

aaf[®]
tampa bay

23/24 SPONSORSHIP PACKAGE

AMERICAN ADVERTISING FEDERATION

tampa bay

WHO WE ARE

Established in 1905, the American Advertising Federation (AAF) has become the “unifying voice for advertising” with 200 self-run chapters across the United States.

Since 1942 the Tampa Bay chapter has been connecting advertising professionals under our mission to transform Tampa Bay by empowering the advertising industry and our city’s makers and shakers. We accomplish this through grassroots efforts of local leaders and businesses all working together to provide opportunities for professionals to build supportive relationships with others in the advertising industry.

Each year, our chapter hosts numerous programs and initiatives, including networking socials, panel discussions, speaker sessions, the annual American Advertising Awards, and more. We appreciate our members’ continued loyalty and the industry’s engagement and enthusiasm surrounding our events—and we look forward to seeing you at our next one.

OUR GOALS

- Bring members together to deliver creative business solutions
- Keep members abreast of the latest trends in technology, creativity and marketing
- Promote diversity and inclusion in advertising
- Honor and celebrate advertising excellence
- Develop the industry’s future leaders
- Protect and promote advertising at all levels of government through grassroots activities
- Offer engaging programs to encourage local association volunteer leadership
- Utilize industry expertise to address community issues
- Provide opportunities for professionals to build supportive relationships with others in the advertising industry

23/24 BOARD OF DIRECTORS

Sarah Jeffcoat | AAF Tampa Bay
Executive Director

Brandon Tydlaska-Dziedzic | BKN Creative
President

Jesse Taylor | eNox Media
Immediate Past President

Savanah Cruz | BKN Creative
Secretary

Melissa Ebanks | Dunn&Co.
Treasurer

Lesley Almonte | Moonshine Creative Group
Events

Jay Howard | Wilkins Media
Sponsorship

Tiffany Lyons | Old Republic Title
Membership

Martha Medina
Communications

Jackie Walling | Live Breathe Brand
Public Service

Trevor Collinson | Casker Creative Group
Government Relations

Jose Lopez Jr. | Jose Lopez Jr. Photography
Historian

AAF EVENTS + SPONSORSHIP

GALLERY NIGHT

When: January 19, 2024

Where: Tempus Projects,

1624 E 7th Ave. Ybor City, Tampa, FL 33605

Gallery Night is an exciting celebration prior to our annual Gala that gives advertising professionals an opportunity to showcase their submissions to the American Advertising Awards. As a sponsor, you'll have a dedicated exhibitor table at the event, offering you a prime space to engage with attendees in the advertising industry. In addition, your logo will be prominently showcased throughout the Gallery Night event.

PARTNERSHIP INCLUDES:

- 6' Exhibitor Table with Black Tablecloth + 2 Chairs
- 2 Exhibitor Gallery Night Passes
- Logo inclusion and tagging on Social Posts
- Logo inclusion in Event Email Promotions
- Logo inclusion on Event Signage

American Advertising Awards

When: February 22, 2024

Where: Vū, 2127 University Square Mall, Tampa, FL 33612

Sponsoring the American Advertising Awards of Tampa Bay Annual Gala provides a unique opportunity to align your brand with excellence and innovation in the advertising industry. Your support will not only showcase your commitment to the industry, but also grant you unparalleled visibility among the top industry professionals, creatives, and decision-makers. By partnering with us, you'll gain exposure that extends beyond the event, reinforcing your brand's presence and influence within the Tampa Bay advertising community.

PARTNERSHIP INCLUDES:

See Various Sponsorship Tier Opportunities



AAF EVENTS + SPONSORSHIP

THIRD THURSDAY'S

Sponsoring a Third Thursday Networking Happy Hour is a unique opportunity to connect with agency owners, advertising professionals and vendor partners to share innovative ideas and forge valuable partnerships in a casual and intimate setting. Your sponsorship includes your logo on social media posts and email announcements about the event as well as the ability to hand out business cards and swag during check-in to all of our attendees. By sponsoring this event, your brand will garner exposure, positioning your company at the forefront of Tampa Bay's Advertising community and ensuring lasting impressions among top decision-makers and stakeholders.

