

SPONSORSHIP PACKET

AWARD SHOW
2.23.24

aaf american
advertising
federation
fort worth



EVERYTHING

is

FINE!

IT'S TIME TO

SUBMIT.

HOSTED BY ARTIFICIAL INTELLIGENCE

AMERICAN
ADVERTISING
AWARDS

AMERICAN **HOSTED BY**
ADVERTISING **ARTIFICIAL**
AWARDS **INTELLIGENCE**

THE TAKEOVER OF ARTIFICIAL INTELLIGENCE IS IMMINENT...

Thank you for your interest in sponsoring the 2024 American Advertising Awards!
Especially since artificial intelligence is going to make us advertisers obsolete before too long (everything is fine).

Sponsorship Levels

Title Sponsor	\$10,000	Valet Sponsor	\$2,500
Presenting Sponsor	\$5,000	Entertainment Sponsor	\$2,000
Bar Sponsor	\$3,000	Gold Sponsor	\$1,000
Gallery Sponsor	\$3,000	Silver Sponsor	\$500

**ABOUT THE AMERICAN
ADVERTISING AWARDS**

The American Advertising Awards is the Advertising industry's largest and most representative competition, attracting more than 25,000 entries every year in local AAF Ad Club competitions. The mission of the American Advertising Awards is to recognize and reward the creative spirit of excellence in the art of advertising.



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2024 SPONSORSHIP PACKAGES



Sponsor Benefits

As a sponsor of the American Advertising Awards, your brand is shown to hundreds of marketing and advertising professionals from Dallas-Fort Worth. In addition to the benefits listed below, sponsors receive acknowledgement during the ceremony, logos in event signage, mention to thousands of followers across our social media pages, as well as placement in our newsletter, which is distributed to over a thousand subscribers on a weekly basis leading up to the awards ceremony. Sponsors also receive an insertion in our winners book, distributed after the event.

\$10,000 - TITLE SPONSOR (1):

- Ten (10) tickets to the awards ceremony
- Mention in all media and PR pre and post event
- Top-listed brand on every sponsorship billing
- Named sponsor of pre-ceremony cocktail hour
- Front-row table for you and your guests
- Bottle / table-side pour service
- Opportunity for live remarks or video to play during the awards ceremony (2min)

\$5,000 - PRESENTING SPONSOR (3):

- Eight (8) tickets to the awards ceremony
- Second-listed brand on every sponsorship billing
- Front-section table for you and your guests
- Bottle / table-side pour service
- Opportunity for live remarks at the event, or video played (1min)

\$3,000 - BAR SPONSOR (1):

- Five (5) tickets to the awards ceremony
- Cocktail napkins featuring your brand logo
- Branded signage at the bar

\$3,000 - GALLERY SPONSOR (2):

- Three (3) tickets to the awards ceremony
- Branded signage in gallery

\$2,500 - VALET SPONSOR (1):

- Three (3) tickets to the awards ceremony
- Parking attendees leave branded collateral in attendees vehicles
- Signage in valet area

\$2,000 - ENTERTAINMENT SPONSOR (3):

- Three (3) tickets to the awards ceremony
- Branded signage around the stage

\$1,000 - GOLD SPONSOR:

- Three (3) tickets to the event
- Higher listing on sponsor billings than Silver

\$500 - SILVER SPONSOR:

- Two (2) tickets to the event

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About **AAF FORT WORTH**

American Advertising Federation (AAF) is a national network, composed of more than 50,000 marketing and advertising professionals. The AAF Fort Worth subchapter is a 501(c)6 organization, run by a volunteer board from Dallas-Fort Worth. The board is dedicated to advancing the profession of marketing and advertising, supporting educational initiatives and uniting the industry community.

Founded by Amon G. Carter in 1909, AAF Fort Worth holds the title of the oldest active civic group in Fort Worth. Currently, AAF Fort Worth has over eighty active members, representing thirty different agencies, as well as in-house marketing teams from global brands and nonprofits throughout the metroplex.

TO *Sponsor* THE EVENT, CONTACT:

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