



2025

AAF Dallas Sponsorship Opportunities

**Kick off the year with an action-packed
sponsorship program with AAF DALLAS**

Prepared by the 2024-2025 AAF Dallas Board of Directors



Elisa Silva
President
president@aafdallas.org

Hello, Dallas!

It has been an absolute joy to round out the second half of 2024 as President of AAF Dallas. As we plan ahead for the second half of the term, 2025 is looking sharp!

Dallas is home to dozens of highly awarded, nationally and globally recognized agencies, and we can't wait to celebrate them - and their partners in crime across media, production, and marketing teams - right here at home at the 2025 American Advertising Awards.

And it doesn't stop there! In 2025, we're also bringing back our annual Trends panel with some fantastic partners, as well as our fundraising gala that celebrates some of the remarkable women driving the success of the advertising and marketing community here in Dallas.

Annual sponsorships include VIP access and added benefits as a named sponsor for our cornerstone events. But it's about so much more than good times. You'll also be giving back to Dallas with scholarships and support for the next generation of creatives.

We're grateful for your consideration and look forward to partnering in the months ahead. If you have absolutely any thoughts or questions or are interested in collaborating on a bespoke event, we welcome all of it to office@aafdallas.org or president@aafdallas.org.

With gratitude,
Elisa

Elisa Silva
President, AAF Dallas
Partner & Managing Director, 3Headed Monster

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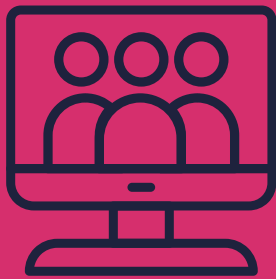
Carla Benitez
DEIA + Education
Arm Candy

The AAF Dallas Board of Directors is made up of 21 leaders that are in, or closely tied to, the Dallas advertising community.

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.

Special thanks to our Executive Advisors: Laurel McEuen, Crystal Gonzales, and Shezad Manjee.

WHAT WE DO



NETWORKING



**MEMBER-ONLY
EVENTS**



**COMMUNITY
OUTREACH**



**AMERICAN
ADVERTISING AWARDS**

AAF Dallas membership is currently 2000+ 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!

2025

CORNERSTONE PROGRAMS

The '24-'25 term is underway, and we have some great 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 through our 2025 Annual Sponsorship Program. Automatically included in your sponsorship are the following cornerstone events:

Event 01

Thursday, February 27th AMERICAN ADVERTISING AWARDS

Join AAF Dallas at The Hall on Dragon to celebrate some best-in-class communications. Experience an Awards event like never before as creative organizations across the city come together to see who killed it this year.

Event 02

March 2025 ANNUAL TRENDS PANEL

The panel is back! Join us for some lively discussion on what's hot and what's ahead.

Event 03

June 2025 LEADING WOMEN GALA

Another event returns! Formerly Shining Stars, this year's summer gala is coming back with a fresh brand and another celebration of some of the city's high-impact women in advertising and marketing.

2025 ANNUAL SPONSORSHIP PACKAGES

\$15k

Platinum Sponsor

- Named sponsor and 2 tables for 10 guests at the 2025 AAF Dallas American Advertising Awards
- \$2k Named Scholarship for the AAF Dallas Education Foundation
- Named sponsor and admission for 4 to the 2025 Leading Women Gala
- Logo inclusion on website & email comms
- Logo inclusion on all live event collateral as named sponsor
- Agency Social Spotlight
- Priority on all career postings
- 1 year of AAF Dallas corporate membership

\$10k

Gold Sponsor

- Named sponsor and 1 table for 10 guests at the 2025 AAF Dallas American Advertising Awards
- \$1k Named Scholarship for the AAF Dallas Education Foundation
- Named Sponsor and admission for 2 to the 2025 Leading Women Gala
- Logo inclusion on website & email comms
- Logo inclusion on all live event collateral as named sponsor
- Agency Social Spotlight
- Priority on all career postings
- 1 year of AAF Dallas corporate membership