PARTNERSHIP INCLUDES:

- Logo inclusion and tagging on Social Posts
- Banner ad inclusion in Event Email Promotions (Sponsor to provide artwork at 1200px X 500px at 72dpi and desired link for banner to click through to)
- Ability to hand out promotional materials and swag at registration table
- 1 Event Ticket

SPECIAL EVENTS & PANEL DISCUSSION

Elevate your brand's exposure and engage with our community of advertising professionals through our Special Events & Panel Discussion Sponsorship opportunity. As a sponsor, you'll have the unique privilege of distributing your branded swag to our members, capturing their attention with a dedicated 5-minute spotlight on the microphone to showcase your capabilities and offerings. Moreover, your support will enable our club to host high-level educational events that empower and educate our Tampa Bay advertising community, all while enjoying the extensive benefits of increased visibility and networking opportunities within our dynamic network.

PARTNERSHIP INCLUDES:

- Logo inclusion and tagging on Social Posts
- Banner ad inclusion in Event Email Promotions (Sponsor to provide artwork at 1200px X 500px at 72dpi and desired link for banner to click through to)
- Ability to hand out promotional materials and swag at registration table
- 5 Minutes of Microphone / Promotional Time at the Event
- 2 Event Tickets

CREATIVE CRAWL

Unlock a unique opportunity with our Creative Crawl Sponsorship, allowing your brand to shine in Tampa Bay's advertising scene. As a Creative Crawl Sponsor, you'll have the chance to connect directly with leading creative agency owners while demonstrating your unwavering support for the industry. During this exciting event, advertising professionals will be chauffeured around to 5-7 top agencies throughout the Tampa Bay Region, enjoying appetizers, cocktails, and behind-the-scenes tours along the way, all while your brand gets prominently displayed at each stop, announced during charter bus announcements, and on all event keepsakes and giveaways, leaving a lasting impression on attendees and industry leaders alike!

PARTNERSHIP INCLUDES:

- Logo inclusion and tagging on Social Posts
- Logo inclusion in Event Email Promotions
- Logo inclusion on event keepsakes, swag & signage
- Sponsor shout out over the charter bus intercom
- 2 Creative Crawl Tickets

SPONSORSHIP OPPORTUNITIES

AMERICAN ADVERTISING AWARDS

TITLE \$5,000

- Logo added to Event Branding and included on all promotions
- 1 Dedicated Promotional Email and Social Media post leading up to the Gala and 1 After the Gala
- Gets to announce Award Winners from the stage on Gala Night
- Full Page Ad in Awards Booklet
- Logo in Awards Booklet
- Logo in all Gala Email & Social Posts
- Recognition on Gala Night from the stage + words from our sponsor (2 min)
- Logo on Video Step & Repeat
- Includes 2 Organizational Memberships

PREMIER \$2,500

- Recognition on Gala Night from the stage
- 1 Dedicated Promotional Email and Social Media post leading up to the Gala
- Half Page Ad in Awards Booklet
- Logo in all Gala Emails & Social Posts
- Logo in Awards Booklet
- Logo on Video Step & Repeat
- Include 1 Organizational Member

SUPPORTING \$500

- Logo in Awards Booklet
- Recognition on Gala Night from the stage
- Logo on Video Step & Repeat

EVENT SPONSOR + GALLERY NIGHT EXPO

BRONZE \$1,450 Save \$100!

- Promotion at 1 Networking Event
- 1 Exhibit Table at Gallery Night

SILVER \$2,450 Save \$200!

- Promotion at 3 Networking Events
- Promotion at 1 Special Event*
- 1 Exhibit Table at Gallery Night

GOLD \$5,000 Save \$550!

