



AAF THIRD DISTRICT NSAC & EDUCATION FOUNDATION

Developing Talent that will Define the Future of Advertising

2016 Sponsorship Guide

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.

Eleven college and university teams from across our district are developing innovative campaigns for this year's client, Snapple. 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.



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.

Competition Sponsor/Recruiting Sponsor

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.

Partner Package: \$400

Partner Benefits Include:

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

Best use of Marketing Research Award

Your organization can sponsor a \$500 cash award and trophy presented to the team demonstrates the best use of marketing research in their NSAC presentation and plans book.

Partner Package: \$1000

Partner Benefits Include:

- *Award naming rights*
- *Partner Award named and described on AAF D3 web site*
- *Partner logo on all NSAC Materials*
- *Recognition at the event*
- *Opportunity to present the check and trophy at the competition.*
- *Draped banquet table for display with two chairs at event.*
- *VIP seating at competition*

Best Plans Book Award

Your organization can sponsor a \$500 cash award and trophy presented to the team demonstrates the best NSAC plan book.

Partner Package: \$1000

Partner Benefits Include:

- *Award naming rights*
- *Partner Award named and described on AAF D3 web site*
- *Partner logo on all NSAC Materials*
- *Press release promoting your sponsorship of the award*
- *Recognition at the event*
- *Opportunity to present the check and trophy at the competition.*
- *Draped banquet table for display with two chairs at event.*
- *VIP seating at competition*

Best Presenter Award

Your organization can sponsor a \$500 cash award and trophy presented to the individual student the judges feel did the most outstanding job in their presentation.

Partner Package: \$1000

Partner Benefits Include:

- *Award naming rights*
- *Partner Award named and described on AAF D3 web site*
- *Partner logo on all NSAC Materials*
- *Press release promoting your sponsorship of the award*
- *Recognition at the event*
- *Opportunity to present the check and trophy at the competition.*
- *Draped banquet table for display with two chairs at event.*
- *VIP seating at competition*

NSAC Fellowship Award

The student team that wins the district competition goes on to the national competition at the AAF National Conference in June. This year the entire team must travel to Las Vegas to make their presentation. Your support of the NSAC Fellowship Award will go entirely to offsetting the enormous travel expenses of the winning team.

Partner Package: \$2000

Partner Benefits Include:

- *Fellowship Award naming rights*
- *Partner Award named and described on AAF D3 web site*
- *Partner logo on all NSAC Materials*
- *Press release promoting your sponsorship of the award*
- *Recognition at the event*
- *Opportunity to present the check and trophy at the competition.*
- *Draped banquet table for display with two chairs at event.*
- *VIP seating at competition*