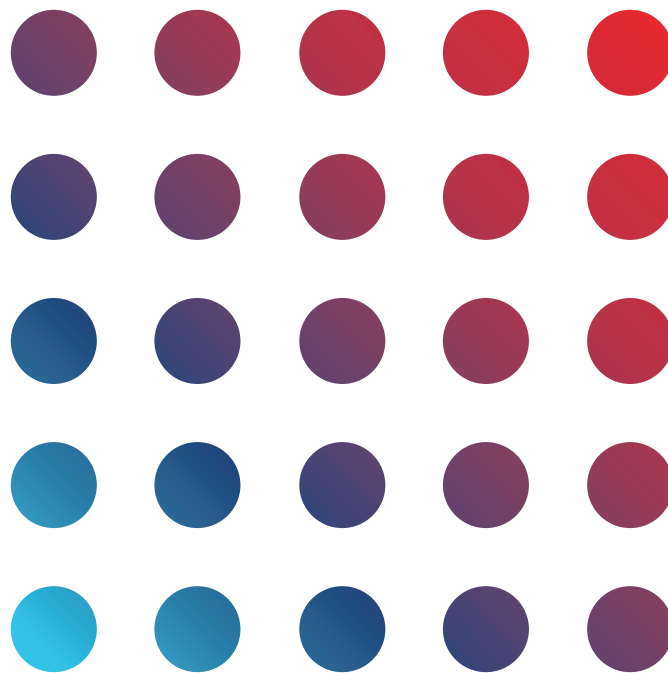




ovation awards

2026-2027
Scoring Guide

aaf american
advertising
federation®
The unifying voice for advertising

Ovation Awards Scoring Guide

Enter Club Achievement Books (3/19/27 deadline)	20 points/book
Winning National Club Achievement Books	
1st Place	25 points
2nd Place	15 points
3rd Place.....	10 points
Membership Percentage Increase 5% growth	25 points
Membership Percentage Increase 6%+	35 points
Payment of National Dues (30 days from receipt)	50 points
Payment of American Advertising Awards Fees (within 30 days of competition close)	50 points
Providing Full Membership Roster/Email List (by 11/12/26)	50 points
Submit Annual Documents to National (Code of Conduct, Bylaws, etc. by 9/13/26)	50 points
Submit Copies of Chapter's By-Laws & Charter (by 9/21/26)	50 Points
Professional American Advertising Awards Entry Percentage Increase	
5% growth	15 points
5.1%-10% growth.....	25 points
10.1%-15% growth	35 points
15.1%+ growth.....	45 points
Student American Advertising Awards Entry Percentage Increase	
5% growth.....	15 points
5.1%-10% growth	25 points
10.1%-15% growth	35 points
15.1%+ growth.....	45 points
American Advertising Awards Training Sessions	50 points
Present a Mosaic ADDY at the American Advertising Awards (provide proof by 4/22/27).....	15 points
Submit Nominations for National Awards (limit 4)	20 points/nomination
Full Registration Attendees at ADMERICA (deadline 4/8/27, maximum 100 points).....	20 points/attendee
Posts to Local Social Media Pages Promoting National Events (100 maximum points)	10 points/post
Completion of a Public Service Project (details submitted by 4/22/27)	50 points
Join AAF Chapter Leaders LinkedIn Group (by 9/13/26)	10 points
Follow AAF National Social Media Channels (by 9/13/26)	10 points
Attendance at President Idea Exchange Webinars (total of 5)	25 points/webinar
Work with AAF National to Successfully Launch a New Ad 2 or Student Chapter	50 points
Host a Program on Diversity, Equity, and Inclusion (provide proof by 4/22/27)	20 points

Proof for receipt of points should be submitted [here](#).