



AAF EVENTS + SPONSORSHIP

THIRD THURSDAY'S \$500

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 \$1,300

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

GALLERY NIGHT \$1,500

When: January 2027

Where: TBD

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:

- 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

EVENT SPONSOR + GALLERY NIGHT EXPO

BRONZE \$1,750 Save \$100!

- Promotion at 1 Networking Event
- Sponsor Gallery Night

SILVER \$3,250 Save \$200!

- Promotion at 2 Networking Events
- Sponsor 2 Special Events*
- Sponsor Gallery Night

GOLD \$4,750 Save \$300!

- Promotion at 3 Networking Events
- Sponsor 2 Special Events*
- Sponsor Gallery Night

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 Does Not Include Gala

2027 AMERICAN ADVERTISING AWARDS

TITLE SPONSOR

\$15,000

EXCLUSIVE SPONSORSHIP
Only one available.

Brand Visibility

- Logo integrated into all event branding (website, signage, print, digital, step + repeat)
- Premium logo placement above all other sponsors

Digital Promotion

- 2 Dedicated Promotional Emails (before + after event)
- 2 Dedicated Social Media posts (before + after)
- Option to provide a sponsored blog post or industry insights piece shared on AAF channels

Event Night Benefits

- Opportunity to announce an award category from the stage
- 10 VIP Gala tickets with reserved seating
- Custom branded cocktail napkins at all bars (High-value brand visibility)

Print Visibility

- Full-page ad in Awards Booklet (prime placement)
- Logo in booklet

Membership Value

- 2 Organizational Memberships

PREMIER SPONSOR

\$10,000

LIMITED TO 3-5 SPONSORS.

Brand Visibility

- Logo included on event branding (but secondary placement to Title)
- Logo on step & repeat
- Digital Promotion
- 1 Promotion included in Email leading up to Gala
- 1 Social Media spotlight

Print Visibility

- Half-page ad in Awards Booklet
- Logo in booklet and all event emails/social posts

Event Night Benefits

- Verbal recognition from the stage
- 6 Gala tickets with reserved seating

Membership Value

- 1 Organizational Membership

SUPPORTING SPONSOR

\$3,500

Brand Visibility

- Logo on step & repeat
- Logo included in Awards Booklet

Event Night Benefits

- Recognition from the stage
- 2-4 Gala tickets

Digital Promotion

- Logo included in supporter group graphic on social and email

EXPERIENCE SPONSORSHIPS

BAR SPONSOR \$4,000

- Logo on bar signage
- Signature cocktail named after sponsor
- Mention from the stage
- 2 Gala tickets

PHOTO BOOTH SPONSOR \$4,000

- Logo on all printed + digital photo booth outputs
- Social media mention

VALET SPONSOR \$4,000

- Signage at the valet stand
- Verbal recognition from the stage

ENTERTAINMENT SPONSOR \$4,000

- Entertainment sponsored by..” “ recognition from the stage
- Logo on signage near performers

ENTERTAINMENT SPONSOR \$4,000

- Logo placed on inside of cover as exclusive booklet sponsor
- Half-page or full-page ad included