- Promotion at all Networking Events
- Promotion at 2 Special Events*
- 1 Exhibit Table at Gallery Night
- 1 Creative Crawl Sponsorship

À LA CARTE SPONSORSHIPS

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|---|---------|
| • 2 Organizational Membership | \$300 |
| • Promotion at 1 Networking Event (3) | \$350 |
| • Promotion at 1 Special Event (4)* | \$500 |
| • 1 Exhibit Table at Gallery Night (10) | \$1,250 |
| • Creative Crawl Sponsorship | \$2,250 |

Networking Event Promotion Includes: Placement of signage, distribution of business cards/swag to all attendees at registration desk and introduction to group. Logo will also be placed on event promotional emails and social posts.

Special Event Promotion Includes: All of the same benefits as the Networking Event Promotion plus 5 minutes of microphone time followed by introducing the speaker.

*Special Events Do Not Include Gala or Creative Crawl Sponsorships

BECOME A MEMBER!

Membership is open to more than just advertising professionals! From vendors and educators, to students and in-house pros, we provide unique opportunities for everyone to connect, learn and grow. Check out our membership levels below!

Business: \$1,350 (up to 3 members)

- 3 tickets to the local American Advertising Awards (ADDYs) + 15% additional VIP Seating
- Discounted entries to ADDYs + 2 complimentary single entries
- Monthly local newsletter to stay in-the-know and introduce yourself
- Invitation to private LinkedIn group
- National industry subscription to AAF SmartBrief
- Discount to AAF conferences
- \$30 of your membership is used to lobby and protect the advertising industry, which makes it not tax deductible
- Opportunity to hold an elected office within AAF Tampa Bay
- Opportunity to host an event at your location or featuring your leaders
- Featured Member Spotlight on communications such as social media and newsletter

Corporate Plus: \$750 (up to 2 members)

- Opportunity to hold an elected office within AAF Tampa Bay
- Full voting rights
- AAF Smartbrief e-news service
- Exclusive membership benefits available to all District 4 and National American Advertising Federation (AAF) members
- All member communications
- Member profile and link to website on www.aaftampabay.org
- Access to special members-only events and happy hours
- Discounted ADDY entries
- One Complimentary Single ADDY Entry
- 2 Complimentary ADDY Gala Tickets
- \$20 of your membership is used to lobby and protect the advertising industry, which makes it not tax deductible

Professional: \$150

- Reduced-priced tickets to AAF programs and socials
- Exclusive Member Socials
- Monthly local newsletter to stay in-the-know and introduce yourself
- Invitation to private LinkedIn group
- National industry subscription to AAF SmartBrief
- Discount to District and National AAF conferences
- \$10 of your membership is used to lobby and protect the advertising industry, which makes it not tax deductible
- Opportunity to hold an elected office within AAF Tampa Bay

Professional: \$385

- All-inclusive pass to AAF programs
- Exclusive Member Socials
- One Free Single ADDY Entry
- Discounted entries to ADDYs
- Monthly local newsletter to stay in-the-know and introduce yourself
- Invitation to private LinkedIn group
- National industry subscription to AAF SmartBrief
- Discount to District and National AAF conferences
- \$10 of your membership is used to lobby and protect the advertising industry, which makes it not tax deductible
- Opportunity to hold an elected office within AAF Tampa Bay

Education Professional: \$125

- All employees of an educational institution
- Opportunity to hold an elected office within AAF Tampa Bay
- Continuing education and professional development opportunities
- AAF Smartbrief e-news service
- Exclusive membership benefits available to all District 4 and National American Advertising Federation (AAF) members
- Access to AAF Tampa Bay Job Bank
- Access to special members-only events and happy hours
- Discounted member rates to all events and programs
- Discounted ADDY entry fees
- \$10 of your membership is used to lobby and protect the advertising industry, which makes it not tax deductible

Student Ad Club/Ad 2 Member: \$150

- Any active, registered student in a high-school, secondary or post-secondary institute
- All-inclusive pass to AAF socials and programs
- Exclusive Member Socials
- Monthly local newsletter to stay in-the-know and introduce yourself
- Invitation to private LinkedIn group
- National industry subscription to AAF SmartBrief
- Discount to District and National AAF conferences
- \$10 of your membership is used to lobby and protect the advertising industry, which makes it not tax deductible
- Opportunity to hold an elected office within AAF Tampa Bay

THANK YOU!

AAFTAMPABAY.ORG