



## ABOUT AAF BUFFALO

AAF Buffalo supports and connects the advertising industry in WNY. Through collaboration, education, networking, and events, we offer creative thinkers and marketing-savvy minds the opportunity to do more and get better.

## WHO WE ARE

- A not-for-profit representing advertising agencies, in-house marketing departments, freelancers, educators, and students.
- Part of the American Advertising Federation (AAF)—a national organization made up of 200 local chapters and approximately 40,000 members.
- The 2019 & 2017 AAF National Club of the Year for efforts related to club operations, membership development, event programming, diversity and multicultural initiatives, public service, and advertising education.

## MEMBERSHIP GROWTH

YEAR	2012	2013	2014	2015	2016	2017	2018	2019
PAID MEMBERS	160	174	176	194	222	300	301	358

## OUR REACH

- 1,239 attendees to AAF Buffalo events in 2018-19 club year
- 450 attended this year's American Advertising Awards, a sell-out
- Robust email contact list of 2,100+ subscribers
- Active social media presence resulting in 20% of traffic referrals to aafbuffalo.com
- **Twitter:** 3,700+ followers
- **Instagram:** 1,200+ followers
- **Facebook:** 2,300+ followers
- **LinkedIn company page:** 250+ followers (created in 2017)
- **LinkedIn group page:** 1,700+ followers



## ALL YEAR-LONG SPONSORS RECEIVE

- Unlimited postings to the AAF Buffalo job board
- Logo inclusion on aafbuffalo.com, event sponsor boards, and email communications
- Social media mentions thanking you for your support
- First chance to schedule an Instagram Story feature to promote your projects and workplace culture

	CITY HALL	CENTRAL TERMINAL	ELECTRIC TOWER	RATH BUILDING	DARWIN MARTIN HOUSE
	\$10,000	\$5,000	\$2,500	\$1,250	\$500
Memberships	15-person corporate	10-person corporate	5-person corporate	3-person corporate	1 individual
Networking Event Tickets (per event)	10	4	2	1	1
ADDY Tickets	10	6	4	2	0
ADDY Showbook Ad Size	Full	Full	Full	Half Page	Quarter Page
Job Board Banner Ad	3 months	2 months	1 month	2 weeks	X
Opportunity to host a members-only "pitch hour"	✓	✓	✓	X	X
Logo on ADDY pre-show reel/signage	✓	✓	✓	X	X
Introduce a Spotlight Speaker	✓	✓	X	X	X
Industry exclusivity (non-advertising-related businesses only)	✓	X	X	X	X
Co-Presenting Sponsor of the ADDYs	✓	X	X	X	X
Presenting Sponsor of the Spotlight Speaker Series	X	✓	X	X	X
Recruitment-focused email blast to main AAF Buffalo list	✓	X	X	X	X



## ADDYs SPECIFIC SPONSORSHIPS

All ADDY sponsorships include

- Logo recognition on the event website, pre-show reel, signage, and social media
- Full-page showbook ad

SPONSORSHIP	PERKS	COST	# SPOTS
Gold & Silver Award Sponsor	<ul style="list-style-type: none"> <li>• Logo recognition on all Gold and Silver ADDY awards</li> <li>• 6 ADDY Show Tickets</li> </ul>	\$2,500	1
Bar Sponsor	<ul style="list-style-type: none"> <li>• Logo recognition at all bars on Show Night</li> </ul>	\$1,000	1
Preview Night Sponsor	<ul style="list-style-type: none"> <li>• Logo recognition around the venue during Preview Night</li> </ul>	\$500	2

## EVENT SPECIFIC SPONSORSHIPS

All event sponsorships include

- Logo recognition on aabuffalo.com and event promotion materials
- Named as an event co-host on Facebook event

SPONSORSHIP	PERKS	COST	# SPOTS
Ad Week	<ul style="list-style-type: none"> <li>• 2 tickets to every event (Skillshop, Speed Networking, Industry Panel, Spotlight Speaker: Keni Thatcher)</li> <li>• Listed as the “Presenting sponsor of Ad Week 2019”</li> </ul>	\$1,000	1
Student Portfolio Series	<ul style="list-style-type: none"> <li>• Listed as the “Presenting sponsor of the Student Portfolio Series”</li> <li>• Opportunity to welcome students at Portfolio Seminar (November) and Portfolio Review (April)</li> <li>• Corporate representation on the pro reviewer roster (must meet experience criteria)</li> </ul>	\$500	1
Spotlight Speaker Keni Thatcher	<ul style="list-style-type: none"> <li>• 2 tickets to the event</li> <li>• Opportunity to attend post-event dinner</li> </ul>	\$500	1
Spotlight Speaker (Nov)	<ul style="list-style-type: none"> <li>• 2 tickets to the event</li> <li>• Opportunity to attend post-event dinner</li> </ul>	\$500	1
Jingle Bowl	<ul style="list-style-type: none"> <li>• 1, 4-person team in the tournament</li> <li>• Verbal recognition throughout the event</li> </ul>	\$250 + prizes	1
BrandHack	<ul style="list-style-type: none"> <li>• Listed as the “Presenting sponsor of BrandHack”</li> <li>• Logo recognition on winners’ trophies</li> <li>• Corporate representation on the judging panel (must meet experience criteria)</li> </ul>	\$250	1
Spotlight Speaker (Apr)	<ul style="list-style-type: none"> <li>• 2 tickets to the event</li> <li>• Opportunity to attend post-event dinner</li> </ul>	\$500	1
Spotlight Speaker (May)	<ul style="list-style-type: none"> <li>• 2 tickets to the event</li> <li>• Opportunity to attend post-event dinner</li> </ul>	\$500	1