

Thank you for your interest in becoming a sponsor of AAF Roanoke's 2019 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 2, 2019, 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!

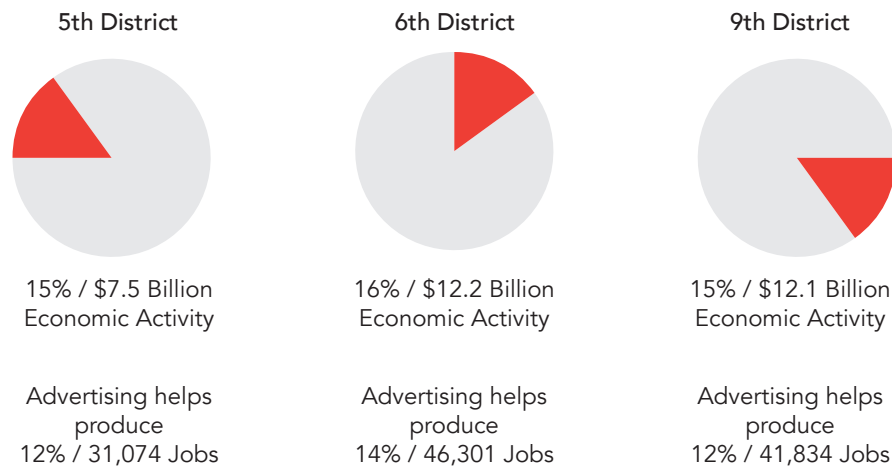
WHY SPONSOR THE AMERICAN ADVERTISING AWARDS?

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.

REGIONAL ADVERTISING BY THE NUMBERS

AAF Roanoke's footprint covers professionals in the 5th, 6th, and 9th Districts of Virginia. The advertising industry has a direct impact on jobs and economic activity.



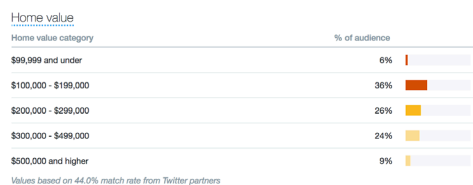
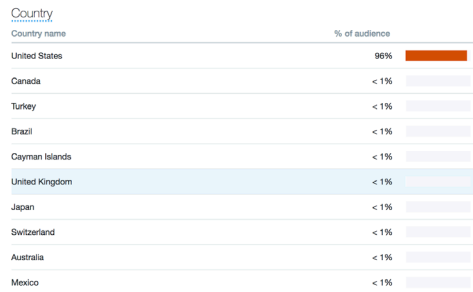
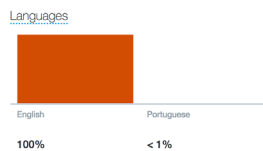
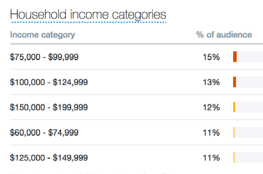
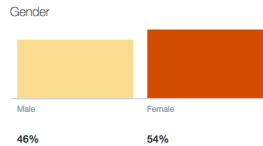
WHO'S THE AMERICAN ADVERTISING AWARDS SPONSORSHIP DESIGNED FOR?

Companies that serve the advertising and marketing industry, including:

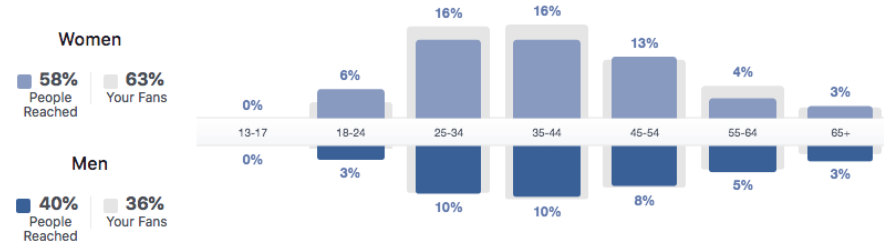
- Print Production
- Production Studios
- Media Production
- Digital Media
- Advertising Platforms and Networks
- Research and Analytics Firms
- Consultants
- Leisure and Sport
- Merchandise and Promotional
- Restaurant and Catering
- Clothing and Grooming

AUDIENCE SNAPSHOT

The AAF Roanoke audience represents a variety of professionals, positions, and incomes:



Region



SPONSORSHIP REACH

The sponsorship packages provide extraordinary reach for organizations looking to connect with the region’s top marketing influencers affordably. Impression statistics are for digital audiences only. These are in addition to offline audience impressions in print, mail, and at the awards gala.