\$5k

Silver Sponsor

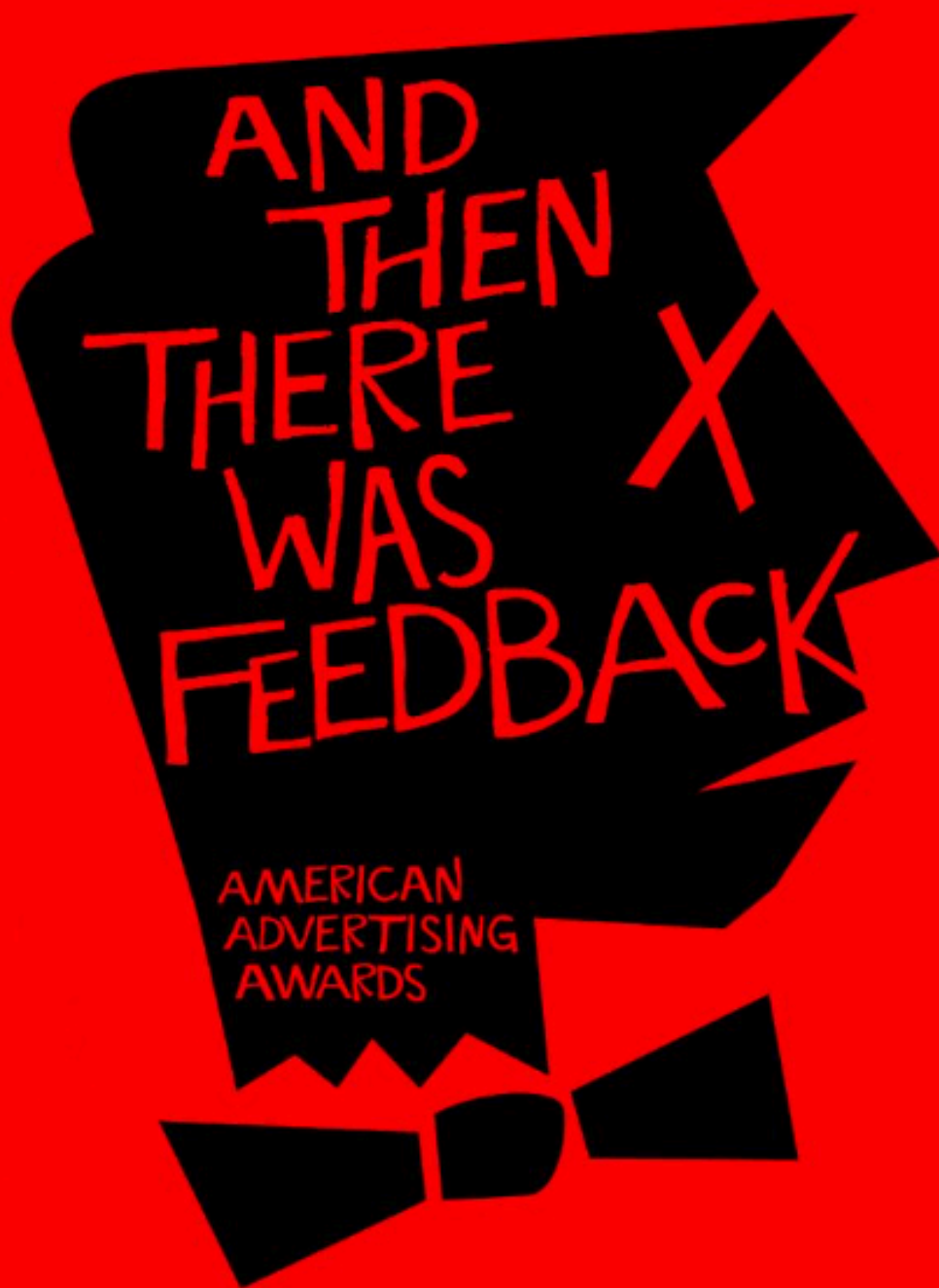
- 4 tickets to the 2025 AAF Dallas American Advertising Awards
- \$500 Scholarship for the AAF Dallas Education Foundation
- Admission for 2 to the 2025 Leading Women Gala
- Logo inclusion on website & email comms
- Logo inclusion on all live event collateral
- Agency Social Spotlight
- Priority on all career postings

\$2500

Bronze Sponsor

- 2 tickets to the 2025 AAF Dallas American Advertising Awards
- \$250 Scholarship for the AAF Education Foundation
- Admission for 2 to the 2025 Leading Women Gala
- Logo inclusion on website & email comms
- Logo inclusion on all live event collateral as named sponsor

aaf® dallas
PRESENTS



The Hall on Dragon Thursday, February 27, 2025

2025 American Advertising Awards

SPONSORSHIP OPPORTUNITIES

Become a Sponsor of the Dallas Advertising Industry's Premier Event

Thank you for your interest in contributing to the AAF Dallas mission to elevate the outstanding talent in the Dallas advertising community. We are looking for generous underwriters to help us produce our 62nd annual American Advertising Awards gala, ensuring it remains accessible to Dallas advertising professionals. Hosted at The Hall on Dragon, the 2025 Awards bring together the best in Dallas advertising for an evening of suspense as we see which creative communications killed it this year.

The event brings together more than 400 big thinkers representing every essential discipline in the advertising industry — strategy, creative, client services and project management, production, media planning and buying, media outlets, media outlets and many more.

