national student advertising competition

2027 SPONSORSHIP INFORMATION

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

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DISCOVERING BRILLIANCE

The District Three American Advertising Federation National Student Advertising Competition (NSAC) program give 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 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.

College and university teams from across our district are working to develop innovative campaigns for this year's client. Students will come together to present their work in Columbia, SC on April 1-2, 2027.

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.

aafdistrict3.org/nsac/

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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.

Premiere Sponsorships

PLATINUM SPONSOR $2000

- Partner logo on all NSAC materials including all digital and print collateral and AAF D3 website with link.
- Platinum sponsor recognition in at least two conference emails to all attendees.
- Display table with two chairs at event.
- Recognition at competition event.
- Promotional video opportunity prior to award presentation on Friday.
- Opportunity to present the first place award at the competition.

GOLD SPONSOR $1000

- Partner logo on all NSAC materials including all digital and print collateral and AAF D3 website with link.
- Gold sponsor recognition in at least two conference emails to all attendees.
- Display table with two chairs at event.
- Recognition at competition event.
- Opportunity to present the second and third place trophy at the competition.

SILVER SPONSOR $850

- Partner logo on all NSAC materials including all digital and print collateral and AAF D3 website with link.
- Display table with two chairs at event.
- Recognition at competition event.

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Recruiting & Competition Sponsorships

RECRUITING SPONSOR $500
- Partner logo on all NSAC materials including all digital and print collateral and AAF D3 website with link.
- Display table with two chairs at event.
- Recognition at competition event.

COMPETITION SPONSOR $250
- Partner logo on all NSAC materials including all digital and print collateral and AAF D3 website with link.
- Recognition at competition event.

Special Award Sponsorships

Your organization can sponsor an award presented to the team for the best integration of diverse audiences across the campaign, best plans book and/or the best presenter awards.

MOSAIC AWARD SPONSOR $800
- Partner logo on all NSAC materials including all digital and print collateral and AAF D3 website with link.
- Recognition at competition event.
- Award naming rights with description featured on AAF D3 NSAC landing page.
- Opportunity to present the trophy at the competition.

BEST PLANS BOOK AWARD SPONSOR $800
- Partner logo on all NSAC materials including all digital and print collateral and AAF D3 website with link.
- Recognition at competition event.
- Award naming rights with description featured on AAF D3 NSAC landing page.
- Opportunity to present the trophy at the competition.

BEST PRESENTER AWARD SPONSOR $800
- Partner logo on all NSAC materials including all digital and print collateral and AAF D3 website with link.
- Recognition at competition event.
- Award naming rights with description featured on AAF D3 NSAC landing page.
- Opportunity to present the trophy at the competition.