

AMERICAN ADVERTISING AWARDS

2026 Sponsorship Opportunities

PRESENTED BY



THE NATION'S BIGGEST STAGE FOR CREATIVE EXCELLENCE

Every great idea deserves its moment in the spotlight—and the American Advertising Awards is where it happens.

As the industry's largest and most respected celebration of creative excellence, more than 40,000 entries compete each year across three tiers.

It all begins in Baltimore, where agencies, brands, and creative leaders go head-to-head for the coveted ADDY Award—and the chance to rise to the national stage.

This is the night Baltimore's creative energy ignites. The region's most innovative minds gather to celebrate the ideas that move people and shape culture.

As a sponsor, your brand doesn't just attend, you're part of the spotlight. You connect directly with the decision-makers, innovators, and storytellers driving creativity across central Maryland.

The 2026 American Advertising Awards take place **March 5, 2026**.



aaf
baltimore

WHY SPONSOR THE AMERICAN ADVERTISING AWARDS



The American Advertising Awards offer your brand unmatched visibility among the people shaping creativity in Baltimore and beyond — agency leaders, marketers, entrepreneurs, and the next generation of creative talent.

With more than 250 attendees, 60+ agencies, and thousands of local impressions, sponsorship puts your brand in front of decision-makers and influencers across every corner of Maryland's marketing and advertising industry.

Whether you're a printer, production partner, media outlet, or local business, the Awards are an unbeatable platform to connect with the community that builds what's next.

Sponsorship packages are designed for flexibility and long-term engagement, with opportunities to customize activations that fit your brand.

Beyond the exposure, this is your chance to invest in creativity itself—to celebrate the work, people, and passion that keep Baltimore's advertising scene bold, diverse, and thriving. Your support helps us showcase talent, inspire future professionals, and strengthen the creative economy that fuels our city.

Together, we turn recognition into opportunity.



To discuss a custom package, email
winanaddy@baltimoreadvertising.com



TOGETHER, WE MAKE CREATIVITY SHINE.

The American Advertising Awards are more than a show—they're a shared celebration of creativity, collaboration, and community.

Your sponsorship helps light up that stage, bringing together the people and ideas that make Baltimore's creative industry so extraordinary.

BY THE NUMBERS

40k+

entries submitted
nationally each year

300+

local entries showcasing the
region's best creative work

60+

local agencies, brands,
and studios represented

70%

of attendees are
senior-level professionals

“

Partnerships
make great
work possible
—this night
proves it.

”

Kathe Flynn

President, AAF Baltimore

3,000+

social followers reached
through event promotion

1,800

email subscribers
engaged across
pre- and post-event
communications

SPONSORSHIP OPPORTUNITIES

Title Sponsor — \$8,500

“Presented by [Your Company]”

An exclusive opportunity to showcase your brand as the presenting partner of the region’s most important creative event. Title sponsorship delivers unmatched visibility and brand alignment before, during, and after the show.



Before the Show

“Presented by [Your Company]” lockup featured on all event branding

Inclusion in **press releases** and media outreach

Presenting partner email sent to the full AAF Baltimore audience, highlighting your company’s message and services

Logo inclusion on event website, email campaigns, and printed materials

Presenting partner social media spotlight in one pre-event post



During the Show

Two-minute commercial or brand video played during the opening (sponsor-provided)

Logo featured on **sponsor signage, podium signage, and co-branded step-and-repeat** backdrop

Logo featured in the **winner’s reel**

Verbal thanks from AAF Baltimore leadership (no speech required)

Full-page ad spread in the show book (\$750 value, sponsor provided)

Opportunity to include one **promotional item in attendee gift bags** (sponsor-provided)

Five complimentary tickets for sponsor guests (\$750 value)



After the Show

Sponsor feature on the AAFB homepage for one year (logo/link)

