



2024

# AAF DALLAS Annual Sponsorship

**We invite your agency, business, or brand  
to kick off the year with an action-packed  
sponsorship program from AAF DALLAS.**

Prepared by the 2023-2024 AAF Dallas Board of Directors



**Deja Sanders**  
President  
[president@aaafdallas.org](mailto:president@aaafdallas.org)

Howdy friends,

As the 2023-2024 President of the AAF Dallas club, I couldn't be more excited to announce this year's Annual Sponsorship Program. Our Dallas club has a reputation steeped in success, bringing the Dallas advertising community together for fellowship, celebration and networking.

This year we're adding a layer of good ol' friendly competition! The Board is shaking up our large-event schedule and bringing to life a few hands-on experiential events to celebrate our industry in new ways, including the American Advertising Awards and AAF Dallas Spring Pickleball Tournament

So go ahead - pull out those old cleats and dust off that jump shot! Bump Set, Spike anyone? We are excited to see Dallas agencies put their creativity and sportsmanship to the test this year.

With our annual sponsorship, not only will you have VIP access and bragging rights as a named sponsor for our cornerstone events, you will also give back to #OurDallas with scholarships and support for the next generation of creatives.

We hope you'll join us in sponsoring these amazing opportunities. Please feel free to reach out to [office@aaafdallas.org](mailto:office@aaafdallas.org) or [president@aaafdallas.org](mailto:president@aaafdallas.org) with any questions. Game on!

Thank you,

**Deja S. Sanders**  
President, AAF Dallas



**Deja Sanders**  
'23-'24 President



**Elisa Silva**  
'23-'24 Vice President



**Jimmy Asa**  
Executive Admin

# MEET



# OUR TEAM

The AAF Dallas Board of Directors is made up of 25 leaders that are in, or closely tied to, the Dallas advertising industry.

Our mission is to protect and promote the well-being of the advertising industry through; government relationships, innovative programming, attracting top talent to DFW, growing future industry leaders via our Educational Foundation, fostering diversity in advertising and honoring advertising excellence.

For a complete list of our Board of Directors and committees please visit [AAFDALLAS.ORG](https://AAFDALLAS.ORG)

# WHAT WE DO?



**NETWORKING**



**MEMBER-ONLY  
EVENTS**



**COMMUNITY  
OUTREACH**



**AMERICAN  
ADVERTISING AWARDS**

AAF Dallas membership is comprised of more than 1000+ career-minded professionals interested in supporting the Dallas advertising community with industry knowledge and influential relationships.

To stay in the know please follow @AAFDALLAS on all social platforms!



2024

# CORNERSTONE PROGRAMS

While the '23-'24 term is underway and we have some fun and engaging monthly programming ahead of us, the team is also excited to announce some of our largest events of the year. We invite you to make the commitment to support AAF DALLAS and #OurDallas through our 2024 Annual Sponsorship Program. Automatically included in your sponsorship are the following cornerstone events:

## Event 01

### **Thursday, February 29th** **AMERICAN ADVERTISING AWARDS**

The games continue! Join AAF Dallas at On The Levee in Dallas, TX to award some best-in-class communications. Experience an AAAs like never before as agencies leave their best on the field and show 'em how #OurDallas dominates creative!

## Event 02

### **FRIDAY, APRIL 5TH** **AAF PICKLEBALL TOURNAMENT**

Yet another victor will be crowned at this year's 1st Annual AAF Dallas Pickleball tournament. Defend your title or grab it from the hands of our winter victor! Join us in April at Chicken and Pickle!

## Event 03

### **FRIDAY, APRIL 18-21ST** **AAF D10 ADVENTION**

ADvent10n 2024 heads to The Beeman Hotel, in Dallas! Join advertising professionals, educators, and students from across Texas, Oklahoma, Arkansas, and Louisiana for ADvent10n – the annual conference for the American Advertising Federation's District 10. Enjoy great speakers, workshops for personal and professional growth, networking, and tons of fun! (Platinum + Gold + Silver Only)

# 2024 ANNUAL SPONSORSHIP PACKAGES

**\$15k**

## Platinum Sponsor

- 2X Table for 8 at 2024 AAF Dallas American Advertising Awards Show
- [New] \$500 AAA Scholarship
- \$2k Named Scholarship for the AAF Education Foundation
- Admission for 3 to 2024 AAF District 10 AdVen10n
- Named Sponsor + Free registration for up to 10 for AAF Pickleball Tournament
- Logo inclusion on website & email comms
- Logo inclusion on all live event collateral as named sponsor
- Agency Social Spotlight
- Priority on all career postings

**\$10k**

## Gold Sponsor

- 1X Table for 8 at 2024 AAF Dallas American Advertising Awards Show
- [New] \$300 AAA Scholarship
- \$1k Scholarship for the AAF Education Foundation
- Admission for 2 to 2024 AAF District 10 AdVen10n
- Named Sponsor + Free registration for up to 5 for AAF Pickleball Tournament
- Logo inclusion on website & email comms
- Inclusion on all live event collateral as named sponsor
- Agency Social Spotlight
- Priority on all career postings

**\$5k**

## Silver Sponsor

- 3X Tickets to the 2024 AAF Dallas American Advertising Awards Show
- \$500 Scholarship for the AAF Education Foundation
- Admission for 1 to 2024 AAF District 10 AdVen10n
- Named Sponsor + Admission for 4 to the AAF Pickleball Tournament
- Logo inclusion on website & email comms
- Inclusion on all live event collateral as named sponsor
- Agency Social Spotlight
- Priority on all career postings

**\$2500**

## Bronze Sponsor

- 2X Tickets at 2024 AAF Dallas American Advertising Awards Show
- \$250 Scholarship for the AAF Education Foundation
- Admission for 2 to the AAF Pickleball Tournament
- Logo inclusion on website & email comms
- Inclusion on all live event collateral as named sponsor



aaf<sup>®</sup> dallas presents

# Best IN CLASS

2024 SPONSORSHIP PACKET

**ON THE LEVEE**

1108 QUAKER ST. DALLAS, TX 75207

DAL.  
TEX.