Audience Reach

Snail Mail List: 1,300+ Recipients

Social Networks: 1,000+ Users

Email List: 750+ Recipients

Web Traffic: 300+ unique visitors during award season

Awards Show: 200+ Event Attendees

AMERICAN ADVERTISING AWARDS® SPONSORSHIP FORM

Thank you for taking interest and supporting the 2019 American Advertising Awards hosted by AAF Roanoke. Our awards couldn't be possible without the support of our sponsors. Please complete the following form to commit to the sponsorship level of your choice. Sponsorship funds must be received before benefits start.

PLEASE SELECT YOUR SPONSORSHIP PACKAGE:

- Title Sponsor (\$5,000)
- Gold Event Sponsor (\$1,000)
- Silver Event Sponsor (\$500)
- Bronze Event Sponsor (\$200)
- 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 2019 American Advertising Awards

Signature _____ Date: _____

Date _____

Between _____ (sponsor)

_____ (sponsee)

TERMS OF AGREEMENT:

1. The sponsorship will be for the period of _____ to _____
2. The sponsor agrees to provide:
 3. The sponsee agrees to provide the sponsor in the form of:
4. In the event of a dispute arising that the parties themselves cannot resolve, the parties agree to refer the matter to an independent arbitrator appointed by mutual agreement.
5. If the parties cannot agree on an arbitrator, or both parties do not agree with the decision of the arbitrator appointed, the agreement may be terminated in the following manner:
 - a) If the breach is one that can be rectified, then the non-breaching party can request in writing that the breach be rectified in 30 days. If the breach is not rectified within that time, the non-breaching party may terminate the Agreement immediately;
 - b) If the breach is one that cannot be rectified, the non-breaching party may terminate the Agreement by giving 30 days written notice of their intention to terminate.
 - c) If either party goes into liquidation, is wound up, dissolved (except for the purpose of reconstruction or amalgamation), enters into a scheme of arrangement or is placed under official management or in receivership, the other party may terminate the Agreement by giving 30 days written notice of their intention to terminate under the clause.
 - d) In the event of a termination under this Agreement, each party's rights and liabilities will cease immediately but the termination shall not affect a party's rights arising out of a breach of this agreement by the other party.
6. Where one party is unable to carry out its obligations under this agreement due to circumstances beyond its control or which it could not have prevented, those obligations are suspended whilst those circumstances continue, provided the other party is notified and the first party uses its best endeavours to overcome the circumstances preventing its obligations from being carried out.
7. Each party shall indemnify the other against any claims arising from any breach of the agreement by either party.
8. The terms and conditions of this agreement shall not be disclosed to any third parties without the prior written consent of both parties.
9. The rights of either party under this agreement shall not be transferable or assignable either in whole or in part.

Sponsor Signature _____ Sponsee Signature _____

Sponsor Printed _____ Sponsee Printed _____

Date _____ Date _____

TITLE SPONSOR \$5,000 (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 AAF Roanoke.
- Priority logo placement on call for entries (sponsorship confirmation and payment must be submitted by 9/15/2018, unless noted).

EVENT

- Special Award naming rights: A judges' award inscribed with your company logo and presented by your company representative.
- 15 second commercial to be shown at opening of American Advertising Awards presentation.
- Company logo in the Winners Reel presented at Awards Gala.
- Special mention during award presentation at the Awards Gala.
- Priority Visual presence during the event, displaying name, logo and level of sponsorship.
- Listed as Bar Sponsor for the night of the event.
- Full-page ad in Winners' Book.
- 4 tickets 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 Awards sponsor.

GOLD \$1,000 (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 AAF Roanoke.
- Prominent logo placement on call for entries (sponsorship confirmation & payment must be submitted by 9/15/2018, unless noted).

EVENT

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

POST EVENT

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

SILVER \$500 EACH (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 AAF Roanoke.
- Logo placement on call for entries (sponsorship confirmation & payment must be submitted by 9/15/2018, unless noted).

EVENT

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

POST EVENT

- Logo and link on aafroanoke.org for one year.

BRONZE \$200 (UNLIMITED)

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 AAF Roanoke.

EVENT

- Company name in Winners; Book
- Listed on sponsor sign at Awards Gala

POST EVENT

- Logo and link on aafroanoke.org for one year.