Logo included in the **thank-you email** to attendees and the AAFB community

Inclusion in **post-event press releases and blog** coverage

Sponsor thank-you post on AAF Baltimore social media

Presenting partner recognition in the **post-event highlight reel or sizzle video**

There’s only one spot at the top. Claim your place as Baltimore’s presenting partner → winanaddy@baltimoreadvertising.com

SPONSORSHIP OPPORTUNITIES

Bar Sponsor — \$4,000

Align your brand with one of the most visible and well-trafficked experiences of the night. From first impressions to final toasts, the bar is where the community connects, and where your brand will stand out. **1 spot available.**



Before the Show

Logo featured on **event website and promotional materials**

Inclusion in one **pre-event sponsor recognition social media post**



During the Show

Prominent logo placement at the bar and on printed drink menus

Naming rights for **one signature cocktail**

Acknowledgment on the **cocktail recipe page in the show book**

Logo featured on **sponsor signage**

Logo included in the **winner's reel**

Verbal thanks from AAF Baltimore leadership (no speech required)

Half-page ad in the show book (\$400 value, sponsor provided)

Opportunity to include one **promotional item in attendee gift bags** (sponsor-provided)

Two complimentary tickets for sponsor guests (\$300 value)



After the Show

Logo included in the **thank-you email** to attendees and the AAFB community

Inclusion in **post-event press releases and blog** coverage

Sponsor thank-you post on AAF Baltimore social media

Raise a glass to Baltimore's best. Secure the exclusive Bar Sponsorship today → winanaddy@baltimoreadvertising.com

SPONSORSHIP OPPORTUNITIES

Spotlight Sponsor — \$2,500

Own one of the night's most visible moments—registration, dessert service, photo activation, or another high-traffic experience. Spotlight Sponsors shine where guests gather, network, and celebrate, giving your brand prominent placement throughout the event. **4 spots available.**



Before the Show

Logo featured on **event website and promotional materials**

Inclusion in one **pre-event sponsor recognition social media post**



During the Show

Logo featured on **sponsor signage**

Logo featured in the **winner's reel**

Verbal thanks from AAF Baltimore leadership (no speech required)

Half-page ad in the show book (\$400 value, sponsor provided)

Opportunity to include one **promotional item in attendee gift bags** (sponsor-provided)

Two complimentary tickets for sponsor guests (\$300 value)



After the Show

Logo included in the **thank-you email** to attendees and the AAFB community

Inclusion in **post-event press releases and blog** coverage

Sponsor thank-you post on AAF Baltimore social media

Become a Spotlight Sponsor. → winanaddy@baltimoreadvertising.com

SPONSORSHIP OPPORTUNITIES

Silver Sponsor — \$1,250

A cost-effective way to support the creative community and gain meaningful brand visibility.
10 spots available.

Before the Show

Logo featured on **event website and promotional materials**

Inclusion in one **pre-event sponsor recognition social media post**

During the Show

Logo featured on **sponsor signage**

Logo featured in the **winner's reel**

Verbal thanks from AAF Baltimore leadership (no speech required)

Quarter-page ad in the show book (\$250 value, sponsor provided)

One complimentary tickets for sponsor guests (\$150 value)

After the Show

Logo included in the **thank-you email** to attendees and the AAFB community

Sponsor thank-you post on AAF Baltimore social media

Bronze Sponsor — \$500

An accessible sponsorship level for small businesses and individual supporters who want to show their support and be part of the celebration. **Unlimited Spots.**

Before the Show

Logo featured on **event website and promotional materials**

Inclusion in one **pre-event sponsor recognition social media post**

During the Show

Logo featured on **sponsor signage**

Logo featured in the **winner's reel**

Verbal thanks from AAF Baltimore leadership (no speech required)

