

AMERICAN ADVERTISING AWARDS



houston

Sponsorship Opportunities *61st Awards Show*

Thursday, February 16, 2023 · The Ballroom at Bayou Place

This is the advertising industry's largest and most representative competition, attracting over 40,000 entries every year in local AAF Club competitions. The mission of the American Advertising awards competition is to recognize and reward creative spirit of excellence in the art of advertising.

The American Advertising Federation has many benefits provided to the community. Advertising Education + Scholarships, Networking + Professional Growth, Diversity + Inclusion, The American Advertising Awards, Government Relations and Public Service

TITLE SPONSOR - \$7,500

(1 available, over \$15,000 in value!)

The ultimate branding opportunity! Your name and logo on everything.

The "YOUR COMPANY NAME" ADDY Awards

*Make it even more memorable by adding the
Grand Entrance Staircase for \$1500! (\$9,000 total)*

- A representative from your company presenting the YOUR COMPANY Best of Show Award for Digital entry, Broadcast entry and Print entry.
- A representative from your company at the podium to promote your business for 5 min.
- Premier Seating for a table of 10 at the event, front and center
- Your logo on all opportunities at the event, digital and social media promotions
- Your logo on all Awards Show promotional email newsletters to more than 1100 coveted advertising, PR, Marketing and Creative sources.
- Promotion on AAF-Houston social media: Over 2,000 Facebook followers, 2000 page likes, 610 Instagram followers, and 146 LinkedIn followers
- Link to YOUR COMPANY'S website from the AAF-Houston site for a full year, averaging 3000 views a month
- Full Page, Four Color Ad on the back cover of the Awards Show program and published Winner's List
- Your logo on the screen at the event
- Opportunity to set up on-site promotion of your company

DISPLAY AREA SPONSORS - \$5,000 ea.

(3 available, over \$8,500 in value each!)

To make it easier for a big crowd to see all of the work, we will display the work in three different and unique areas that will be branded as:

THE "YOUR COMPANY" DIGITAL CAFÉ

Unique display area for viewing all website and interactive entries

THE "YOUR COMPANY" BROADCAST THEATRE FOR TV AND RADIO

Theatre-style display area for all television/video and radio entries

THE "YOUR COMPANY" PRINT PLAZA GALLERY

Gallery-style display area for all print entries featuring both vertical panels and tables

- Branded award, such as “The YOUR COMPANY Digital Café Best of Show Award” will be announced by one of your reps at the show**
- Six tickets to the event at a VIP table
- Special signage for your specific display area, featuring your logo
- Your logo on all opportunities at the event, digital and social media promotions
- AAF-Houston e-newsletter Sponsor Thank You sent to the entire email list
- Link to your company’s website from the AAF-Houston site for a full year, averaging over 3000 views a month
- Full Page, four color ad in the Awards Show program and listing on sponsor page

**Unless Title Sponsor has already committed

MAIN STAGE SPONSOR - \$3,500

(1 available, over \$8,500 in value)

Have you ever fancied being on the stage? You can as your company name and logo will be on the stage throughout the program.

- Six tickets to the event
- Large backdrop branded for your company with your message
- Your logo on all opportunities at the event, digital and social media promotions
- AAF-Houston e-newsletter Sponsor Thank You sent to the entire email list
- Link to your company’s website from the AAF-Houston site for a full year, averaging over 3000 views a month
- Full Page, four color ad in the Awards Show program and listing on sponsor page

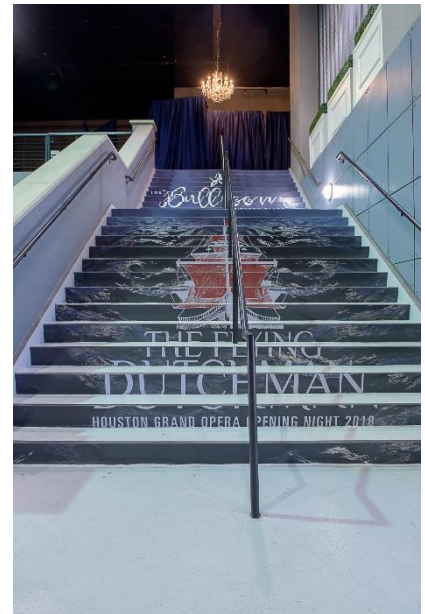
UNIQUE OPPORTUNITIES TO STAND OUT

GRAND ENTRANCE STAIRCASE - \$3,000

(1 available, over \$5,000 value)

Own the entrance - it's all yours. YOUR COMPANY logo lighting up the stairs at The Ballroom at Bayou Place. We expect 300+ guests to attend and your logo will be lighting the stairs for premium branding!

- Four tickets to the event
- Your logo on all opportunities at the event, digital and social media promotions
- AAF-Houston e-newsletter Sponsor Thank You sent to the entire email list
- Link to your company's website from the AAF-Houston site, averaging over 3000 views a month
- Half Page, four color ad in the Awards Show program and listing on sponsor page



BAR WRAPS - \$2,500

(1 available, over \$5,000 in value)

Guests at show will see your logo time after time as they step up to one of **three bars** throughout the evening. The bar wraps are oversized so there is no mistaking who is sponsoring the bars. Napkins imprinted with your company logo will be used during the event.

- Four tickets to the event
- Your logo on all opportunities at the event, digital and social media promotions
- AAF-Houston e-newsletter Sponsor Thank You sent to the entire email list
- Link to your company's website from the AAF-Houston site, averaging over 3000 views a month
- Half Page, four color ad in the Awards Show program and listing on sponsor page



AFTER PARTY SPONSOR - \$2,000

(1 available, over \$4,500 in value)

Keep the party rolling and celebrate with music and dancing until 11PM. The DJ will announce throughout the event that your company is literally, putting on the party.

