

**aaf**® dallas PRESENTS

# THE POWER OF THE



**GILLEY'S DALLAS**

1135 BOTHAM JEAN BLVD

DALLAS, TX 75215

AMERICAN  
**ADVERTISING**  
AWARDS

# 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 Gilley's Dallas, the 2023 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 2023 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 2023 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 2023 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](mailto:office@aafdallas.org).

# Sponsorship Packages

## TITLE SPONSOR (1) - \$15,000

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- 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
- 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 15, 2023
- Two reserved tables of ten (10) 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

## PHOTO BOOTH SPONSOR (1) - \$6,000

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- Available to only one sponsor
- Logo branded on photo booth images
- Signage at the photo booth with company name and logo
- Reserved table for Ten (10) guests
- Full Page (11"x8.5") Ad in Winners Memorabilia Book
  - Due February 15, 2023
- Logo on event program, website, and at event
- Thank you during the event
- Thank you post on social channels

## MOSAIC SPONSOR (1) - \$5,000

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- Available to only one sponsor
- Opportunity to present "Mosaic" award
- Funding of the local artist who will design the Mosaic trophy
- Mosaic Award presented by your company
- Logo on event program, website, and at event
- Thank you during the event
- Reserved table for Ten (10) guests
- Full Page (11"x8.5") Ad in the Winners Memorabilia Book
  - Due February 15, 2023
- Logo on event program, website, and at event
- Thank you during the event
- Thank you post on social channels

## DRINK SPONSORS (3) - \$4,000

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- 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 for Ten (10) guests
- Full Page (11"x8.5") Ad in the printed Winners Memorabilia Book
  - Due February 15, 2023
- Logo on event program, website, and at event
- Thank you during the event
- Thank you post on social channels

## **GOLD SPONSOR - \$3,000**

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- Reserved table for ten (10) guests
- Full Page (11"x8.5") Congratulatory Ad in the printed Winners Memorabilia Book.
  - Due February 15, 2023
- Logo on event program, website, and at event
- Thank you during the event
- Thank you post on social channels

## **SILVER SPONSOR - \$2,500**

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- Reserved table for ten (10) guests
- Half Page (5.5"x8.5") Ad in the printed Winners Memorabilia Book
  - Due February 15, 2023.
- Logo on event program, website, and at event
- Thank you during the event
- Thank you post on social channels

## **BRONZE SPONSOR - \$2,000**

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- Reserved table for eight (8) guests.
- Quarter Page (5.5"x4.25") Ad in the printed Winners Memorabilia Book
  - Due February 15, 2023.
- Logo on event program, website, and at event
- Thank you during the event
- Thank you post on social channels

## **A LA CARTE - PENDING AVAILABILITY**

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Reserved table eight (8) guests

**Member \$1500**

**Non-Member \$1800**

Reserved table ten (10) guests

**Member \$1800**

**Non-Member \$2000**

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

**DALLAS** AD2 DALLAS

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