



2018 American Advertising Awards

Sponsorship Opportunities

Prepared by AAF Acadiana

ABOUT AAF ACADIANA

We are the innovative voices whispering behind every ad.

From the creation of powerful imagery to the development tactics designed to influence from the shadows, the American Advertising Federation (or AAF) has existed to sway the public into taking meaningful action since 1905.

As an official chapter, AAF Acadiana is a nonprofit organization that gives marketing professionals the tools and resources they need to create compelling work reflective of the region's unique personality and high standards. Our members are the movers, shakers and networkers of South Louisiana—from students to seasoned veterans—who share a common thread: the desire to grow personally and professionally in their respective industries.

Members frequently gather for professional development engagements, host community outreach initiatives and support local students with scholarship opportunities. But the most anticipated event of the year is the American Advertising Awards.



ABOUT THE AWARDS



Our influence reaches far.

The American Advertising Awards (or AAAwards) is the advertising industry's largest and most representative competition, attracting over 40,000 entries every year in local club competitions. The mission of the AAAwards competition is to recognize and reward the creative excellence in the art of advertising.

Conducted annually, the local Ad Club phase is the first of a three-tier, national competition. Concurrently, all across the country, local entrants vie to win ADDY Awards—recognition as the very best in their markets. At the second tier, local ADDY winners compete against winners from other local clubs in one of 15 district competitions. District ADDY winners are then forwarded to the third tier, the national stage of the AAAwards.

AAF Acadiana is currently preparing to host the first tier of the annual competition in late February 2018. Previous award shows have brought event goers to a luchador match, into a storybook world and introduced us to the superhero alter egos of disciplines that are honored during the show.

Why sponsor the Awards?

The AAAwards encourages a healthy level of competition across the entire advertising profession. By awarding the very best work that can lead to regional and national recognition, our local industry strives to create top-notch solutions for their clients throughout the year. And when local advertising succeeds, so does Acadiana's economy.

In addition to impacting local business, an AAAwards sponsor has the ability to influence Acadiana's top tastemakers. Professionals who pride themselves on their work also desire to partner with innovative vendors and support local, authentic brands. And what better time to showcase your company than during the annual gathering of these connoisseurs?

No matter your budget, investing in the AAAwards will provide a unique marketing opportunity for your business.



Sponsorship Opportunities



ONE AVAILABLE

Presenting Sponsor

\$5,000 DONATION

PRE-EVENT

- Naming rights: 2017 American Advertising Awards, presented by [Your Company]
- Priority logo placement and link on microsite
- Priority company name and logo placement on all AAAward e-blasts and social media
- Recognition in press release to major media outlets

AWARD GALA

- One complimentary table (8 tickets) with premium seating placement
- Recognition in the audio/visual programming during the event
- Premier signage during the event, displaying name, logo and level of sponsorship
- Two-minute commercial to be shown during the AAwards presentation (must be provided by the sponsor)
- Company logo in the gala slideshow and verbal recognition from emcee
- Company logo featured in the Winners Book as “Presenting Sponsor”
- Full-page ad in the Winners Book

POST-EVENT

- Priority logo and link on microsite following the event
- Recognition and logo placement in all post-AAward materials

ONE AVAILABLE

Platinum Sponsor

\$2,500 DONATION

PRE-EVENT

- Logo placement and link on microsite leading up to the event
- Company name and logo placement on all AAAward e-blasts and social media
- Recognition in press release to major media outlets

AWARD GALA

- One complimentary table (8 tickets) with premium seating placement
- Recognition in the audio/visual programming during the event
- Company logo in the winners slideshow presented at the gala
- Company logo featured in the Winners Book under sponsorship tier
- Full-page ad in the Winners Book

POST-EVENT

- Logo and link on microsite following the event
- Recognition and logo placement in all post-AAAward materials

ONE AVAILABLE

Diamond Sponsor

\$1,500 DONATION

PRE-EVENT

- Logo placement and link on microsite leading up to the event
- Company name and logo placement on AAAward e-blasts and social media
- Recognition in press release to major media outlets

AWARD GALA

- Four (4) complimentary tickets for the awards gala with premium seating placement
- Company logo in the slideshow presented at the awards gala
- Company logo featured in the Winners Book under sponsorship tier
- Full page ad in the Winners Book

POST-EVENT

- Logo and link on microsite following the event
- Recognition and logo placement in all post-AAAward materials

FOUR AVAILABLE

Gold Sponsor

\$500 DONATION

AWARD GALA

- Company logo in the slideshow presented at the awards gala
- Company logo featured in the Winners Book under sponsorship tier
- 1/2 page ad in the Winners Book
- Two (2) complimentary tickets for the awards gala
- Logo and link on microsite following the event

SIX AVAILABLE

Silver Sponsor**\$250 DONATION**

- Company logo in the slideshow presented at the awards gala
- Company logo featured in the Winners Book under sponsorship tier
- 1/4 page ad in the Winners Book
- 25% discount on up to four (4) tickets for the awards gala
- Logo and link on microsite following the event

Bar Sponsor**\$1,500 -OR- PHYSICAL DONATION**

- Two (2) complimentary tickets for the awards gala
- Exclusive logo placement on bar signage at the event
- Exclusive logo placement on customized plastic cups used to serve drinks
- Company logo in the winners slideshow presented at the awards gala
- Company name listed in the Winners Book under sponsorship tier
- Full page ad in the Winners Book

Friend of the AAwards**DONATED SERVICES**

- Company name in the slideshow presented at the awards gala
- Company name listed in the Winners Book under sponsorship tier
- 25% discount on tickets to the awards gala (# depends on donation)
- Logo and link on microsite following the event
- Additional benefits to be negotiated, depending on the donation

ONE AVAILABLE

Decor Sponsor**\$800 -OR- PHYSICAL DONATION**

- Exclusive logo placement on all dinner tables
- Company logo in the winners slideshow presented at the awards gala
- Company name listed in the Winners Book under sponsorship tier
- 1/2 page ad in the Winners Book
- Two (2) complimentary tickets for the awards gala



Winners Book Ad Space

Along with our sponsorship packages, we also offer ad space in the 2018 AAAward Winners Book. This will be electronically distributed to all club members and award attendees, and will permanently live on the AAAward microsite. All artwork must be sent by Jan. 31, 2018 as high-resolution PDFs to aaawards@aafacadiana.com.

Full Page Ad - \$300

½ Page Ad - \$150

¼ Page Ad - \$75

Ad specs to be determined.

Ready to Become a Sponsor?



Please notify our sponsorship coordinator of the level of support you wish to contribute. You will receive a donation agreement with further instructions.

Cory LaGrange

337-233-1515 | clagrange@bbrcreative.com



For more information about AAF Acadiana
and to become a member, visit

aafacadiana.com