- Two tickets to the event
- Your logo on all opportunities at the event, digital and social media promotions
- AAF-Houston e-newsletter Sponsor Thank You sent to the entire email list
- Link to your company's website from the AAF-Houston site, averaging over 3000 views a month
- Half Page, four color ad in the Awards Show program and listing on sponsor page

CENTERPIECE SPONSOR - \$1,500 ea

(2 available, over \$4,500 in value)

Set the mood with guests as they dine. 4-sided acrylic cube branded with your logo will ensure a 360 degree view of your company. And to adds some extra punch – it's lighted!

- Two tickets to the event
- (10) tables per sponsorship will have your centerpiece
- Your logo on all opportunities at the event, digital and social media promotions
- AAF-Houston e-newsletter Sponsor Thank You sent to the entire 2500+ e-mail list
- Half page, four color ad in the Awards Show program

SILVER MEDAL SUPPORTER - \$1,500

(Unlimited Opportunities, over \$4,500 in value)

The AAF Silver Medal Award recognizes men and women who have made outstanding contributions to advertising and who have been active in furthering the industry.

- Two tickets to the event
- AAF-Houston e-newsletter Sponsor Thank You sent to the entire 2500+ e-mail list
- Half page, four color ad in the special Silver Medal section of the Awards Show program, honoring recipient and thanking the Silver Medal sponsors

FRIEND OF THE ADDY'S - \$1,500

(Unlimited Opportunities, over \$4,500 in value)

Show your support for advertising and communications community.

- Two tickets to the event

- Your logo on all opportunities at the event, digital and social media promotions
- AAF-Houston e-newsletter Sponsor Thank You sent to the entire 2500+ e-mail list
- Half page, four color ad in the Awards Show program

DESSERT SPONSOR - \$1,500

(1 available, over \$4,500 in value)

Cap off a delicious meal with a delicious dessert. Guests will know it's your company when they see the acknowledgment at all the tables.

- Two tickets to the event
- Signage at tables
- Your logo on all opportunities at the event, digital and social media promotions
- AAF-Houston e-newsletter Sponsor Thank You sent to the entire 2500+ e-mail list
- Half page, four color ad in the Awards Show program

PHOTO BACKDROP SPONSOR - \$1,500

(1 available, \$4,500 in value)

Guests will love taking photos to commemorate the evening with the themed backdrop with your company logo.

- Two tickets to the event
- Your logo on all opportunities at the event, digital and social media promotions
- AAF-Houston e-newsletter Sponsor Thank You sent to the entire 2500+ e-mail list
- Half page, four color ad in the Awards Show program

HORS D' OEUVRES SPONSOR - \$1,200

(1 available, \$4,300 in value)

Guests can enjoy a bite or two before dinner courtesy of your company. Printed napkins with your company logo will be handed out with the hors d' oeuvres.

- One ticket to the event
- Your logo on all opportunities at the event, digital and social media promotions
- AAF-Houston e-newsletter Sponsor Thank You sent to the entire 2500+ e-mail list
- Half page, four color ad in the Awards Show program

ON THE LIGHTER SIDE

These sponsorships allow companies to show their support and be in front of the crowd at a more modest cost.

FLOOR DECAL SPONSOR - \$750

(1 available, \$2,000 value)

You don't need to follow the yellow brick road, just floor decals with your company logo on them throughout the event space.

- (10) floor decals pave the way for guests
- Your logo on all opportunities at the event, digital and social media promotions
- AAF-Houston e-newsletter Sponsor Thank You sent to the entire 2500+ e-mail list

LIGHT BOXES - \$750 per side

(2 sides available per box, \$1,500 value)

Guests can't miss the tall light boxes with your logo or branded image.

- Your logo on all opportunities at the event, digital and social media promotions
- AAF-Houston e-newsletter Sponsor Thank You sent to the entire 2500+ e-mail list



WINDOW BANNER SPONSOR - \$350 - \$500 each

(4-6 Premium placement available - \$500 each, \$2,000 value)

(10 other locations available - \$350 each, \$2,000 value)

Why just look out a window when you can see your company logo on it?

Window decals will be placed on windows in the Ballroom. Premium placement is window behind the bar, other locations are on the east side of the pre-function area.

- Your logo on all opportunities at the event, digital and social media promotions
- AAF-Houston e-newsletter Sponsor Thank You sent to the entire 2500+ e-mail list



OUTDOOR BALCONY BANNER - \$350 each

(6-8 available, \$2,000 value)

Guests are not far away from your company name when they step outside on the expansive balcony at The Ballroom. The outdoor banners are generous sized (34.25" tall x 54 ½" wide) so they can't be missed.

- Your logo on all opportunities at the event, digital and social media promotions
- AAF-Houston e-newsletter Sponsor Thank You sent to the entire 2500+ e-mail list



ADDY PROGRAM ADS SPECIFICATIONS

Unlimited Opportunities - Deadline for Artwork to be announced

- Full page, four color ad in the ADDY Program, \$1,000 each
- Half page, four color ad in the ADDY Program, \$500 each

All ads must be submitted as CMYK high resolution PDF files at 300 DPI.

TITLE SPONSOR'S BACK COVER BLEED AD SIZE: 9" wide x 9" tall with .125" bleed

FULL PAGE AD SIZE:

- NON BLEED: 8.5" wide x 8.5" tall.
- WITH BLEED: 9" wide x 9" tall with .125" bleed

HALF PAGE AD SIZE: 8.5" wide x 4.25" tall

Submit ads to: adclub@aaf-houston.org by deadline.