



# **2021-2022 Sponsorship Opportunities**

# Who We Are

AAF Birmingham is among the largest and most diverse organizations of marketing and communications professionals in Alabama. With roots dating back to the 1940s, we're an organization on a mission to educate, connect, and inspire a creative community that is dedicated to building businesses small and large, near and far. Our members are the best and brightest advertising agencies, corporate marketing teams, media representatives, freelancers, and students Birmingham has to offer.

AAF Birmingham is a regional chapter of the American Advertising Federation (AAF), a national network of nearly 200 local clubs representing 40,000 professionals and more than 200 college chapters with more than 5,000 student members.

# Our Reach



**800+**

Attendees to AAF Birmingham events in 2019-20 club year



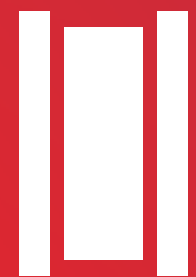
**1,400+**

Twitter Followers



**1,400+**

Facebook Followers



**550+**

Attendees to the 2020 American Advertising Awards (ADDYs)



**1,000+**

Instagram Followers



**300+**

LinkedIn Followers  
(Created in 2020)

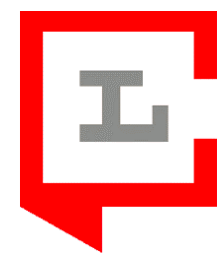


**1300+**

Email Subscribers

**Active social media presence resulting in 20% traffic referrals to [aafbham.org](http://aafbham.org)**

# Where We Work



**BIG**

**WBRC**  
FOX 6 NEWS  
ON YOUR SIDE



**Telegraph.**

 **LUCKIE**



**UAB**



*Bham Now*



**.infomedia**

**BARGE**  
DESIGN SOLUTIONS

**STARNES**  
M E D I A

*City Paper*  
COMPANY EST. 1897



# Sponsorship Packages



# Diamond Sponsor (\$10,000 per year)

## **AMERICAN ADVERTISING AWARDS (ADDYS)**

- A premier table at the American Advertising Awards ceremony including 10 tickets
- Back cover ad in the American Advertising Awards program book
- Special recognition at the American Advertising Awards ceremony
- Promo graphic on-screen during the American Advertising Awards ceremony

## **TEN AWARDS**

- 10 tickets to the ceremony
- Access to display table throughout the event to promote your company, brand, and/or product
- Special recognition at the TEN Awards ceremony
- Promo graphic on-screen during the TEN Awards ceremony

## **MARKETING**

- Logo recognition on all email, social media pages, signage, slideshows, website, and other communications as well as on AAF Birmingham event material

## **NON-PROFIT PARTNERSHIP FUNDRAISER**

- A \$1,000 donation made to our non-profit partner in your company's name
- 10 tickets to our non-profit fundraiser
- Special recognition at the event

## **SPRING STUDENT CONFERENCE**

- Title sponsor for our Spring Student Conference
- Your company will be the presenting sponsor of a \$1,500 scholarship presented to one student
- Special recognition at the conference
- 10 tickets to the conference

## **JOB POSTINGS**

- Unlimited job postings on our website as well as the monthly newsletter for the entire year

## **SPOTLIGHT / MONTHLY LUNCHEONS**

- Recognition of your company as a Diamond Sponsor at club events
- 10 complimentary tickets to each luncheon
- Designated table at our monthly luncheons
- Podium time for self-promotion

# Platinum Sponsor (\$5,000 per year)

## **AMERICAN ADVERTISING AWARDS (ADDYS)**

- Eight tickets to the ceremony
- Full-page ad in the American Advertising Awards program book
- Special recognition at the American Advertising Awards ceremony
- Promo graphic on-screen during the American Advertising Awards ceremony

## **TEN AWARDS**

- Eight tickets to the ceremony
- Access to display table throughout the event to promote your company, brand, and/or product
- Promo graphic on-screen during the TEN Awards ceremony

## **MARKETING**

- Logo recognition on all email, social media pages, signage, slideshows, website, and other communications as well as on AAF Birmingham event material

## **JOB POSTINGS**

- Unlimited job postings on our website as well as the monthly newsletter for the entire year

## **NON-PROFIT PARTNERSHIP FUNDRAISER**

- A \$500 donation made to our non-profit partner in your company's name
- Eight tickets to our non-profit fundraiser
- Special recognition at the event

## **SPRING STUDENT CONFERENCE**

- Your company will be a presenting sponsor of our Spring Student Conference
- Your company will be the presenting sponsor of a \$1,000 scholarship presented to one student
- Eight tickets to the conference

## **SPOTLIGHT / MONTHLY LUNCHEONS**

- Recognition of your company as a Platinum Sponsor at club events
- Eight complimentary tickets to each luncheon
- Designated table at our monthly luncheons
- Podium time for self-promotion

