



# AMERICAN ADVERTISING AWARDS



[aafnepa.org](http://aafnepa.org)

## Sponsorship Kit

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## The American Advertising Federation of Northeastern Pennsylvania

is proud to announce the 2015-16 American Advertising Awards will be held on February 26th 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.

This year, 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.



## 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 Northeast PA
- Logo prominently displayed on the AAF NEPA website

## AT THE EVENT

- Preferred seating for a table of 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 AAFNEPA.org for one year
- Social media acknowledgment

## PRE-EVENT

- Logo 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 displayed on all email and social media communication as it pertains to the American Advertising Awards Northeast PA
- Logo displayed on the AAF NEPA website

## Cocktail Hour Sponsor

\$3,000

*(One Exclusive Opportunity)*



## 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 AAFNEPA.org for one year
- Social media acknowledgment



**Ready to become a Sponsor?**

Contact us at [info@aafnepa.org](mailto:info@aafnepa.org)

## 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 and company name used in special promotional materials announcing the new award via email, web, social media and print
- Logo 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 displayed on all email and social media communication as it pertains to the American Advertising Awards Northeast PA
- Logo displayed on the AAF NEPA website

### AT THE EVENT

- Preferred seating for four (4) at the event
- 2-minute commercial prior to award presentation
- 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 AAFNEPA.org for one year
- Social media acknowledgment



## Gold Sponsor

\$500

- :30 to :60 rotating spot - photo/video (no sound)
- 1/2 page program ad
- Logo on website
- Logo/web property link on event email marketing
- Acknowledgment on social media



## Silver Sponsor

\$250

- Rotating static logo (:15 each display)
- 1/4 page program ad
- Logo on website
- Logo/web property link on event email marketing
- Acknowledgment on social media

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

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

## In-Kind/Trade Opportunities

We need a lot 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 spread the good word, 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

\$50 - \$200

*Help support  
AAF NEPA  
while promoting  
your business.*

<b>Full page</b> (5.125w" x 8.125"h):	\$150.00
<b>Back cover*</b> (5.5w" x 8.5"h):	\$200.00
<b>Half page ad</b> (5.125w" x 4"h):	\$100.00
<b>Quarter page ad</b> (2.5075w" x 4"h):	\$ 50.00

\*Include .125" bleed on ad.

### Need an ad? Let us help.

Contact us at [info@aafnepa.org](mailto:info@aafnepa.org) and we'll create a professional ad for you.

All logos, copy, and images must be submitted by **Jan. 29, 2016.**



## Distribution:

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 Jan/Feb, 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.

## Requirements:

All program ads are full color. Accepted file formats are .jpg and .pdf exported at 300dpi.

## Due Date:

All print ready ads must be submitted by **Feb. 5, 2016** to [info@aafnepa.org](mailto:info@aafnepa.org).