



AMERICAN ADVERTISING FEDERATION

DISTRICT 3

SPONSORSHIP OPPORTUNITIES 2019



We support the advertising industry. Can we count on your support?

Dear Prospective Sponsor,

Thank you so much for considering sponsorship of the American Advertising Federation (AAF) District 3 Leadership Conference, where AAF club leaders from our District (North Carolina, South Carolina and Virginia) will learn how to strengthen their local clubs and advertising communities.

This year's event is being hosted by AAF of the Midlands in Columbia, South Carolina, August 9-10, 2019.

Conference attendees will include AAF club officers from all of the AAF clubs in District 3, and the conference is typically comprised of 65-80 leaders. These conference attendees represent advertising agencies, media and production groups, corporate and small marketing divisions and companies that prioritize marketing and advertising from across our district. Attendees are leaders with major influence on their respective local advertising communities.

Your support is invaluable and helps to strengthen your local advertising community. Please don't hesitate to reach out either of us should you have any questions on sponsorship opportunities or the American Advertising Federation as a whole.

Sincerely,

A handwritten signature in black ink, appearing to read 'D.S.', with a stylized flourish at the end.

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

A handwritten signature in black ink, appearing to read 'Russell Rivers', with a stylized flourish at the end.

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

"AAF and Lamar have enjoyed a rich and rewarding collaborative relationship for many decades. We highly value the educational and professional training opportunities that AAF provides as well as the legislative advocacy that supports the growth and prosperity of the advertising industry. AAF is a tremendous organization worthy of your support."

— Scott Shockley / Vice President & Territory Manager
Lamar Advertising of Columbia
Longtime D3 Leadership Conference Sponsor



Who We Are...

The American Advertising Federation (AAF) was established in 1905 and serves as the unifying voice of advertising. The AAF protects and promotes the well being of advertising. We accomplish this through a unique, nationally coordinated grassroots network of advertisers, agencies, media companies, local advertising clubs and college chapters. It is the only organization that includes members across all disciplines and career levels in advertising. AAF District 3 represents the clubs of North Carolina, South Carolina and Virginia and is dedicated to serving the advertising community by protecting and advancing advertising interests, including the freedom to truthfully advertise legal products.



Leadership Conference

SPONSORSHIP OPPORTUNITIES 2019



**GOLD TITLE
SPONSOR - \$2000**

SOLD
LAMAR ADVERTISING

- Exclusive naming rights for the conference.
- Logo on ALL conference publicity materials and event signage: Eblast Banners at top, Eblast footer, All Conference Posters (approx 16), Conference Schedule, All Conference Presentations, Conference Name Badges, Conference Website Page, Social Media Posts and banners (Over 1,000 followers across social media platforms).
- Acknowledgment at all conference meetings and functions.
- Opportunity to address attendees at welcome dinner on first night of conference.
- Dinner included for company representative.
- Logo/website link on AAF District 3 website.
- Manned table display in break area for promotional materials and opportunity to interact with conference attendees during breaks. (lunch included Saturday for company representative).
- Opportunity to supply branded conference registration bags.
- Opportunity to include branded items & company information in conference registration bags.



**DIVERSITY
SPONSOR - \$1500**

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- Exclusive naming rights for District 3 Diversity Scholarship match program for the year.
 - Logo displayed in “Meaningful Diversity Programs” session.
 - Opportunity to address attendees at Meaningful Diversity Programs Session.
 - Logo on select conference publicity materials and event signage: General conference poster, conference program, conference website page, Eblast footer, social media posts (Over 1,000 followers across all platforms).
 - Logo/website link on AAF District 3 website.
 - Opportunity to provide branded items in conference registration bags.
 - Manned table display in break area for promotional materials and opportunity to interact with conference attendees during breaks. (lunch included Saturday for company representative).

