



AMERICAN ADVERTISING AWARDS

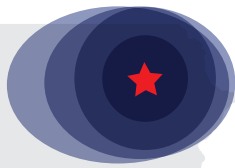
Sponsorship Kit 2017-2018



The American Advertising Federation of Northeastern Pennsylvania

is proud to announce the **2017-18 American Advertising Awards** will be held on **March 2** at the **Radisson Lackawanna Station Hotel** in downtown Scranton. As the largest local event specifically targeted to the advertising community, this is the premier place to get your name in front of advertising and marketing professionals in our area. The competition is part of a three-tiered National Competition that begins at a local level.

What is our
demographic?



AAF NEPA's club hub is Scranton/Wilkes-Barre, but our outreach and membership base spans the vast region of Northeastern Pennsylvania with an approximate 100+ mile radius. Our organization is a partnership of agencies, vendors, creatives, educators, writers, developers, photographers, and so much more. We are the only organization in NEPA that is dedicated to promoting the greater effectiveness and integrity of advertising. As a leading voice, we stand united as an authority for the greater good of our industry.

Recently, The American Advertising Federation of Northeastern Pennsylvania has introduced several new sponsorship opportunities aimed at maximizing exposure for our members and partners. While the Awards ceremony is held in February, the journey to the Awards begins much sooner! Our marketing efforts span the entire year with the heaviest focus in the Fall/Winter prior to the awards ceremony. Partnering with AAF NEPA as a sponsor would empower your brand with unique exposure to the local advertising and marketing community for much longer than just the evening of the awards. Build brand recognition, create awareness, and generate business with exclusive event marketing opportunities brought to you by AAF NEPA.



AMERICAN
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AWARDS

You in? Become a sponsor today.
Contact us at info@aafnepa.org.

*Presenting Sponsor

\$5,000

(One Exclusive Opportunity)



The Northeast Pennsylvania chapter of the American Advertising Federation invites you to partner with us as a means to promote your business by becoming part of the American Advertising Awards. In addition to several sponsorship levels, we also offer opportunities to place an ad in our awards dinner program book.

*Presenting sponsors are ineligible to enter the American Advertising Awards.

Pre-Event

- Naming rights: The American Advertising Awards, Presented by [your company name]
- Logo prominently displayed on all promotional materials: call for entries, invitation and print, digital and outdoor advertisements
- One marketing piece of your choice placed in all call for entry packets (300 pieces must be provided)
- Logo prominently displayed on all email and social media communication as it pertains to The American Advertising Awards of Northeast PA
- Logo prominently displayed on the AAF NEPA website

At the Event

- Preferred seating for a table of eight (8)
- 2-minute commercial to be shown at the opening of the show
- 2-minute introduction to be given by your company representative
- Your company logo on the cover of the program booklet
- One full-page ad in the program booklet with priority placement
- Company logo prominently displayed on screen at the event

Post Event

- Logo displayed on the AAF NEPA website for one year
- Social media acknowledgment



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Cocktail Hour Sponsor

\$3,000

*(One Exclusive
Opportunity)*



Pre-Event

- Logo prominently displayed on all promotional materials: call for entries, invitation and print, digital and outdoor advertisements
- One marketing piece of your choice placed in all call for entry packets (300 pieces must be provided)
- Logo prominently displayed on all email and social media communication as it pertains to The American Advertising Awards of Northeast PA
- Logo prominently displayed on the AAF NEPA website

At the Event

- Preferred seating for four (4) at the event
- 2-minute commercial to be shown at the opening of the show
- One full-page ad in the program booklet with priority placement
- Company logo prominently displayed throughout cocktail hour
- Option to work with planning committee to customize cocktail hour decor

Post Event

- Logo displayed on the AAF NEPA website for one year
- Social media acknowledgment



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You in? Become a sponsor today.
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***Exclusive
Award
Sponsor**
\$2,500
*(Local-Themed
Award)*



*Exclusive Award Sponsors are eligible to enter The American Advertising Awards, but entries are ineligible for special award judging or recognition. *Award style subject to change.*

Pre-Event

- Naming rights to this one specific award:
The Community Spotlight presented by [your company]
- Logo prominently displayed on all promotional materials: call for entries, invitation and print, digital and outdoor advertisements
- One marketing piece of your choice placed in all call for entry packets (300 pieces must be provided)
- Logo prominently displayed on all email and social media communication as it pertains to The American Advertising Awards of Northeast PA
- Logo prominently displayed on the AAF NEPA website

At the Event

- Preferred seating for four (4) at the event
- 2-minute commercial to be shown at the opening of the show
- Award presented by your company representative (optional)
- One full-page ad in the program booklet with priority placement
- Company logo displayed on screen at the Awards event

Post Event

- Logo displayed on the AAF NEPA website for one year
- Social media acknowledgment



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Creative Opportunities for your Business!

AAF NEPA is a community of creative individuals and we would love to partner with you in even more creative ways to make our event unique and memorable while showcasing your business at the same time!



Gold Sponsor \$500

- :30 to :60 rotating spot through dinner hour (photo/video/no sound)
- 1/2 page program ad
- Logo on AAF NEPA website
- Logo or web property link on event e-mail marketing
- Acknowledgment on social media



Silver Sponsor \$250

- Rotating static logo (:15 each display) through dinner hour
- 1/4 page program ad
- Logo on AAF NEPA website
- Logo or web property link on event e-mail marketing
- Acknowledgment on social media

Contact us to discuss some of our unique opportunities below that can be customized to your business:

- Gallery Sponsor
- Addy Workshop Sponsor
- Student Competition Sponsor
- Drop-off Location Sponsor



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In-Kind/Trade Opportunities

We need lots of vendors! Maybe you have something we need for our event!



Media Sponsor

IN-KIND

Showcase your work by helping us to create an elegant evening.



Decor Sponsor

IN-KIND

Help us make the night come to life. We're sure our group will remember you for their next client!



Print Sponsor

IN-KIND

Help us look great on paper as a way to showcase your quality.



Custom Sponsor

\$IN-KIND

Does your company have access to something else we may need? Let's talk!

In-kind and Trade agreements will be arranged on a individual basis.

Place an Ad with Us

Help support AAF NEPA while showcasing your business.

Full Page (5.125w" x 8.125"h): \$150.00

Back Cover* (5.5w" x 8.5"h): \$200.00

Half Page Ad (5.125w" x 4"h): \$100.00

Quarter Page Ad (2.5075w" x 4"h): \$ 50.00

**Include .125" bleed on ad.*

Submitting your own ad?

All program ads are in full color. Accepted file formats are .jpg and .pdf exported at 300dpi. All print-ready ads must be submitted by **February 17, 2018** to info@aafnepa.org.

Need an ad? Let us help.

Contact us at info@aafnepa.org and we'll create a professional ad for you. All logos, copy, and images must be submitted by **February 10, 2018**.

Program books will be placed in the hands of hundreds of leading advertising and marketing professionals

from the Northeastern Pennsylvania region at the annual American Advertising Awards dinner. Beginning in January, all ads that have been placed will also be featured on our various social media platforms until the event, with a second post with your ad appearing with a thank you following the awards dinner.



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