After the Show

Logo included in the **thank-you email** to attendees and the AAFB community

Sponsor thank-you post on AAF Baltimore social media

Become a Sponsor. → winanaddy@baltimoreadvertising.com

SPONSORSHIP OPPORTUNITIES

Activation Sponsor— \$1,500

Bring your brand to life with a high-visibility attendee experience. Activation Sponsors help make the evening unforgettable while positioning your brand at the heart of the celebration—registration area or music area. **2 spots available.**



Before the Show

Logo featured on **event website and promotional materials**

Inclusion in one **pre-event sponsor recognition social media post**



During the Show

Prominent logo placement at your sponsored activation area

Logo featured in the **winner's reel**

Verbal thanks from AAF Baltimore leadership (no speech required)

Half-page ad in the show book (\$400 value, sponsor provided)



After the Show

Logo included in the **thank-you email** to attendees and the AAFB community

Inclusion in **post-event press releases and blog** coverage

Sponsor thank-you post on AAF Baltimore social media

Become an Activation Sponsor. →
winanaddy@baltimoreadvertising.com

SPONSORSHIP OPPORTUNITIES

After-Party Sponsor— \$4,000

End the night on a high note. As the official After-Party Sponsor, your brand takes center stage during the evening's finale—where celebration, connection, and conversation continue long after the awards are announced. **1 spot available.**



Before the Show

Logo featured on **event website and promotional materials**

Inclusion in one **pre-event sponsor recognition social media post**



During the Show

Prominent logo placement throughout after-party area

Logo featured in the **winner's reel**

Verbal thanks from AAF Baltimore leadership (no speech required)

Full-page ad in the show book (\$500 value, sponsor provided)

Opportunity to include one **promotional item in attendee gift bags** (sponsor-provided)

Two complimentary tickets for sponsor guests (\$300 value)



After the Show

Logo included in the **thank-you email** to attendees and the AAFB community

Inclusion in **post-event press releases and blog** coverage

Sponsor thank-you post on AAF Baltimore social media

Own the night's final impression. Limited to one After-Party Sponsor. → winanaddy@baltimoreadvertising.com

SPONSORSHIP OPPORTUNITIES

In-Kind Partner Opportunities

Ideal for printers, fabricators, vendors, and creative partners who want to showcase their work while directly contributing to the success of the show. Past in-kind sponsors have provided everything from printing and signage to step and repeat and AR activation to discounted swag, specialty desserts, branded giveaways, and even beer — all of which help make the event possible.

These contributions are recognized at fair-market value and receive sponsor visibility equivalent to the corresponding cash level, including logo placement, mentions during the event, and inclusion in post-show communications.

In-Kind Sponsorship Examples:

- **Beer Sponsor** - Beer donation from local brewery
- **Show Book Printing Sponsor** – Covers printing of the awards show book.
- **Event Signage Sponsor** – Produces or prints all event signage.
- **Dessert Sponsor** – Provides dessert or dessert service.
- **A/V Sponsor** – Provides or offsets cost of audio/visual setup.
- **Photography Sponsor** – Provides or offsets event photography.

Gift Bag Insert – \$300

An easy, affordable way to put your brand directly in attendees' hands. Perfect for printers, vendors, small businesses, and freelancers who want to share a special offer, branded item, or creative leave-behind at the show.

What's included?

- Opportunity to place one branded item, postcard, or offer in ~220 attendee gift bags
- Size and format must be pre-approved by the AAF Baltimore Board of Directors

That's it. No mentions, no signage. Just a direct touchpoint with every guest.

Become a Sponsor. → winanaddy@baltimoreadvertising.com

LET'S CELEBRATE BALTIMORE'S BEST— TOGETHER.

We'd love to partner with you to make the
2026 American Advertising Awards unforgettable.

Reach out to our leadership team to find the
sponsorship opportunity that's right for your brand.

President:

Kathe Flynn

president@baltimoreadvertising.com

Awards Co-Chairs:

Elizabeth Morgan, Wesley Stuckey, and Chuck Thompson

winanaddy@baltimoreadvertising.com

