

SOUTHEAST



2021 LEADERSHIP CONFERENCE

SPONSORSHIP OPPORTUNITIES

Hosted by



Join us September 10-11 for a two-day conference where 100 advertising and marketing leaders from Alabama, Georgia, Louisiana, Mississippi and Tennessee converge in Atlanta to sharpen their leadership skills. And, of course, to have a little bit of fun.

ABOUT THE AAF LEADERSHIP CONFERENCE

Every fall, all American Advertising Federation (AAF) local clubs across the Southeast region gather for a weekend Leadership Conference to kick off their new year. This includes ~100 Advertising professionals from Georgia, Alabama, Mississippi, Tennessee and Louisiana, and it's an opportunity to gather with other clubs in the district to discuss club operations, planning, exchange knowledge and network with each other. It's also an opportunity to have fun! The conference will host Atlanta-based industry keynote speakers and will conclude with the annual Mouth of the South Lip-Sync contest.

The Atlanta Ad Club is the host club for 2021's District 7 Fall Leadership Conference on **September 10-11 at the Hyatt Regency Atlanta Downtown**. This is the first time Atlanta Ad Club has hosted this conference, and we are very excited to showcase Atlanta to our Southeast AAF friends!

LOOKING FOR SPONSORS LIKE YOU!

We are currently seeking sponsors at each level, as well as in-kind. You will have direct access to advertising and marketing leaders from the five-state District 7 area + digital exposure up to 3,000 advertising professionals. You will receive various benefits for your investment in AAF like: Exclusivity, Exposure & Awareness, PR & Social Media Mentions, Event Tickets and In-Event Recognition.

All sponsorships include an experiential opportunity which gives you in-person interactive opportunities with all guests. The tiers below are first-come, first-served and can be customized to fit your business needs.



CONFERENCE OVERVIEW

AGENDA

Thursday, September 9:

- Guests arrive
- Welcome Happy Hour

Friday, September 10:

- Luncheon Keynote
- Professional Development tracks
- Offsite Happy Hour

Saturday, September 11:

- Breakfast & Luncheon Keynote
- Professional Development tracks
- D7 Club Meetings
- Regional Board meetings
- Mouth of the South, D7's epic lip sync battle competition!

Sunday, September 12:

- Conference wraps

PREVIOUS ATTENDEES



SPONSORSHIP TIERS

WELCOME TO ATL SPONSOR (2)

\$7,500

CONFERENCE EXPERIENCES:

- ATL Offsite Sponsor
- Host 45-min Professional Development Workshop
- Logo inclusion on all conference materials
- 3 introductions to attendees of sponsor's choice
- 4 tickets to conference

BRANDING:

- Exclusive offsite branding
- Exclusive workshop branding
- Name badges branding
- Table Tents branding
- Digital/physical signage
- Promotional materials
- Optional Swag inclusive in attendee gift bag

KEYNOTE SPEAKER SPONSOR (2)

\$5,000

CONFERENCE EXPERIENCES:

- Host 45-min Professional Development Workshop
- Logo inclusion on all conference materials
- 1 introduction to attendee of sponsor's choice
- 3 tickets to conference

BRANDING:

- Exclusive workshop branding
- Name badges branding
- Table Tents branding
- Digital/physical signage
- Promotional materials
- Optional Swag inclusive in attendee gift bag

MOUTH OF SOUTH SPONSOR (4)

\$2,000

CONFERENCE EXPERIENCES:

- Onsite activation at Mouth of the South (MOTS) lip sync competition
- Onstage performer introductions
- Logo inclusion on select conference materials
- 2 tickets to conference

BRANDING:

- Table Tents
- Event signage at MOTS
- Optional Swag inclusive in attendee gift bag

COCKTAIL HOUR SPONSOR (4)

\$1,000

CONFERENCE EXPERIENCES:

- Onsite activation at cocktail happy hour
- Logo inclusion on select conference materials

BRANDING:

- Branding at cocktail hour
- Optional Swag for gift bag

A'LA CARTE & IN-KIND SPONSORSHIPS

MONETARY

\$750

Registration &
Lanyards

\$500

"Recovery Bar"
Sponsor

\$500

President's Suite
Happy Hour

\$500

Keynote
Seat Drops

\$250

Charging
Station

IN-KIND

PRINT

Programs and
physical signage

SWAG

Attendee
Gift Bags

AMERICAN ADVERTISING AWARDS ADD-ONS

\$2,000

1 Table at ATL
ADDYs Gala
(10 seats)

5 Award Entries

\$1,500

8 Tickets to ATL
ADDYs Gala

3 Award Entries

\$1,000

5 Tickets to ATL
ADDYs Gala

2 Award Entries

*ATL AWARDS | FEB 2022

THANK YOU!

We appreciate your interest
in our event and we
look forward to working with you!

If you have any additional questions, reach out to Karli Figueroa
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Or for more info, please visit Atlanta Ad Club's site.

atlantaadclub.org
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