



**MAKE HISTORY
02.23.22 AD**

PRESENTED BY

AAF DALLAS

SPONSORSHIP PACKAGES!



Become a sponsor of the Dallas advertising industry's premier event.

Thank you for your interest in contributing to AAF Dallas's mission to elevate the outstanding talent in the Dallas advertising industry. We are looking for generous underwriters like yourself to help us produce our 60th annual American Advertising Awards gala so it can stay accessible to Dallas advertising professionals. Hosted at The Perot Museum, the 2022 Dallas American Advertising Awards Gala will showcase the local talent that is making history.

The event brings together more than 500 big thinkers representing every facet of the advertising industry, from creatives to media planners, strategists, publishers, account executives, digital producers and many more.

The American Advertising Awards are the largest advertising awards program in the United States that celebrates creativity and excellence in advertising. Entry into the American Advertising Awards begins with your local AAF chapter like AAF Dallas. A jury of advertising peers from around the nation will judge the local competition which will determine who will receive the honor of Gold, Silver and Bronze ADDY Awards. Only the best work will then move on to the district and national levels for the opportunity to elevate your agency as one of the best in the industry.

By sponsoring the 2022 Dallas American Advertising Awards, you help grow our entire industry through programs such as public service, internships, advocacy groups, advertising education and consumer awareness.

About the Suits Awards: AAF Dallas is excited to present the 2022 Suits Awards, selecting and honoring ambassadors of creative work who, in the past, have gone unrecognized during the Creative Awards Season. They put in the work behind the great work in the advertising industry. These unsung heroes and heroines have toiled behind the scenes. We think it's time we recognize those who support great creative. See <https://american-advertising-awards.aafdallas.org/> for categories.

About the AAF Dallas: The oldest civic group in the city, AAF Dallas is the preeminent organization for advertising professionals in North Texas. It is where people come together to network, learn and forge the personal and professional relationships they will value throughout their careers.

One of the largest of the 200 chapters of the American Advertising Federation, AAF Dallas is part of a nationwide, grassroots organization that derives its strength from the energy and contributions of its members. We hope you will join us as a sponsor for the 2021 Dallas American Advertising Awards and help us celebrate that amazing energy!

Customized sponsorship opportunities are available. Please reach out to Caitlin Watson at office@aafdallas.org.

Sponsorship Packages

TITLE SPONSOR (1) - \$15,000

- Available to only one sponsor
- 3-5 minutes in presentation
- Opportunity to present “Best of Show”
- Logo will be cobranded with AAF Dallas and added to all creative assets
- Your logo and AAF Dallas on name badges and/or lanyards worn by attendees
- Drink special named after your company
- Signage at the bar with company name, logo, and signature drink
- Cocktail napkins at the bar with logo
- Logo on all event digital signage, including main-bar, elevator, entry, etc.
- Logo on event program, website, and at event
- Thank you during the event
- Full-Spread (22"x8.5") Ad in Winners Memorabilia Book
 - Due February 11, 2022
- Two reserved tables of ten on presenting floor to accommodate twenty (20) guests
- Mention in press release the night of the gala
- 2-3 Thank you posts on social channels
- 1 promotional social post with image and copy of your choice

MOSAIC SPONSOR (1) - \$5,000

- Available to only one sponsor
- Opportunity to present “Mosaic” award
- Funding of the local artist who will paint the Mosaic trophy
- Mosaic Award presented by your company
- Logo on event program, website, and at event
- Thank you during the event
- Reserved table on presenting floor for Ten (10) guests
- Full Page (11"x8.5") Ad in the Winners Memorabilia Book
 - Due February 11, 2022
- Logo on event program, website, and at event
- Thank you during the event
- Thank you post on social channels

DINOSAUR EXPERIENCE SPONSOR (2) - \$5,000



**Actual Dinosaur Subject to Availability*

- Available to only two sponsors
- Logo incorporated through collar/signage moving around with active dinosaur
- Photographer with dinosaur during pre-function
- Dinosaur photos with logo or name on social media
- Reserved table on presenting floor for Ten (10) guests
- Full Page (11"x8.5") Ad in Winners Memorabilia Book
 - Due February 11, 2022
- Logo on event program, website, and at event
- Thank you during the event
- Thank you post on social channels

DRINK SPONSORS (2) - \$4,000

- Available to only three sponsors
- Drink Special named after your company
- Signage at the bar with company name, logo, and signature drink
- Cocktail napkins at the bar with logo
- Reserved table on presenting floor for Ten (10) guests
- Full Page (11"x8.5") Ad in the printed Winners Memorabilia Book
 - Due February 11, 2022
- Logo on event program, website, and at event
- Thank you during the event
- Thank you post on social channels

GOLD SPONSOR (10) - \$3,000

- Available to only ten sponsors
- Reserved table on presenting floor for ten (10) guests
- Full Page (11"x8.5") Congratulatory Ad in the printed Winners Memorabilia Book.
 - Due February 11, 2022
- Logo on event program, website, and at event
- Thank you during the event
- Thank you post on social channels

SILVER SPONSOR (7) - \$2,500

- Available to only fifteen sponsors
- Reserved table on non-presenting floor for ten (10) guests
- Reserved low cocktail table with seating for 4 on presenting floor
- Half Page (5.5"x8.5") Ad in the printed Winners Memorabilia Book
 - Due February 11, 2022.
- Logo on event program, website, and at event
- Thank you during the event
- Thank you post on social channels

BRONZE SPONSOR (8) - \$2,000

- Reserved table on non-presenting floor for eight (8) guests.
- Reserved standing cocktail table on presenting floor.
- Quarter Page (5.5"x4.25") Ad in the printed Winners Memorabilia Book
 - Due February 11, 2022.
- Logo on event program, website, and at event
- Thank you during the event
- Thank you post on social channels

A LA CARTE - PENDING AVAILABILITY

Reserved table on non-presenting floor for eight (8) guests/ Standing room on Presenting Floor

Member \$1500

Non-Member \$1800

Ad in the Memorabilia Book

Quarter Page (5.5"x4.25") \$500

Half Page (5.5"x8.5") \$1000

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AMERICAN ADVERTISING FEDERATION
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