

NSAC[®]

NATIONAL ~~AAF~~[®] STUDENT
ADVERTISING
COMPETITION[®]
D I S T R I C T 3

AAF THIRD DISTRICT NSAC & EDUCATION FOUNDATION
Developing Talent that will Define the Future of Advertising

SPONSORSHIP GUIDE 2020

NSAC[®] NATIONAL ~~AAF~~[®] STUDENT
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DISCOVERING BRILLIANCE

The District Three American Advertising Federation National Student Advertising Competition (NSAC) program gives you access to the most creative minds trained in the best advertising, media, communications, and marketing classrooms across North Carolina, South Carolina and Virginia.

There is no better way for students to learn about the advertising campaign process than by actually developing a campaign for a real client.

The NSAC is the premier college advertising competition. It provides more than 2,000 college students the real-world experience of creating a strategic advertising/marketing/media campaign for a corporate client. Students develop a plans book and then pitch their work to advertising veterans at the district, semi-finals and national levels.

Each year, a corporate sponsor provides an assignment or case study outlining the history of its product and current advertising situation. The case study reflects a real world marketing challenge. Students must research the product and its competition, identify potential problem areas and devise a completely integrated campaign for the client.

Because of the Third District's commitment to education, each year we host, staff, and pay for the two day competition that will send the winning team on to compete at the national level. It is our desire to make this transformational educational experience accessible to as many of our district's students as possible. Therefore we provide this competition at no cost to the participating students.

Ten college and university teams from across our district are developing innovative campaigns for this year's client, Adobe. These students are the best and the brightest, and they need your support.

We encourage you to review our portfolio of educational partnerships and hope you will find sponsorship opportunities that will help your organization develop, grow, and recruit top young talent.

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GROWING CREATIVE MINDS

The next generation of industry innovators are being created now.
Support the student experience.

The AAF Third District NSAC & Education Foundation

Practical experience is an invaluable counterpart to classroom learning. Each year, the AAF's National Student Advertising Competition (NSAC) provides college advertising students with an opportunity to practice what they've learned. The NSAC & Education Foundation provides the funding that allows our district to offer participation for all students at no charge to them. Your sponsorship will support one of the most important learning experiences in their college careers. All sponsorships are applied directly to the costs of holding the competition, providing awards, or offsetting travel expenses, making your support both practical and meaningful.

Sincerely,



Danielle Salley
2019-2020 Governor, AAF District 3
803-233-2469 (office)



Russell Rivers
Sponsorship Chair, AAF District 3
russell.rivers7@gmail.com

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www.aafdistrict3.org

Competition/Recruiting Sponsorships

Holding a two day competition for over 125 students requires a large commitment of resources from our district. Your sponsorship helps us provide participating students with the most enriching and valuable educational experience possible.

Silver Competition Sponsor \$250

- Partner logo on all NSAC Materials including all print collateral and AAF D3 website.
- Recognition at competition event.

Gold Recruiting Sponsor \$400

- Partner logo on all NSAC Materials including all print collateral and AAF D3 website.
- Draped banquet table for display with two chairs at event.
- Recognition at competition event.

Award Sponsorships

Your organization can sponsor a trophy presented to the team for the best use of marketing research, best plans book and/or the best presenter awards. All award sponsorships include naming rights of the award.

Best Marketing Research Award Sponsor \$800

- Partner logo on all NSAC Materials including all print collateral and AAF D3 website.
- Draped banquet table for display with two chairs at event.
- Recognition at competition event.
- Award naming rights with description featured on AAF D3 NSAC landing page.
- VIP seating at competition.
- Opportunity to present the trophy at the competition.

Best Plans Book Award Sponsor \$800

- Partner logo on all NSAC Materials including all print collateral and AAF D3 website.
- Draped banquet table for display with two chairs at event.
- Recognition at competition event.
- Award naming rights with description featured on AAF D3 NSAC landing page.
- VIP seating at competition.
- Opportunity to present the trophy at the competition.

Best Presenter Award Sponsor \$800

- Partner logo on all NSAC Materials including all print collateral and AAF D3 website.
- Draped banquet table for display with two chairs at event.
- Recognition at competition event.
- Award naming rights with description featured on AAF D3 NSAC landing page.
- VIP seating at competition.
- Opportunity to present the trophy at the competition.

Education Fellowship Sponsorships

The student team that wins the district competition has the opportunity to advance to the national competition at the AAF National Conference in June. Fifty percent of Education Fellowship sponsorship totals will go directly to the winning team to help offset their enormous travel expenses. The remaining fifty percent help us to keep this competition free to enter for all colleges and universities in our District.

Bronze Education Fellowship Sponsor \$500

- Partner logo on all NSAC Materials including all print collateral and AAF D3 website.
- Draped banquet table for display with two chairs at event.
- Recognition at competition event.

Silver Education Fellowship Sponsor \$750

- Partner logo on all NSAC Materials including all print collateral and AAF D3 website.
- Draped banquet table for display with two chairs at event.
- Recognition at competition event.
- VIP seating at competition.

Gold Education Fellowship Sponsor \$1000

- Partner logo on all NSAC Materials including all print collateral and AAF D3 website.
- Draped banquet table for display with two chairs at event.
- Recognition at competition event.
- VIP seating at competition.
- Opportunity to present the second and third place trophy at the competition.

Platinum Education Fellowship Sponsor \$2000

- Partner logo on all NSAC Materials including all print collateral and AAF D3 website.
- Draped banquet table for display with two chairs at event.
- Recognition at competition event.
- VIP seating at competition.
- Opportunity to present the first place trophy and check at the competition.