



GOLD IS
FOREVER

AMERICAN
ADVERTISING
AWARDS

PARTNER & SPONSORSHIP OPPORTUNITIES PRESENTING

DIAMOND

PLATINUM

MEZZANINE

CHARGING STATION

ON-SCREEN LIVE TRIVIA

CREATIVE-LEAD

IN-KIND

AFTER-PARTY

ATLANTA AD CLUB DEMOGRAPHICS & REACH

Call for Entry e-Blasts (4-5 e-Blasts)	10,000 impressions
Ad Club Twitter Community	4,600 followers
Ad Club Facebook Community	1,450 likes
2016 ADDYs Event Attendance	450

ABOUT THE ADDYs

The American Advertising Awards, formerly the ADDYs, is the advertising industry's largest and most representative competition, attracting more than 40,000 entries every year in local AAF Club (Ad Club) competitions. The mission of the American Advertising Awards competition is to recognize and reward the creative spirit of excellence in the art of advertising.

Entering the American Advertising Awards supports the entire advertising industry, because the AAF and its local and district affiliates use the proceeds to enhance advertising through programs such as public service, internships, advocacy groups, advertising education and consumer awareness.

The Atlanta American Advertising Awards will take place on Thursday, February 23, 2017, at the historic Fox Theatre where we will honor the best-in-class of advertising. More than 400 professionals and students from the local advertising, creative and media community attend the annual gala and awards presentation. This community includes the top 50 advertising agencies in Atlanta such as Ogilvy & Mather, Moxie, JWT, 22Squared, BBDO and more.

OBJECTIVE & REQUIREMENTS

- Entertain and inspire award show guests and nominees.
- Celebrate and recognize the best-in-class of advertising and creativity in the Atlanta market.
- Network with industry colleagues, partners and sponsors.

TARGET AUDIENCE

At the 2017 Atlanta American Advertising Awards, we plan to host 400 guests including professionals from all facets of advertising, agencies, suppliers and media. The awards also draw a prominent attendance from the best and brightest students aspiring to enter the industry.

ALL CONFERENCE SPONSORS WILL RECEIVE

- Logo inclusion in emails and on Atlanta Ad Club American Advertising Awards website
- Recognition in pre-event marketing campaigns and all signage
- Social media partnerships
- Inclusion in sponsorship reel
- Product/swag inclusion in awards gift bag
- Logo in post-marketing materials
- Recognition during closing remarks

SPONSORSHIP PACKAGES:

2016/2017 AMERICAN ADVERTISING AWARDS SPONSORSHIP LEVELS

PARTNERSHIP LEVEL & BENEFITS	PRESENTING (1)	DIAMOND (1)	PLATINUM (1)	MEZZANINE (1)
	\$10,000	\$7,500	\$5,000	\$2,500
PRE-AWARDS SHOW				
Logo inclusion in emails + event website	*	*	*	*
Recognition in pre-event marketing campaigns and all signage	*	*	*	*
Social media promotions	*	*	*	*
Awards show passes	10	4	2	
Behind the scenes tour at FOX	*			
DURING AWARDS SHOW				
Inclusion in sponsorship reel	*	*	*	*
Category presenter	*	*	*	
Recognition during opening remarks	*	*	*	
BRAND SPONSORSHIP				
Product/swag inclusion in awards gift bag	*	*	*	*
Outdoor patio				*
ADDYs guest t-shirt (designed by creative agency, one sponsor name + logo)			*	
After-party sponsor – exclusive branding		*		
Registration table – lanyards + backdrop			*	
Bar sponsor – signature cocktails, signage, bar staff t-shirts	*			
BRANDING - INTERACTIVE EXPERIENCE				
Branded/skinned photo booth – digital prints with logo and custom message	*			
Example				
POST-EVENT				
Logo recognition in post marketing materials	*	*	*	*
Recognition during closing remarks	*	*	*	*
Atlanta Ad Club single-event sponsorship			*	*

A LA CARTE OPPORTUNITIES

Choose from one of our many a la carte opportunities and assure your brand has maximum exposure at the American Advertising Awards.

- **CHARGING STATION/TABLE** – Sponsors an area for attendees to engage with sponsor branding while charging their devices. Custom-branded charging stations can either be consolidated to one area or placed strategically throughout the venue.
- **INTERACTIVE WALL** – Includes wall featuring digital experiences branded with company logo.
- **MOBILE COFFEE BAR** – Includes branding exclusively of American Advertising Awards coffee bar.
- **VIP SEAT DROPS** – Branded cards (or item of your choosing) with clever messaging will be placed on seats upon guest arrival.

CONTACT:

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