



# 2024 American Advertising Awards

**February 29**

Sponsorship Opportunities

## About The American Advertising Awards

A three-tiered, nationwide competition presented by the American Advertising Federation (AAF), the American Advertising Awards is the advertising industry's largest and most representative competition. Attracting over 40,000 entries every year, the mission of the competition is to recognize and reward the creative spirit of excellence in the art of advertising.

At the first tier, central Maryland regional entrants vie to #WinAnAddy and receive recognition as the very best in the market. At the second tier, local winners compete against winners from New York, New Jersey, Pennsylvania, Delaware, Maryland, and Washington, DC. in the District 2 competition. District winners are then forwarded to the national stage.

The central Maryland competition is presented by the AAF Baltimore chapter, which brings together the region's advertising and marketing elite from global agencies to small local shops, freelancers, photographers, and more. Averaging more than 250 entries that represent dozens of agencies, thousands of professionals, and hundreds of brands, the American Advertising Awards competition in Baltimore is the nexus of creativity, innovation, and business.

**This year's show will be held February 29, 2024.**

## **About AAF Baltimore (AAFB)**

A hub for all things advertising in central Maryland. We support and connect the advertising industry through collaboration, education, events, networking, and thought leadership.

Representative of an engaged, diverse, and growing audience of advertising professionals in the greater Baltimore area.

- A not-for-profit organization representing advertising agencies, corporate marketing departments, freelancers, advertising professionals, and students.
- Part of the AAF - Founded in 1905, this national organization includes 200 local chapters and over 40,000 members.

## **AAFB members represent a diverse and dynamic industry, including:**

**Agencies**

**Client Companies**

**Trade Organizations**

**Community Services**

**Marketing Services Suppliers**

**Media Firms**

**Marketing Research Companies**

**Independent Professionals**

**Business Owners**

**Agency Professionals**

**Production Professionals**

**Corporate Marketers**

**Marketing Professionals**

**Creative Professionals**

**PR Specialists**

**Media Experts**

**Digital Experts**

**CEOs**

**VPs**

**Directors**

**Managers**

**Creative Directors**

**Account Managers**

**Media Directors**

**Media Sales**

**Educators**

**Students**

**Writers**

**Artists**

**Web Designers**

# Baltimore by the numbers.

The AAFB represents thousands of professionals and positions within the advertising and marketing community. The largest segment consists of senior-level, decision-makers.



# Our Corporate Members

(to name drop a few)



## Why sponsor the American Advertising Awards?

The American Advertising Awards provide unprecedented access to agencies, companies, influencers, and individuals across advertising, marketing, and business communities in the central Maryland region—all for a fraction of the cost of a standalone marketing campaign.

Sponsorship packages were developed to provide maximum engagement and flexibility over an extended period of time. They also provide additional opportunities for customization. To request a customized package, email [winanaddy@baltimoreadvertising.com](mailto:winanaddy@baltimoreadvertising.com).

### Sponsorship is ideal for:

**Local Businesses**

**Paper Companies**

**Print Shops**

**Production Studios**

**Media Production**

**Advertising Media Outlets**

**Print and Digital News Outlets**

**Radio Stations**

**Advertising Platforms**

**Recruitment Agencies**

**Office and Technology Services**

**Freelance Creative Services**

**Restaurants**

**Caterers**

**Event Spaces**

**Networks**

**Research & Analytics Firms**

**Consultants**

**Leisure & Sports Businesses**

**Merchandise & Promotional**

**Clothing & Grooming**



# Sponsorship Opportunities

## Title Sponsor

### \$6,000 (1 spot available)

- Recognition as official “Title Sponsor” of The American Advertising Awards Baltimore, presented by [Your Company] with logo featured on all event signage and marketing materials (including emails, social media, print ads, etc).
- Recognition as “Title Sponsor” on the AAFB website
- Inclusion in The American Advertising Awards Baltimore social media campaign
- Opportunity to have a company representative serve as “Welcome Host” during Opening Ceremonies
- Six tickets with premium seating for the awards event
- Ability to set up a promotional table during cocktail hour (manned by sponsor)
- Two-minute commercial slot at the opening of the awards event
- Full page “Welcome Letter” by company representative in awards show book
- Full-page ad (inside front cover) in awards show book
- Company logo in awards show book sponsor acknowledgments
- Company logo in the Winner’s Reel presented at the live event
- Special mention during the awards presentation at the live event
- Ability to provide promotional items in attendees’ swag bag
- Sponsorship recognition with logo and link on the AAFB website for one year

