

Education. Networking. Recognition.



Sponsorship Program Opportunities

Be a part of Dayton's award winning advertising industry, one of the largest networks in the Ohio region and one of the nation's oldest national advertising trade associations.

www.aafdayton.org



About AAF- Dayton:

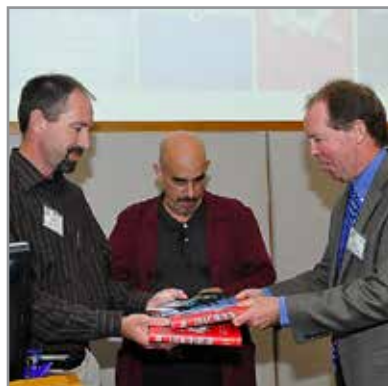
As a local chapter, our mission is to energize and amplify the Dayton advertising community through education, networking, and recognition. To support our mission, we provide resources and develop programming for our members, including:

	Event	Average Attendance
	Monthly speaker series – A series of regional and national thought leaders presenting marketing/advertising insights and offering solutions to daily challenges faced by professionals.	60+ attendees
	Networking and social events – A variety of events that bring the local marketing and advertising community together to network in a social setting.	20+ attendees
	SummitUp – A full day marketing communications, public relations, and digital strategy conference dedicated to exploring the integration of creativity, communication, and technology.	200+ attendees
	Hermes – Conducted annually by the American Advertising Federation (AAF), the Hermes/American Advertising Awards is the first of a three-tier, national competition. The AAA's is the advertising industry's largest and most representative competition, attracting over 50,000 entries every year in local competitions, such as the Hermes.	375+ attendees
	Mercury Awards – Exclusive annual event celebrating and recognizing advertising vendors, media reps, suppliers, educators, and agency personnel.	175+ attendees



National Level: AAF – American Advertising Federation

The American Advertising Federation (AAF), the nation's oldest national advertising trade association, and the only association representing all facets of the advertising industry, is headquartered in Washington, D.C., and acts as the "Unifying Voice for Advertising." The AAF also has 15 district operations, each located in and representing a different region of the nation.



Photos by Julie www.wallingphotography.net



P.O. Box 225
Dayton, OH 45401

[t] 937.248.4697
[f] 937.294.6985

f AAFDAYTON
t AAF_DAYTON

in American Advertising
Federation Dayton

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Sponsorship Description: *Level of sponsorship is indicated below, via a checkbox next to sponsorship level.*

Sponsorship Level - PLATINUM

Yes, please sign me up for a Platinum Sponsorship

Limited to a total of 4 Platinum Sponsors. One-time fee of \$5,000, to be paid within 30-days of accepting this proposal. The following is included in your sponsorship:

SummitUp – A NewMediaConfab

- Passes to the entire 1-day event for up to 4 attendees
- Recognition at podium
- Skirted display table at event – reach an audience of 200+ during this all-day event
- Option to distribute promotional material at tables
- Logo and/or ad in A/V loop – playing prior to event, lunch, and last keynote speaker
- Full page ad in Event Program (provided by sponsor)
- Branded logo integrated in all Internet postings/email blasts
- Logo and/or ad on SummitUp event website



Hermes and Mercury Awards Ceremonies - The Best in Advertising and Media

- Sign with logo at the category display in the exhibition room
- Two tickets to the Awards Ceremony (Hermes and Mercury)
- Logo in program distributed to attendees
- Full-page, four-color ad in the program
- Live mention from the podium at the Awards Ceremony



AAF Dayton - Monthly Speaker Meetings

- At your discretion, a draped table at monthly meetings
- Opportunity to place literature and giveaway items on the tables or attendee seats
- Opportunity to contribute door prize(s)
- Based on availability, up to a five minute solution overview with attendees
- Electronic logo with hyperlink on the AAF Dayton website
- Company name and logo (with hyperlink where applicable) on all communications about your partnered meeting from the day of commitment forward, including an annual calendar* mailer to 600+ and e-mails to 900+. (*calendar mailer is sent out in August)
- Company logo included in the looping PowerPoint run during networking and lunch
- Two admissions to partnered meeting
- List of attendees' names and company names



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Sponsorship Level - GOLD

Yes, please sign me up for a Gold Sponsorship

Limited to a total of 8 Gold Sponsors. One-time fee of \$2,500, to be paid within 30-days of accepting this proposal. The following is included in your sponsorship:

SummitUp – A NewMediaConfab



- Passes to the entire 1-day event for up to 2 attendees
- Option to distribute promotional material at tables
- 1/2 page, ad in Event Program (provided by sponsor)
- Logo and/or ad on SummitUp event website

Hermes and Mercury Awards Ceremonies - The Best in Advertising and Media



- Two tickets to the Awards Ceremony (Hermes and Mercury)
- Logo in program distributed to attendees
- 1/2 page, four-color ad in the program

AAF Dayton - Monthly Speaker Meetings



- Opportunity to place literature and giveaway items on the tables or attendee seats
- Electronic logo with hyperlink on the AAF Dayton website
- Company name and logo (with hyperlink where applicable) on all communications about your partnered meeting from the day of commitment forward, including a mailer to 600+ and e-mails to 900+ (see above comment about calendar mailer)
- Two admissions to partnered meeting
- List of attendees' names and company names



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Sponsorship Level - SILVER

Yes, please sign me up for a Silver Sponsorship

Limited to a total of 12 Silver Sponsors. One-time fee of \$1,000, to be paid within 30-days of accepting this proposal. The following is included in your sponsorship:

SummitUp – A NewMediaConfab



- Passes to the entire 1-day event for up to 2 attendees
- 1/4 page, ad in Event Program (provided by sponsor)
- Logo and/or ad on SummitUp event website

Hermes and Mercury Awards Ceremonies - The Best in Advertising and Media



- Two tickets to the Awards Ceremony (Hermes and Mercury)
- Logo in program distributed to attendees
- 1/4 page, four-color ad in the program

AAF Dayton - Monthly Speaker Meetings



- Electronic logo with hyperlink on the AAF Dayton website
- Two admissions to partnered meeting
- List of attendees' names and company name



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Upon acceptance of this proposal, _____ will be a sponsor of AAF- Dayton events and programming. This sponsorship will begin upon acceptance of this proposal and will end on _____.

At which point, _____ will have the opportunity to renew this sponsorship for the _____ season of activities.

Sponsor Company / Organization _____

Print Name _____

Signature _____ **Date** _____

AAF-Dayton – Director _____

