 Under 32 Awards

AAF 22 Under 32 award to present our 32 Under 32 Awards program which aims to drive a message on the rising stars making a difference in our advertising community here in Austin. 32 Under 32 recognizes 32 young professionals in the last 30 years of their careers. This is AAF 22 Under 32 award to present our 32 Under 32 award winners who have made a large impact early on in their careers.

<b>Bar Sponsor</b>	\$2K
<b>Early Bird</b>	\$2K
<b>Entertainment</b>	\$2K
<b>Bar</b>	\$2K
<b>Photo Booth</b>	\$2K
<b>Dinner</b>	\$2K
<b>Title</b>	\$2K



### Day at the Capitol

Day at the Capitol is a virtual event with potential in person legislative meetings in Austin. Virtual event will include District 10 advertising professionals and AAF National & District Government Relations representatives.

<b>General</b>	\$2K
<b>Early Bird</b>	\$2K
<b>Entertainment</b>	\$2K
<b>Bar</b>	\$2K
<b>Photo Booth</b>	\$2K
<b>Dinner</b>	\$2K
<b>Title</b>	\$2K



### Thought Leadership Panels

Monthly networking nights at bars and restaurants around Austin with AAF Members and AAF Members Elect of change. Meeting, talking and go as you please event!

<b>General</b>	\$2K
<b>Early Bird</b>	\$2K
<b>Entertainment</b>	\$2K
<b>Bar</b>	\$2K
<b>Photo Booth</b>	\$2K
<b>Dinner</b>	\$2K
<b>Title</b>	\$2K



### Happy Hours

Monthly networking nights at bars and restaurants around Austin with AAF Members and AAF Members Elect of change. Meeting, talking and go as you please event!

<b>General</b>	\$2K
<b>Early Bird</b>	\$2K
<b>Entertainment</b>	\$2K
<b>Bar</b>	\$2K
<b>Photo Booth</b>	\$2K
<b>Dinner</b>	\$2K
<b>Title</b>	\$2K



Thank You

Julie Hays  
jehays@aaf.com


Exhibit P *Big Wigs // Attendees*

## Sales by ticket type

Ticket type	Price	Sold
Member	\$105.00	120/200
Non-Member	\$120.00	48/200
Member Student	\$55.00	11/100
Non-Member Student	\$60.00	9/100
VIP First Row   Blocks of Four Seats	\$500.00	2/4
VIP Second Row   Blocks of Four Seats	\$475.00	3/4
VIP Third Row   Blocks of Four Seats	\$450.00	1/5
VIP Second Row   Single Seats	\$120.00	3/3
VIP Third Row   Single Seats	\$115.00	2/2

Exhibit Q *Big Wigs // NFTs*

### AAF Austin- Big Wigs



AAF Austin  
Big Wigs Awards 2022  
Victoria Garcia

AAF Austin  
Big Wigs Awards 2022  
Shay Brown

AAF Austin  
Big Wigs Awards 2022  
Blake Maraoui



**Exhibit R** *Big Wigs // Email & Social Promotion*



Hello Jessica,

Do you have a new sense of wonderment for the world at your feet and fresh air? A new appreciation for stepping out the front door for more than checking the mail or taking the trash out?

Come wander with us on The Journey toward this year's Big Wigs celebration!

The first stop on the itinerary is nominating your colleagues, co-workers, teachers, mentors, and friends for a Big Wig award. Share the joy of the journey as much as the final destination by nominating them now.

**Nominate Now**

**New to AAF Austin or Ad 2 Austin?**

Big Wig Awards is a yearly ceremony that celebrates the talented crew members that bring Austin's creative work to light. Big Wigs honors local professionals in every category and recognizes their contributions to our industry. Unlike the American Advertising Awards, this is not about the end product or the creative, this is about those indispensable colleagues it takes to get it out the door and into the world.

**How This Works**

BIG WIG's 2022 is next month! How time flies.

The Austin Advertising industry event of the season, the opportunity to celebrate the best in the business, the night to get together and let your hair down with your peers, colleagues and co-workers.

To show you just how much we want you there, we are offering you early access to [BIG WIGS 2022 tickets](#).

The event will be held at Wanderlust Wine East on Wednesday, October 12th, 6.30-8.30pm.

Early Bird ticket prices are \$45 for AAF members and \$55 for non-members. Tickets include delicious food, tasty drinks and free parking.

Extra Limited-Time Offer: Apply code EARLYBIGWIG at checkout and you will receive an additional 10% discount!

**COUNT ME IN**

See you There!

Hello Jessica,

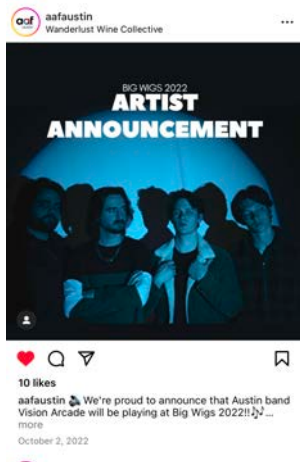
Voting ends in 2 DAYS. Please cast your vote for your favorite Big Wigs.

Big Wigs honors the local professionals who do extraordinary work in every category. It's a celebration of their many contributions to our industry.

Vote for your colleagues or other ad pros to help them get the recognition they deserve.

**CAST YOUR VOTE NOW**

A huge thank you to all of our Big Wigs sponsors:



**Exhibit S Big Wigs // Sponsors**

*Cash Sponsorships		
GSD&M	3,500.00	to be invoiced
Infillion	1,000.00	received
Workbook	1,000.00	not yet received
ATD Partners	500.00	received
KORTX	500.00	received
lookthinkmake	500.00	received
	<u>7,000.00</u>	

In-Kind Sponsorships - Cash Value		
PopShorts	4,000.00	
Plaid Pony	2,500.00	
API	5,000.00	
Clampitt	5,000.00	
Minero	5,000.00	
Integ	5,000.00	
Xtreme Xhibits	1,000.00	
10 Pillar	TBD	
VO Talent	1,200.00	

Re: Addy stats coming this afternoon!

Jake Hay <jake@popshorts.com>

Mon 2/20/2023 10:27 AM

To: AAF Austin <info@austinadfed.com>;Helena Abbing <helena.abbing@gsdm.com>

Cc: Jessica Phillips <jphillips@clampitt.com>;Stacy Scarsella <stacy@plaidponyproductions.com>;Anita Trapp <acabraltrapp@gmail.com>;Cindy Brummer <cindybrummer@standardbeagle.com>

Hi All,

I have the following as it relates to who was in-kind vs paid and what size of ad they received. Some in-kind sponsorships were worth considerably more than the ad size but I'm not sure what those quotes would have been otherwise. Stacy or Jeanine might have more insight on what our costs would have been without the in-kind.

\$1500+ level

Full-page ads:

- PopShorts (In-kind - ~\$4,000 value for the reel)
- Plaid Pony Productions (in kind)
- GSD&M (paid)
- API (in kind)
- Clampitt (in kind)
- Minero (in kind)
- Integ (in kind)

\$1000 level

Half-page ads:

- Xtreme Xhibits (in kind)
- Workbook (paid)
- Infillion (paid)
- Lookthinkmake (paid)

\$500 level

Quarter page ads:

- ATD Partners (paid)
- Rachel (in kind)
- Rob (in kind)
- 10 Pillar (paid)
- KORTX (paid)