# Gold Sponsor (\$3,000 per year)

## **AMERICAN ADVERTISING AWARDS (ADDYS)**

- Four tickets to the ceremony
- Half-page ad in the American Advertising Awards program book
- Promo graphic on-screen during the American Advertising Awards ceremony
- Logo identification on event website

## **TEN AWARDS**

- Four tickets to the ceremony
- Access to display table throughout the event to promote your company, brand, and/or product
- Promo graphic on-screen during the TEN Awards ceremony
- Logo identification on event website

## **SPRING STUDENT CONFERENCE**

- Your company will be a presenting sponsor of our Spring Student Conference
- Your company will be the presenting sponsor of a \$500 scholarship presented to one student
- Four tickets to the conference

## **MARKETING**

- Logo recognition on all email, social media pages, signage, slideshows, website, and other communications as well as on AAF Birmingham event material

## **JOB POSTINGS**

- Five job postings per month on our website
- Five job postings per month on our monthly newsletter

## **SPOTLIGHT / MONTHLY LUNCHEONS**

- Recognition of your company as a Gold Sponsor at club events
- Four complimentary tickets to each luncheon



# Silver Sponsor (\$2,000 per year)

## **AMERICAN ADVERTISING AWARDS (ADDYS)**

- Two tickets to the ceremony
- Quarter-Page ad in the American Advertising Awards program book
- Promo graphic on-screen during the American Advertising Awards ceremony
- Logo identification on event website

## **TEN AWARDS**

- Two tickets to the ceremony
- Promo graphic on-screen during the TEN Awards ceremony
- Logo identification on event website

## **MARKETING**

- Logo recognition on all email, social media pages, signage, slideshows, website, and other communications as well as on AAF Birmingham event material

## **SPRING STUDENT CONFERENCE**

- Your company will be a presenting sponsor of our Spring Student Conference
- Two tickets to the conference

## **JOB POSTINGS**

- Three job postings per month on our website
- Three job postings per month on our monthly newsletter

## **SPOTLIGHT / MONTHLY LUNCHEONS**

- Recognition of your company as a Silver Sponsor at club events
- Two complimentary tickets to each luncheon

# Bronze Sponsor (\$1,000 per year)

## **AMERICAN ADVERTISING AWARDS (ADDYS)**

- Two tickets to the ceremony
- Promo graphic on-screen during the American Advertising Awards ceremony
- Logo identification on event website

## **TEN AWARDS**

- Two tickets to the ceremony
- Promo graphic on-screen during the TEN Awards ceremony
- Logo identification on event website

## **MARKETING**

- Logo recognition on all email, social media pages, signage, slideshows, website, and other communications as well as on AAF Birmingham event material

## **JOB POSTINGS**

- One job postings per month on our website
- One job postings per month on our monthly newsletter

## **SPOTLIGHT / MONTHLY LUNCHEONS**

- Recognition of your company as a Bronze Sponsor at club events
- Two complimentary tickets to each luncheon

# American Advertising Awards

## “Best Of Show” Sponsor (\$500 per award)

### **AMERICAN ADVERTISING AWARDS (ADDYS)**

- Naming rights to your choice of “Best of Show” Award (pending availability):
  - Best of Show - Professional
  - Best of Show - Student
  - Best of Print
  - Best of Digital
  - Creative Director of the Year
  - Copywriter of the Year
  - Designer/Art Director of the Year
  - Web Designer of the Year
- Promo graphic on-screen during the American Advertising Awards ceremony
- Logo identification on event website

# Benefits at a Glance

	Diamond	Platinum	Gold	Silver	Bronze	ADDY Best of Show Sponsor
Packages Available	1	2	3	5	10	8
Cost	\$10,000	\$5,000	\$3,000	\$2,000	\$1,000	\$500
Tickets to events: ADDY's, TEN Awards, Spring Student Conference, Non-Profit Partnership Fundraiser, and Monthly Luncheons	10	8	4	2	2	
Ad space in the ADDY's winner's book	Back Cover	Full-Page	Half-Page	Quarter-Page	-	
Exclusive title sponsor of the TEN Awards	Yes	-	-	-	-	
Donation made to our non-profit partner in your company's name	\$1,000	\$500	-	-	-	
Presenting Sponsor of the Spring Student Conference	Yes	Yes	Yes	Yes	-	
Scholarship presented to one student in your company's name	\$1,500	\$1,000	\$500	-	-	
Job board postings on website and newsletter (per month)	Unlimited	Unlimited	5	3	1	
Logo identification on AAF Birmingham Website and all marketing promotions for events	Yes	Yes	Yes	Yes	Yes	
Podium time for self-promtion at Monthly Luncheons	Yes	Yes				
Introduce the Spotlight Speaker at Monthly Luncheon	Yes					



**For more information, contact us at  
[info@aafbirmingham.com](mailto:info@aafbirmingham.com)**