



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 2017, 2019 and 2020 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	2016	2017	2018	2019	2020
PAID MEMBERS	222	300	301	295	299

OUR REACH

- 1,000+ attendees to AAF Buffalo events in 2018-19 club year
- 450+ attended this year's American Advertising Awards (AAAs), 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:** 1,400+ followers
 - **Facebook:** 2,350+ followers
 - **LinkedIn company page:** 280+ followers (created in 2017)



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
AAAs Tickets	10	6	4	2	0
AAAs 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 AAAs 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 AAAs	✓	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



AAAs SPECIFIC SPONSORSHIPS

SPONSORSHIP	PERKS	COST
Gold & Silver Award Sponsor	<ul style="list-style-type: none"> • Logo recognition throughout AAAs communications and AAAs event • 6 AAAs Show Tickets 	\$2,500
Preview Night Sponsor	<ul style="list-style-type: none"> • Logo recognition throughout AAAs communications and AAAs event 	\$500

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
Ad Week (October)	<ul style="list-style-type: none"> • 2 tickets to every event • Listed as the "Presenting sponsor of Ad Week 2020" 	\$1,000
Spotlight Speaker (Nov)	<ul style="list-style-type: none"> • 2 tickets to the event • Opportunity to attend post-event dinner 	\$500
Jingle Bowl (December, Covid-19 Tentative)	<ul style="list-style-type: none"> • 1, 4-person team in the tournament • Verbal recognition throughout the event 	\$500
Portfolio Series	<ul style="list-style-type: none"> • Listed as the "Presenting sponsor of Student Portfolio Series" • Opportunity to welcome students at the Portfolio Seminar (November) and Portfolio Review (April) 	\$500
BrandHack (January)	<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
Spotlight Speaker Series - Liz Jackson (Apr)	<ul style="list-style-type: none"> • 2 tickets to the event • Opportunity to attend post-event dinner 	\$500
Spotlight Speaker Series - Stefan Bucher (May)	<ul style="list-style-type: none"> • 2 tickets to the event • Opportunity to attend post-event dinner 	\$500

SOLD