The American Advertising Awards is the largest advertising awards program in the United States, celebrating 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 judge the local competition, which determines who will receive the honors of Gold and Silver ADDY Awards. Only the best work advances to the district and national levels, giving Dallas agencies the opportunity to be recognized as some of the best in the country.

By sponsoring the 2025 Dallas American Advertising Awards, you help grow our entire industry through several of our programs - public service, internships, advocacy groups, advertising education, and consumer awareness.

About the Suits Awards: AAF Dallas is excited to present the 2025 Suits Awards, selecting and honoring ambassadors of creative excellence. They individuals put in the work behind the great creative in the advertising industry. See <https://american-advertising-awards.aafdallas.org/> for categories.

About 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 personal and professional relationships they'll carry with them 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 sponsors and members. We hope you will join us as a sponsor for the 2025 Dallas American Advertising Awards and help us celebrate this remarkable community.

SPONSORSHIP PACKAGES

\$12k

Title Sponsor

- Available to only one sponsor
- 2 reserved tables of 10 guests each
- Opportunity to present Best of Show
- Logo cobranded with AAF Dallas and added to all creative assets
- Logo with AAF Dallas on name badges and/or lanyards worn by attendees
- Signage at the bar with company name, logo, and signature drink named by you!
- 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
- 2-3 thank-you posts across social channels
- Full-spread (22"x8.5") congratulatory ad in printed winners memorabilia book
 - Due February 1, 2025
- Mention in press release the night of the gala
- 1 promotional social post with image and copy of your choice

\$10k

Experiential Sponsor (1)

- Available to only one sponsor
- 2 reserved tables for 10 guests each
- Production funding of the evening's entire themed experience
- Sponsor of large-scale themed photo opportunities
- Logo on event program, website, and at event
- Thank-you during the event
- Full-spread (22"x8.5") congratulatory ad in printed winners memorabilia book
 - Due February 1, 2025
- 2-3 thank-you posts on social channels

\$8k

Mosaic Sponsor

- Available to only one sponsor
- 2 reserved tables for 10 guests each
- 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
- Full-spread (22"x8.5") congratulatory ad in printed winners memorabilia book
 - Due February 1, 2025
- 2-3 thank-you posts on social channels

SPONSORSHIP PACKAGES

\$6.5k

Gold Sponsor

- 1 reserved table for 10 guests
- Sponsorship of creative gallery
- Logo on event program, website, and at event
- Logo on all event digital signage
- Thank-you during the event
- 1 thank-you post across social channels
- Full-page (11"x8.5") Ad in printed winners memorabilia book
 - Due February 1, 2025

\$4k

Silver Sponsor

- 1 reserved table for 10 guests
- Thank-you during the event
- Logo on event program, website, and at event
- 1 thank-you post on social channels
- Full-page (11"x8.5") congratulatory ad in printed winners memorabilia book
 - Due February 1, 2025

\$2k

Bronze Sponsor

- 1 reserved table for 10 guests
- Thank-you during the event
- Logo on event program, website, and at event
- 1 thank-you post on social channels
- Half-page (5.5"x8.5") ad in printed winners memorabilia book
 - Due February 1, 2025

OTHER PACKAGES



\$5k

Drink Sponsors (2)

- Available to only 2 sponsors
- 1 reserved table for 10 guests
- Signage at the bar with company name, logo, and signature drink named by you!
- Cocktail napkins at the bar with logo
- Logo on event program, website, and at event
- Thank-you during the event
- Thank-you post on social channels
- Half-page (11"x8.5") Ad in winners memorabilia book
 - Due February 1, 2025



in-kind

Video Production Sponsor (1)

- Available to only one sponsor
- Branding at start and conclusion of ceremony video
- Reserved table for 10 guests
- Full-page (11"x8.5") ad in printed winners memorabilia book
 - Art due February 1, 2025
- Logo on event program, website, and at event
- Thank-you during the event
- Thank-you post on social channels



in-kind

Print Sponsor (1)

- Available to only one sponsor
- "Printed by" callout on program back
- Reserved table for 10 guests
- Full-page (11"x8.5") ad in winners memorabilia book
 - Art due February 1, 2025
- 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

\$1600

Member Table

- 1 reserved table for 10 guests
 - Subject to availability

\$1800

Non-Member Table

- 1 reserved table for 10 guests
 - Subject to availability

\$1000

Ad in Memorabilia Book (full-page)

- Full-page (11"x8.5") ad in printed winners memorabilia book
 - Art due February 1, 2025
 - Subject to availability

\$500

Ad in Memorabilia Book (half-page)

- Half Page (5.5"x8.5") ad in printed winners memorabilia book
 - Art due February 1, 2025
- Subject to availability



THANK
YOU! 

Contact

Website www.aafdallas.org

Email office@aafdallas.org
president@aafdallas.org

WE CAN'T WAIT TO CELEBRATE WITH YOU!