



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"> • Logo recognition on all Gold and Silver ADDY awards • 6 ADDY Show Tickets 	\$2,500	1
Bar Sponsor	<ul style="list-style-type: none"> • Logo recognition at all bars on Show Night 	\$1,000	TAKEN
Preview Night Sponsor	<ul style="list-style-type: none"> • Logo recognition around the venue during Preview Night 	\$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"> • 2 tickets to every event (Skillshop, Speed Networking, Industry Panel, Spotlight Speaker: Keni Thatcher) • Listed as the “Presenting sponsor of Ad Week 2019” 	\$1,000	1
Student Portfolio Series	<ul style="list-style-type: none"> • Listed as the “Presenting sponsor of the Student Portfolio Series” • Opportunity to welcome students at Portfolio Seminar (November) and Portfolio Review (April) • Corporate representation on the pro reviewer roster (must meet experience criteria) 	\$500	TAKEN
Spotlight Speaker Keni Thatcher	<ul style="list-style-type: none"> • 2 tickets to the event • Opportunity to attend post-event dinner 	\$500	1
Spotlight Speaker (Nov)	<ul style="list-style-type: none"> • 2 tickets to the event • Opportunity to attend post-event dinner 	\$500	1
Jingle Bowl	<ul style="list-style-type: none"> • 1, 4-person team in the tournament • Verbal recognition throughout the event 	\$250 + prizes	TAKEN
BrandHack	<ul style="list-style-type: none"> • Listed as the “Presenting sponsor of BrandHack” • Logo recognition on winners’ trophies • Corporate representation on the judging panel (must meet experience criteria) 	\$250	1
Spotlight Speaker (Apr)	<ul style="list-style-type: none"> • 2 tickets to the event • Opportunity to attend post-event dinner 	\$500	1
Spotlight Speaker (May)	<ul style="list-style-type: none"> • 2 tickets to the event • Opportunity to attend post-event dinner 	\$500	1