



# 2018 Sponsorship Opportunities

## PLATINUM SPONSOR | \$5000 | ONE YEAR SPONSORSHIP

Your company will be identified in front of the Birmingham advertising community as a prominent supporter of AAF Birmingham. Platinum sponsors will be granted field exclusivity.

- **AAA (ADDY) PLATINUM SPONSOR** Eight (8) tickets to the event
- **10 AWARDS SPONSOR** Eight (8) tickets to the event . space to display company banner at event
- **(ONE) MONTHLY LUNCHEON** Podium time . designated table at each luncheon
- **YOUR COMPANY LOGO** on all email communications . on aafbirmingham.com . on signage and in slideshows . on AAA (ADDY) advertising
- **PROMOTION OF YOUR COMPANY SPONSORSHIP TO OUR MEMBERSHIP**
- **PUBLIC SERVICE** 10% of each Platinum Sponsorship will be designated as monies for student scholarships

## GOLD SPONSOR | \$2500 | ONE YEAR SPONSORSHIP

Your company will be identified in front of the Birmingham advertising community as a prominent supporter of AAF Birmingham. Gold sponsors will be granted field exclusivity.

- **AAA (ADDY) GOLD SPONSOR** Four (4) tickets to the event
- **10 AWARDS SPONSOR** Four (4) tickets to the event . space to display company banner at event
- **YOUR COMPANY LOGO** (on all email communications . on aafbirmingham.com . on signage and in slideshows . on AAA (ADDY) advertising)
- **PROMOTION OF YOUR COMPANY SPONSORSHIP TO OUR MEMBERSHIP**
- **PUBLIC SERVICE** 10% of each Gold Sponsorship will be designated as monies for our public service campaigns

## SILVER SPONSOR | \$1250 | ONE YEAR SPONSORSHIP

Your company will be identified in front of the Birmingham advertising community as a prominent supporter of AAF Birmingham. Silver sponsors will be granted field exclusivity.

- **AAA (ADDY) SILVER SPONSOR** Two (2) tickets to the event
- **10 AWARDS SPONSOR** Two (2) tickets to the event . space to display company banner at event
- **YOUR COMPANY LOGO** (on all email communications . on aafbirmingham.com . on signage and in slideshows . on AAA (ADDY) advertising)
- **PROMOTION OF YOUR COMPANY SPONSORSHIP TO OUR MEMBERSHIP**
- **PUBLIC SERVICE** 10% of each Silver Sponsorship will be designated as monies for our public service campaigns

## BRONZE SPONSOR | \$750 | ONE YEAR SPONSORSHIP

Your company will be identified in front of the Birmingham advertising community as a prominent supporter of AAF Birmingham.

- **AAA(ADDY) BRONZE SPONSOR**
- **10 AWARDS SPONSOR** space to display company banner at event
- **YOUR COMPANY LOGO** on all email communications . on aafbirmingham.com . on signage and in slideshows . on AAA (ADDY) advertising
- **PROMOTION OF YOUR COMPANY SPONSORSHIP TO OUR MEMBERSHIP**
- **PUBLIC SERVICE** 10% of each Bronze Sponsorship will be designated as monies for our public service campaigns

## LUNCHEON SPONSOR \$300 . PER LUNCHEON

- Time at the podium before lunch
- Logo in all email communications
- Logo on aafbirmingham.com
- Logo placement in signage and slideshows
- Logo on AAF advertising
- Designated table at sponsored luncheon

## AMERICAN ADVERTISING AWARDS

### 2018 BEST OF SHOW SPONSORS | \$300 EA

- Web Designer of the Year
- Creative Director of the Year
- Professional Best of Show
- Student Best of Show
- Electronic Best of Show
- Designer/Art Director of the Year
- Copywriter of the Year
- Photographer of the Year

### IN-KIND | TRADE

- Judges Meals | Event Decor | Paper or Printing Donation | etc.
- Company name/logo placement, as specific sponsor on all AAA (ADDY) advertising
- Recognition as sponsor in B-Metro's April 2018 AAA (ADDY) special edition spread

AMERICAN  
ADVERTISING  
AWARDS

## SPONSORSHIP AGREEMENT FORM REVERSE SIDE

Please make all funds payable to AAF Birmingham

For more information on advertising contact info@aafbirmingham.com. Thank you for your generous support of the Birmingham advertising community.

# SPONSORSHIP AGREEMENT FORM

The Birmingham ad community loves you. Thank you for showing us how much you care by supporting our club. Through the American Advertising Awards, the AAF and local ad clubs fulfill their commitment to cultivating the highest standards of advertising.

## I AGREE TO THE FOLLOWING CONDITIONS:

- My organization will be participating in the \_\_\_\_\_ sponsorship package, which is a contribution of \$\_\_\_\_\_ CASH and/or \$\_\_\_\_\_ in TRADE.
- My organization will provide sponsorship funding on or before the date of \_\_\_\_\_
- My organization will provide a digital copy of our logo, which will be used in promotional materials.

Organizational Representative \_\_\_\_\_ Date \_\_\_\_\_

Organization: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

### PLEASE MAKE ALL FUNDS PAYABLE TO AAF BIRMINGHAM

For more information on advertising contact [info@aafbirmingham.com](mailto:info@aafbirmingham.com). Thank you for your generous support of the Birmingham advertising community.



**P.O. BOX 530416 . BIRMINGHAM, ALABAMA 35253**

AAF Birmingham is a 501(c)(6) organization. 501(c)(6) organizations are nonprofit business leagues, chambers of commerce, boards of trade and the like. Similar to a 501(c)(3), no part of the net earnings of the charitable organization may benefit private individuals. Also, it can not be engaged in any business intended to be carried on for profit. It is primarily supported by membership dues (more on that later), and its goal is toward the betterment of business conditions for a particular trade or community. Contributions to 501(c)(6)'s are not deductible as charitable contributions, but they may be deductible as a trade or business expense. Any portion of the membership dues related to lobbying are not deductible.

**LEIGH ANN MOTLEY**  
AAF Birmingham  
President

**DAVID BARRY**  
American Advertising Awards  
Vice President

**HALLEY SMITH**  
American Advertising Awards  
Vice President

**DAWN TAYLOR**  
AAF Birmingham  
Executive Director