

AMERICAN
ADVERTISING
AWARDS

2026 Sponsorship Opportunities

PRESENTED BY



THE NATION'S BIGGEST STAGE FOR CREATIVE EXCELLENCE



Every great campaign deserves its spotlight. The American Advertising Awards are where that happens, the nation's largest and most respected competition honoring excellence in advertising creativity.

More than 40,000 entries flood in each year across three tiers of competition.

It starts right here, in Baltimore, where local visionaries, agencies, and brands go head-to-head to claim the industry's most coveted symbol of achievement: the ADDY Award.

Winners from Baltimore advance to District 2, competing with the best from New York, New Jersey, Pennsylvania, Delaware, Maryland, and Washington, D.C. District winners then take the national stage among the most creative minds in the country.

The 2026 American Advertising Awards will take place on March 12, 2026 at The Engineers Club.

About AAF Baltimore

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 American Advertising Federation, founded in 1905, the 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.

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 – \$8,500 (1 available)

“Presented by [Your Company]”

The premier 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
- Logo placement on event signage, website, social media, email campaigns, and printed materials
- Inclusion in press releases and media outreach
- Dedicated sponsor email sent to the full AAF Baltimore audience highlighting your company’s message and services
- Dedicated sponsor spotlight in one pre-event social media post

During the Show

- Two-minute commercial or brand video played during the opening
- Prominent logo placement on podium signage and co-branded step-and-repeat backdrop alongside American Advertising Awards and AAF Baltimore branding
- Logo featured in the Winner’s Reel
- Full-page spread in the show book (\$750 value)
- Verbal thanks from AAF Baltimore leadership (no speech required)
- Opportunity to include one promotional item in attendee gift bags
- Five complimentary tickets for sponsor guests (\$750 value)

After the Show

- Logo and link on the AAFB homepage for one year
- Logo included in the post-event recap email
- Inclusion in post-event press releases and blog coverage
- Featured sponsor thank-you post on AAF Baltimore social media
- Sponsor recognition in the post-event highlight reel or sizzle video

Sponsorship Opportunities

Bar Sponsor – \$3,500 (1 available)

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.

Before the Show

- Logo placement on event website, emails, and social media
- Inclusion in sponsor recognition on the event page and promotional campaigns

During the Show

- Logo included on group sponsor signage displayed at the event
- Prominent logo placement at the bar and on printed drink menus
- Acknowledgement on cocktail recipe page in show book
- Naming rights for one signature cocktail
- Half-page ad in the show book (\$400 value)
- Logo included in the Winner's Reel
- Two complimentary tickets (\$300 value)
- Opportunity to include one promotional item in attendee gift bags

After the Show

- Logo included in the official post-event thank-you email to attendees and the AAFB community
- Logo featured in the Event Recap & Winners blog post, which remains archived online
- Grouped sponsor mention in a social media thank-you post

Sponsorship Opportunities

Spotlight Sponsor – \$2,500 (Up to 5 available)

Associate your brand with a high-visibility attendee experience such as registration, dessert service, or a photo activation. Activation sponsors help make the evening memorable – and your brand becomes part of those moments.

Before the Show

- Logo featured on event website, signage, and marketing materials
- Inclusion in one sponsor spotlight email or dedicated social media post

During the Show

- Logo included on group sponsor signage displayed at the event
- Logo included in the Winner's Reel
- Half-page ad in the show book (\$400 value)
- Verbal thanks during the ceremony
- Opportunity to include one branded item or postcard in attendee gift bags
- Two complimentary tickets (\$300 value)

After the Show

- Logo included in the official post-event thank-you email to attendees and the AAFB community
- Logo featured in the Event Recap & Winners blog post, which remains archived online
- Grouped sponsor mention in a social media thank-you post

Sponsorship Opportunities

Activation Sponsor – \$2,000 (Up to 3 available)

Associate your brand with a high-visibility attendee experience such as registration, dessert service, or a photo activation. Activation sponsors help make the evening memorable—and your brand becomes part of those moments.

Before the Show

- Logo featured on event website and promotional materials
- Inclusion in one pre-event sponsor recognition post

During the Show

- Logo included on group sponsor signage displayed at the event
- Logo included in the Winner's Reel
- Quarter-page ad in the show book
- Verbal mention during the ceremony (\$250 value)
- Two complimentary tickets (\$300 value)

After the Show

- Logo included in the official post-event thank-you email to attendees and the AAFB community
- Logo featured in the Event Recap & Winners blog post, which remains archived online
- Grouped sponsor mention in a social media thank-you post

Sponsorship Opportunities

Silver Sponsor – \$1,250 (Up to 10 available)

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

Before the Show

- Logo included on event website and signage
- Inclusion in sponsor listing on event emails and promotions

During the Show

- Logo included on group sponsor signage displayed at the event
- Logo included in the Winner's Reel
- Quarter-page ad in the show book
- Verbal mention during the ceremony (\$250 value)
- One complimentary ticket (\$150 value)

After the Show

- Name and logo included in the Event Recap & Winners blog post
- Mention in the official post-event thank-you email

Bronze Sponsor – \$500 (Up to 10 available)

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

Before the Show

- Logo included on the event website sponsor page
- Name listed in pre-event sponsor communications

During the Show

- Logo included on group sponsor signage displayed at the event
- Logo included in the Winner's Reel
- Verbal mention during the ceremony

After the Show

- Name included in the Event Recap & Winners blog post
- Mention in the official post-event thank-you email

Sponsorship Opportunities

Production Partner Opportunities (In-Kind or Cash)

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 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.

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

A simple, affordable way to get your brand directly into attendees' hands. Perfect for printers, vendors, small businesses, and freelancers who want to share a special offer, promo item, or creative leave-behind at the show.

What's included?

Opportunity to place one branded item, postcard, or offer in attendee gift bags (quantity: approx. 250)

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

**Award Show Book
Ad Space**

| | |
|-----------------------|--------------|
| 2-Page Spread: | \$750 |
| Full page: | \$500 |
| 1/2 page: | \$400 |
| 1/4 page: | \$250 |

**Freelance
Directory Listing**

\$15

Printed listing in the awards show book.



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