## Gold Sponsor

### \$3,500 (up to 5 spots available)

- Recognition as “Gold Sponsor” on the AAFB event page with prominent logo placement and link
- Prominent company name and logo placement on event signage and all marketing materials (including emails, social media, print ads, etc).
- Inclusion in The American Advertising Awards Baltimore social media campaign
- Four tickets for the awards event
- Company logo in awards show book sponsor acknowledgments
- Full-page ad in awards show book
- Company logo in the Winner’s Reel presented at the live event
- Special mention during the awards presentation at the live event
- Ability to provide promotional items in attendees’ swag bag
- Sponsorship recognition with logo and link on the AAFB website for one year



# Sponsorship Opportunities

## Bar Sponsor

### **\$2,500 (2 spots available)**

- Prominent logo placement on bar signage at the live event
- Signature cocktail selection and naming rights
- Recognition as “Bar Sponsor” on the AAFB event page with logo and link
- Company name and logo placement on event signage and all marketing materials (including emails, social media, print ads, etc).
- Inclusion in The American Advertising Awards Baltimore social media campaign
- Two tickets for the awards event
- Signature cocktail recipe page in awards show book with sponsorship acknowledgment
- Company logo in awards show book sponsor acknowledgments
- ½ ad in awards show book
- Company logo in the Winner’s Reel presented at the live event
- Special mention during the awards presentation at the live event
- Ability to provide promotional items in attendees’ swag bag

## Silver Sponsor

### **\$1,500 (up to 10 spots available)**

- Recognition as “Silver Sponsor” on the AAFB event page with logo placement and link
- Company name and logo placement on event signage and all marketing materials (including emails, social media, print ads, etc).
- Inclusion in The American Advertising Awards Baltimore social media campaign
- One ticket for the awards event
- Company logo in awards show book sponsor acknowledgments
- ¼ ad in awards show book
- Company logo in the Winner’s Reel presented at the live event
- Special mention during the awards presentation at the live event
- Ability to provide promotional items in attendees’ swag bag
- Sponsorship recognition with logo and link on the AAFB website for one year

# Sponsorship Opportunities

## Bronze Sponsor

### \$500 (up to 10 spots available)

- Recognition as "Bronze Sponsor" on the AAFB event page with logo placement and link
- Inclusion in The American Advertising Awards Baltimore social media campaign
- Company name and logo placement on patron signage at awards events
- Company name listed in awards show book sponsor acknowledgments
- ¼ page ad in awards show book
- Company logo in the Winner's Reel presented at the live event
- Special mention during the awards presentation at the live event
- Ability to provide promotional items in attendees' swag bag

## Friends of AAFB

### \$250 (unlimited spots available)

- Company name and logo placement on patron signage at awards events
  - Company name listed in awards show book sponsor acknowledgments
  - 1/4 page ad in awards show book
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## Media sponsorship opportunities also available!

**For more information or to become a sponsor, please contact**

### **Heidi**

Awards Chairperson, AAF Baltimore  
winanaddy@baltimoreadvertising.com

### **Kathe Flynn**

President, AAF Baltimore  
president@baltimoreadvertising.com

**Ad Space  
Award Show Book**

<b>2-Page Spread:</b>	<b>\$750</b>
<b>Full page:</b>	<b>\$500</b>
<b>1/2 page:</b>	<b>\$400</b>
<b>1/4 page:</b>	<b>\$300</b>

**Freelance  
Award Show Book &  
Directory Listing**

**\$25**

Placement on the AAFB website for one year and listing in awards show book. Includes name, contact information, and short description.



**Contact**

[winanaddy@baltimoreadvertising.com](mailto:winanaddy@baltimoreadvertising.com)