AMERICAN  
**ADVERTISING**  
AWARDS



## 2024 American Advertising Awards

# SPONSORSHIP OPPORTUNITIES

**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 61st annual American Advertising Awards gala so it can stay accessible to Dallas advertising professionals. Hosted at On The Levee, in Dallas, TX, the 2024 Dallas American Advertising Awards Gala bring together the best in Dallas Advertising for a Creative Homecoming like no other!

The event brings together more than 400 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 2024 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 2024 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 2024 Dallas American Advertising Awards and help us celebrate that amazing energy!

# SPONSORSHIP PACKAGES

**\$10k**

## TITLE SPONSOR

- Available to only one sponsor
- Opportunity to present "Best of Show"
- Logo will be cobranding 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 1, 2024
- Two reserved tables of eight (8) to accommodate twenty (16) guests
- Mention in press release the night of the gala
- 2-3 Thank you posts on social channels
- 1X promotional social post with image and copy of your choice

**\$7500**

## Gold Sponsor

- Reserved table for eight (8) guests
- Full Page (11"x8.5") Congratulatory Ad in the printed Winners Memorabilia Book.
  - Due February 1, 2024
- Logo on event program, website, and at event
- Thank you during the event
- Thank you post on social channels

**\$5000**

## Silver Sponsor

- Reserved table for eight (8) guests
- Half Page (5.5"x8.5") Ad in the printed Winners Memorabilia Book
  - Due February 1, 2024
- Logo on event program, website, and at event
- Thank you during the event
- Thank you post on social channels

2024 American Advertising Awards

# SPONSORSHIP PACKAGES



**\$5000**

## Mosaic Sponsor

- 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 Eight (8) guests
- Full Page (11"x8.5") Ad in the Winners Memorabilia Book
  - Art Due February 1, 2024
- Logo on event program, website, and at event
- Thank you during the event
- Thank you post on social channels



**\$2500**

## Bronze Sponsor

- Reserved table for eight (8) guests.
- Logo on event program, website, and at event
- Thank you during the event
- Thank you post on social channels



# OTHER PACKAGES

**\$4000**

## Drink Sponsors (3)

- 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 Eight (8) guests
- Full Page (11"x8.5") Ad in the printed Winners Memorabilia Book
  - Art Due February 1, 2024
- Logo on event program, website, and at event
- Thank you during the event
- Thank you post on social channels

**\$3000**

## Experiential Sponsor (1)

- Available to only one sponsor
- Signage or logo branded on experiential set ups
- Sponsor of Large Photo Opp Displays
- Reserved table for eight (8) guests
- Full Page (11"x8.5") Ad in Winners Memorabilia Book
  - Due February 1, 2024
- Logo on event program, website (linked to your site), and at event
- Thank you during the event
- Thank you post on social channels

**in-kind**

## Production Sponsor (SOLD)

- Available to only one sponsor
- Branding at start and conclusion of video
- Reserved table for Eight (8) guests
- Full Page (11"x8.5") Ad in Winners Memorabilia Book
  - Art Due February 1, 2023
- Logo on event program, website, and at event
- Thank you during the event
- Thank you post on social channels

**in-kind**

## Print Sponsor (SOLD)

- Available to only one sponsor
- "Printed by" callout on program cover
- Reserved table for Eight (8) guests
- Full Page (11"x8.5") Ad in Winners Memorabilia Book
  - Art Due February 1, 2023
- Logo on event program, website, and at event
- Thank you during the event
- Thank you post on social channels

# A LA CARTE –

Subject to availability.

**\$1800**

## Member Table

- 1X Reserved table eight (8) guests
  - Subject to availability

**\$2000**

## Non-Member Table

- 1X Reserved table eight (8) guests
  - Subject to availability

**\$1000**

## Ad in the Memorabilia Book (Whole)

- Half Page (11"x17")
  - Art Due February 1, 2023
- Subject to availability

**\$500**

## Ad in the Memorabilia Book (Half)

- Half Page (5.5"x8.5")
  - Art Due February 1, 2023
- Subject to availability

Customized sponsorship opportunities are available.  
Please reach out to Jimmy Asa at [office@aafdallas.org](mailto:office@aafdallas.org).



**THANK**  
**YOU!** 

## Contact

Website [www.aafdallas.org](http://www.aafdallas.org)  
Email [office@aafdallas.org](mailto:office@aafdallas.org)  
[president@aafdallas.org](mailto:president@aafdallas.org)

**WE CAN'T WAIT TO CELEBRATE  
#OURDALLAS ADVERTISING WITH YOU!**