AAF District Three Leadership Conference

SPONSORSHIP OPPORTUNITIES 2019



**EDUCATION
SPONSOR - \$1000**

SOLD
CHERNOFF NEWMAN

- Exclusive sponsorship of the educational breakout sessions at the conference (approx. 10-12 sessions).
- Logo on sessions signage and table tents in room.
- Logo included on all educational session presentation templates and handout materials.
- Opportunity to provide branded note-pads (or equivalent) for all attendees.
- Opportunity to address conference attendees on Saturday morning before start of educational sessions.
- Logo on select conference publicity materials and event signage: General conference poster, educational conference poster, conference program, conference website page, Eblast footer, social media posts (Over 1,000 followers across all platforms).
- Logo/website link on AAF District 3 website.
- Manned table display in break area for promotional materials and opportunity to interact with conference attendees during breaks. (lunch included Saturday for company representative).
- Opportunity to include branded item in conference registration bags.



**NETWORKING
SPONSOR - \$1000**

- Exclusive sponsorship of Saturday night social event and transportation for group outing.
- Chance to address group during event.
- Logo on the night's social event materials.
- Opportunity to provide branded koozies, cups, etc., for attendees.
- Logo on select conference publicity materials and event signage: General conference poster, networking conference poster, conference program, conference website page, Eblast footer, social media posts (Over 1,000 followers across all platforms).
- Logo/website link on AAF District 3 website.
- Manned table display in break area for promotional materials and opportunity to interact with conference attendees during breaks. (lunch included Saturday for company representative).
- Opportunity to include branded item in conference registration bags.



**TECHNOLOGY
SPONSOR - \$1000**

SOLD
ASSOCIATED POSTERS

- Exclusive sponsorship of laptop/printer station, and wireless device charging station.
- Opportunity to provide sponsor branded flash drives (or other similar item) for all attendees with the conference materials on them.
- Logo on select conference publicity materials and event signage: General conference poster, technology conference poster, conference program, conference website page, Eblast footer, social media posts (Over 1,000 followers across all platforms).
- Logo/website link on AAF District 3 website.
- Manned table display in break area for promotional materials and opportunity to interact with conference attendees during breaks. (lunch included Saturday for company representative).
- Opportunity to include branded item in conference registration bags.

AAF District Three Leadership Conference

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**QUALITY CLUB
SPONSOR - \$700**

SOLD
CHERNOFF NEWMAN

- Exclusive sponsor for District Quality Clubs of the Year Competition and Award Ceremony.
- Logo on certificate presented to winning clubs.
- Logo on A/V presentation during awards ceremony.
- Chance to present awards with District Governor.
- Logo on select conference publicity materials and event signage: General conference poster, Quality Club conference poster, conference program, conference website page, Eblast footer, social media posts (Over 1,000 followers across all platforms).
- Logo/website link on AAF District 3 website.
- Opportunity to include branded item in conference registration bags.

**BUSINESS MEETING
SPONSOR - \$500**

SOLD
**MYRTLE BEACH
CONVENTION CENTER**

- Exclusive sponsorship of Saturday morning business meeting.
- Opportunity to provide logo branded items at meeting tables and in conference registration bags.
- Logo on select conference publicity materials and event signage: General conference poster, breakfast conference poster, conference program, conference website page, Eblast footer, social media posts (Over 1,000 followers across all platforms).
- Logo/website link on AAF District 3 website.
- Display space in break area and opportunity to include promotional materials for conference attendees.

**SILVER
SPONSOR - \$500**

SOLD
VALASSIS

- Logo on select conference publicity materials and event signage: General conference poster, conference program, conference website page, Eblast footer, social media posts (Over 1,000 followers across all platforms).
- Logo/website link on AAF District 3 website.
- Opportunity to provide branded items in conference registration bags.
- Display space in break area and opportunity to include promotional materials for conference attendees.

**WELCOME
SPONSOR - \$500**

SOLD
STEEL HANDS BREWING

- Sponsorship exclusive to local area business/entity where conference is being held.
- Exclusive company customized Eblast to all conference attendees with links to area attractions.
- Social Media support (Facebook/Instagram 2 posts with a link to your website).
- Display space in the break area and opportunity to include promotional materials for conference attendees.
- Exclusive signage at the bar during Friday's Welcome Center.

**BRONZE
SPONSOR - \$250**

SOLD
GRACE OUTDOOR

- Logo on select conference publicity materials and event signage: General conference poster, conference website page, Eblast footer, social media posts (Over 1,000 followers across all platforms).
- Logo/website link on AAF District 3 website.