

SPONSORSHIP HANDBOOK





THANKS FOR YOUR INTEREST IN SPONSORING US!

There are many ways you can become a sponsor, but they all lead to you and your company's entry into a wide world of networking and professional development for Atlanta's advertising industry.



WHY ATLANTA AD CLUB?

Atlanta Ad Club is the largest Atlanta-based, advertising centric, professional organization, specializing in sharing knowledge and experience to professionals who want to network and learn from Atlanta's advertising community.

We bring relevant topics and speakers to monthly events targeted to today's advertising trends and methods. Our events calendar highlights panelists from top agencies and brands and features flagship gatherings like the American Advertising Awards local competition and our ever popular "Laugh Your Ads Off" stand up comedy show.

WHY SPONSOR?

We have a diverse member base that spreads across many different initiatives like advertising, production, media, and in-house. As a sponsor, your company will be highlighted and will get in front of the eyes of many decision-makers at these high-profile Atlanta companies.

HOW CAN YOU SPONSOR?

There are multiple ways to sponsor an event:



MONETARY

Donation



IN-KIND

Products, services,
or host an event



COMBINATION

Mix of monetary and
in-kind

OR, if there is a **unique way** that your company could become a sponsor, we are happy to help and can craft a **specialized package** with you!

WHO ARE YOU REACHING?

As an Atlanta Ad Club sponsor, your company will be introduced to a group of like-minded professionals that live and breathe brands.

ROBUST EMAIL LIST



2,865+

Subscribers

22.62%

Avg. Open
Rate (17.38%
ind. avg.)

ACTIVE EVENT ATTENDANCE



1,224

Event
Attendees
in 2019

STRONG MEMBER BASE



300+

Members
in 2020

HIGH AWARDS TURNOUT



422

Attendees
at 2020
American
Advertising
Awards

ENGAGED SOCIAL MEDIA FOLLOWING:



1,974+

Followers

1,860+

Likes



2,612+

Group +
Page
Followers



1,021+

Followers



2,042+

Followers

WHERE DO OUR MEMBERS WORK?

As an Atlanta Ad Club sponsor, your company will be introduced to a group of like-minded professionals that live and breathe brands.



MOXIE

FITZCO



CHEMISTRY



**WUNDERMAN
THOMPSON**



Digitas



mailchimp



DAGGER



OUTFRONT



JACKSON | SPALDING

JOB TITLES

Founder	Account Manager
CEO	Business Development Manager
Marketing Manager	Social Media Manager
Creative Director	Media Supervisor
Producer	PR Director
Art Director	VP of Strategy
Copywriter	Chief Communications Officer

INDUSTRIES

Advertising
Media
Education
Marketing
Production
Creative
Digital

STANDARD SPONSORSHIP LEVELS *

	BRONZE LEVEL 3 SLOTS PER YEAR	SILVER LEVEL 3 SLOTS PER YEAR	GOLD LEVEL 3 SLOTS PER YEAR
GENERAL BENEFITS	Bottom-level placement & Small size of logo on AAC website <i>(see placement example here)</i>	Medium-level placement & Mid-size of logo on AAC website <i>(see placement example here)</i>	Top-level placement & Large size of logo on AAC website <i>(see placement here)</i>
	One Free Individual Membership <i>(see Member Benefits here!)</i>	Two Free Individual Memberships <i>(see Member Benefits here!)</i>	Three Free Individual Memberships <i>(see Member Benefits here!)</i>
			Industry Exclusivity
EVENT PROMOTION BENEFITS <i>(Showcase yourself on all event collateral for our quarterly events)</i>	Bottom-level placement & Small size of logo on all event collateral: - Hyperlinked Logo on all event promotions collateral <i>(website, email, ticket page)</i> - Placement on “Sponsors’ Slide” at event	Mid-level placement & Medium size of logo on all event collateral: - Hyperlinked Logo on all event promotions collateral <i>(website, email, ticket page)</i> - Placement on “Sponsors’ Slide” at event	Top-level placement & Large size of logo on all event collateral: - Hyperlinked Logo on all event promotions collateral <i>(website, email, ticket page)</i> - Placement on “Sponsors’ Slide” at event
		30-second pitch during 1 event/year	30-second pitch during 2 events/year
			Promotional Opportunity during event <i>(Ex: leave-behinds, table tents, sponsor table)</i> <i>Sponsor to provide</i>
CONTENT BENEFITS <i>(Be featured on our blog, sent to our email list, or highlighted on our social)</i>	One Affiliate Link/year in blog One “Email Presented By” Logo Callout Header in Newsletter Email	Two Affiliate Links/year in blog Two “Email Presented By” Logo Callout Headers in Newsletter Email	Three Affiliate Links/year in blog Three “Email Presented By” Logo Callout Headers in Newsletter Email
		One Dedicated email send/year	Two Dedicated email sends/year
			One Native Content Blog Post/year <i>(Sponsor to provide content)</i>
AWARD BENEFITS <i>(Be highlighted as a partner at our annual Advertising Awards gala!)</i>	Logo displayed in Winner’s Reel presented during show One complimentary awards submission Bottom-level placement & Small size Logo on all awards collateral Quarter-page Ad in Award’s Winner’s Book <i>(Sponsor to provide completed artwork for page)</i> Acknowledgement during awards show	15-second promo in Winner’s Reel presented during show <i>(Sponsor to provide video file)</i> Two complimentary awards submissions Mid-level placement & Medium size Logo on all awards collateral Half-page Ad in Award’s Winner’s Book <i>(Sponsor to provide completed artwork for page)</i> Acknowledgement during awards show	30-second promo in Winner’s Reel presented during show <i>(Sponsor to provide video file)</i> Three complimentary awards submission Top-level placement & Large size Logo on all awards collateral Full-page Ad in Award’s Winner’s Book <i>(Sponsor to provide completed artwork for page)</i> Acknowledgement during awards show
PRICE *	\$2,500	\$5,000	\$7,500

* Any sponsorship packet can be customized. We can work with you if you need to adjust your sponsorship packet.

THANK YOU FOR YOUR CONSIDERATION!

If you have any additional questions, please visit our [Sponsorship](#) page or fill out our [Sponsorship Inquiry Form](#).

You can also directly contact us at sponsorship@atlantaadclub.org for more information.

We look forward to working with you!

