

Thank you for your interest in becoming a sponsor of AAF Roanoke's 2017 American Advertising Awards. This is a very important event for advertisers in the region and a great chance for you to show your support. I know you're already familiar with the event but want to reiterate how much of an amazing networking opportunity this is for your business. The ceremony will take place on Saturday, March 4, 2017, so mark your calendars!

The American Advertising Awards in Roanoke brings together the region's advertising and marketing elite. Here, brands and agencies of all sizes relish the opportunity to showcase some of the most exciting work in the country.

As a sponsor, your business will have maximum exposure to the best and brightest advertising agencies, corporations and marketing firms in the region.

Take a minute to look over our new and improved sponsorships; we have many levels to choose from, including "in-kind" sponsorships. And hey... we're also advertising people...we love new ideas! So if you have a different or unique way you would like to help, we'd love to hear it.

Thanks again for your consideration. I hope we can work together to make this year's American Advertising Awards ceremony the best yet. If you need a little nudge, just think of this: The one big plus of supporting a bunch of creative talent? Your business will look awesome in any layout or design—guaranteed!

WHY SPONSOR THE AMERICAN ADVERTISING AWARDS?

The American Advertising Awards provides unprecedented access to influencers across the advertising, marketing, and business communities in the Roanoke region for a fraction of the cost of standalone marketing campaign.

Sponsorship packages were developed to provide maximum engagement and flexibility over an extended period of time. It also provides additional opportunities for customization.

Who's the American Advertising Awards sponsorship designed for?

Companies that serve the advertising and marketing industry, including:

- Print Production
- Production Studios
- Media Production
- Advertising Media Outlets
- Recruiters
- Office and Technology Services
- Freelance Creative Services
- Print Media
- Digital Media
- Advertising Platforms and Networks
- Research and Analytics Firms
- Consultants
- Leisure and Sport
- Merchandise and Promotional
- Restaurant and Catering
- Clothing and Grooming

AMERICAN ADVERTISING AWARDS® SPONSORSHIP FORM

Thank you for taking interest and supporting the 2017 American Advertising Awards hosted by AAF Roanoke. Our awards couldn't be possible without the support of our sponsors. Please complete the form below to commit to the sponsorship level of your choice. Sponsorship funds are expected on or before February 10, 2017, unless other arrangements have been made.

PLEASE SELECT YOUR SPONSORSHIP PACKAGE:

- Title Sponsor (\$3,000)
- Gold Event Sponsor (\$1,000)
- Silver Event Sponsor (\$500)
- Bar Sponsor (\$500 per hour) for _____ hours
- Entertainment Sponsor (\$500)
- Friend of the American Advertising Awards (\$250)
- In-Kind Sponsor**

CONTACT INFORMATION

Company Name _____

Contact's Name _____

Phone Number _____ E-Mail Address _____

**IN-KIND SPONSORS ONLY: Please list what you are donating for the 2017 American Advertising Awards

Signature _____ Date: _____

PREMIUM SPONSORS

TITLE SPONSOR \$3,000 (1 SPOT AVAILABLE)

Pre-Event

- Naming rights: The American Advertising Awards, presented by [Your Company]
- Priority logo placement, banner and link on aafroanoke.org leading up to the event.
- Priority corporate name and logo placement on emails, social media, and all notifications for the American Advertising Federation.
- Priority logo placement on call for entries (sponsorship confirmation must be submitted by November 10, 2016)

Event

- Special Award naming rights: A judges' award inscribed with your company logo and presented by your company representative
- 30 second commercial to be shown at opening of American Advertising Awards presentation
- Company logo in the Winners Reel presented at American Advertising Event
- Special mention during award presentation at the American Advertising event
- Priority Visual presence during the event, displaying name, logo and level of sponsorship
- Full-page in Winners Book
- 4 tickets with premium seating for Awards Gala
- Table for distributing promotional materials at event

Post Event

- Priority logo, banner and link on aafroanoke.org for one year
- Priority logo placement on signage at first AAF Roanoke social event following the American Advertising Awards.
- Logo placement in all emails from AAF Roanoke to members for a month following the event, listing company as the American Advertising sponsor.

ADDY GOLD \$1,000 (UP TO 5 SPOTS AVAILABLE)

Pre-Event

- Prominent logo placement, banner and link on aafroanoke.org leading up to the event.
- Prominent corporate name and logo placement on emails, social media, and all notifications for the American Advertising Federation.
- Prominent logo placement on call for entries (sponsorship confirmation must be submitted by November 10, 2016)

Event

- Company logo in the Winners Reel presented at American Advertising Event
- Special mention during award presentation at the American Advertising event
- Prominent Visual presence during the event, displaying name, logo and level of sponsorship
- Full-page ad in Winners Book
- 2 tickets for Awards Gala

Post Event

- Prominent logo, banner and link on aafroanoke.org for one year

ADDY SILVER \$500 EACH (UP TO 10 SPOTS AVAILABLE)

Pre-Event

- Logo placement, banner and link on aafroanoke.org leading up to the event.
- Corporate name and logo placement on emails, social media, and all notifications for the American Advertising Federation.
- Logo placement on call for entries (sponsorship confirmation must be submitted by November 10, 2016)

Event

- Company logo in the Winners Reel presented at American Advertising Event
- Special mention during award presentation at the American Advertising event
- Visual presence during the event, displaying name, logo and level of sponsorship
- 1/2 page ad in Winners Book
- 1 ticket for Awards Gala

BAR SPONSOR (\$500 PER HOUR)

Pre-Event

- Logo placement, banner and link on aafroanoke.org leading up to the event.
- Corporate name and logo placement on emails, social media, and all notifications for the American Advertising Federation.
- Logo placement on call for entries (sponsorship confirmation must be submitted by November 10, 2016)

Event

- Company logo in the Winners Reel presented at American Advertising Event
- Special mention during award presentation at the American Advertising event
- Visual presence during the event, displaying name, logo and level of sponsorship
- 1/4 page ad in Winners Book
- Sole company logo placement on bar signage
- Signature drink
- 1 ticket for Awards Gala

ENTERTAINMENT SPONSOR \$500 (1 SPOT AVAILABLE)

Pre-Event

- Logo placement, banner and link on aafroanoke.org leading up to the event.
- Corporate name and logo placement on emails, social media, and all notifications for the American Advertising Federation.
- Logo placement on call for entries (sponsorship confirmation must be submitted by November 10, 2016)

Event

- Company logo in the Winners Reel presented at American Advertising Event
- Special mention during award presentation at the American Advertising event
- Visual presence during the event, displaying name, logo and level of sponsorship
- 1/4 page ad in Winners Book
- Sole company logo placement on signage near band
- 1 ticket for Awards Gala

FRIEND OF AAWARDS \$250 (UNLIMITED)

Event

- Company name listed as Friend of American Advertising Awards in Winners Book

Book

- Listed on Friend of American Advertising Awards sponsor sign at Awards Gala