

AMERICAN  
**ADVERTISING**  
AWARDS

**IT'S TIME.**

**AMERICAN ADVERTISING AWARDS**

FRIDAY, FEBRUARY 24, 2023  
6 - 11 PM | REED BEVERAGE

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*YOU IN  
OR WHAT?*

**FOR SPONSORSHIP INFO CONTACT  
JODY@EXPIOCONSULTING.COM**

**aaf** american  
advertising  
federation

amarillo

# AMERICAN ADVERTISING AWARDS

Dear Friends,

Each year members of American Advertising Federation – Amarillo (AAF-Amarillo) work hard to organize the American Advertising Awards with a mission to recognize and reward the creative spirit of excellence in the art of advertising.

Planning is already underway for the 2023 American Advertising Awards to be held on Friday, February 24, 2023 at Reed Beverage from 6 to 11 p.m. This awards show includes dinner, entertainment, chances at wonderful prizes and, most importantly, recognition for the very best in the Amarillo market.

The American Advertising Awards hosted by AAF-Amarillo is the first of a three-tier, national competition. Concurrently, all across the country, local entrants vie to win ADDY Awards moving them into the second tier, where the local ADDY winners compete against winners from other local clubs in one of 15 district competitions. District ADDY winners are then forwarded to the third tier, the national stage of the American Advertising Awards.

With your support of the 2023 American Advertising Awards, you will help AAF-Amarillo encourage and enhance the education and advancement of the advertising community in the Amarillo area through programs such as public service, internships, advocacy groups, advertising education, and consumer awareness. Formerly the Amarillo Advertising Club, more than 65 years of talent, experience and wisdom has made this historic organization one of the most outstanding places to nurture creativity and professional growth.

We would appreciate your support of the advertising industry's largest and most representative competition. Included in this letter, you will find different opportunities to show your support. If you're interested in sponsoring the event or donating an item for our raffle baskets, please contact Jody Reynolds, American Advertising Awards Chair, at [jody@expioconsulting.com](mailto:jody@expioconsulting.com).

On behalf of AAF-Amarillo, we thank you for your consideration!

# AMERICAN ADVERTISING AWARDS

## **TITLE SPONSOR**

**\$5,000**

- Exclusive stage recognition with company name or logo featured.
- Recognition on the American Advertising Awards print materials as presenting sponsor.
- Company name mentioned in all emcee mentions of the stage.
- Tickets for 8 to the 2023 American Advertising Awards ceremony. (Value \$575)
- Premium placement of a full-page, black-and-white advertisement in the inside cover of the awards ceremony program.
- Link to your company's website listed on aafamarillo.org.
- Receipt of five complimentary tickets to any of the 2023 AAF-Amarillo programs. (Value of up to \$125 - does not include the American Advertising Awards ceremony)
- Mentions in at least five AAF-Amarillo programs.
- Opportunity to host an educational program at an AAF-Amarillo bi-monthly meeting.
- Opportunity to provide brochures, one sheets, etc. about company at three AAF-Amarillo membership meetings.

## **DINNER SPONSOR**

**\$3,000**

- Exclusive acknowledgement as dinner sponsor during awards ceremony.
- Company name featured in all scripted and screen mentions of the meal during the American Advertising Awards ceremony.
- Company name or logo featured at all tables on dinner menu.
- Four free tickets for the 2023 American Advertising Awards ceremony. (Value \$300)
- Half-page, black-and-white advertisement in the awards ceremony program.
- Link to your company's website listed on aafamarillo.org.
- Opportunity to provide brochures, one sheets, etc. about company at three AAF-Amarillo membership meetings.

## **SWAG BAG SPONSOR**

**\$1,500**

- Company name featured in all scripted and screen mentions of swag bags during the American Advertising Awards ceremony.
- Two signs with company logo at the swag bag table(s) during the American Advertising Awards ceremony.
- Four free tickets for the 2023 American Advertising Awards ceremony. (Value \$300)
- Full-page, black-and-white advertisement in the awards ceremony program.
- Link to your company's website listed on aafamarillo.org.
- Opportunity to provide brochures, one sheets, etc. about company at three AAF-Amarillo membership meetings.

# AMERICAN ADVERTISING AWARDS

## **AWARDS VIDEO SPONSOR**

**\$1,500**

- Company name featured in all mentions of the video sponsor.
- Acknowledgement and signage as the video sponsor during awards ceremony.
- Four free tickets for the 2023 American Advertising Awards ceremony. (Value \$300)
- Half-page, black-and-white advertisement in the awards ceremony program.
- Link to your company's website listed on aafamarillo.org.
- Opportunity to provide brochures, one sheets, etc. about company at three AAF-Amarillo membership meetings.

## **PROFESSIONAL AWARDS SPONSOR**

**\$1,500**

- Company name featured in all mentions of the pro awards sponsor.
- Acknowledgement and signage as the pro awards sponsor during awards ceremony.
- Four free tickets for the 2023 American Advertising Awards ceremony. (Value \$200)
- Half-page, black-and-white advertisement in the awards ceremony program.
- Link to your company's website listed on aafamarillo.org.
- Opportunity to provide brochures, one sheets, etc. about company at three AAF-Amarillo membership meetings.

## **STUDENT AWARDS SPONSOR**

**\$1,500**

- Company name featured in all mentions of the student awards sponsor.
- Acknowledgement and signage as the student awards sponsor during awards ceremony.
- Four free tickets for the 2023 American Advertising Awards ceremony. (Value \$200)
- Half-page, black-and-white advertisement in the Awards ceremony program.
- Link to your company's website listed on aafamarillo.org.
- Opportunity to provide brochures, one sheets, etc. about company at three AAF-Amarillo membership meetings.

## **DECOR SPONSOR**

**\$1,000**

- Company name featured in all mentions of the decor sponsor.
- Acknowledgement and signage as the decor sponsor during awards ceremony.
- Two free tickets for the 2023 American Advertising Awards ceremony. (Value \$200)
- Half-page, black-and-white advertisement in the awards ceremony program.
- Link to your company's website listed on aafamarillo.org.
- Opportunity to provide brochures, one sheets, etc. about company at three AAF-Amarillo membership meetings.

# AMERICAN ADVERTISING AWARDS

## **SPECIAL JUDGES AWARDS SPONSOR**

**\$1,500**

- Company name featured in all mentions of the special awards sponsor.
- Acknowledgement and signage as the special awards sponsor during awards ceremony.
- Four free tickets for the 2023 American Advertising Awards ceremony. (Value \$200)
- Half-page, black-and-white advertisement in the awards ceremony program.
- Link to your company's website listed on aafamarillo.org.
- Opportunity to provide brochures, one sheets, etc. about company at three AAF-Amarillo membership meetings.

## **RAFFLE BASKET SPONSOR**

- In-kind prize basket donation
- Company name featured in all mentions of the raffle sponsor.
- Acknowledgement and signage as the raffle sponsor during awards ceremony.
- Half-page, black-and-white advertisement in the awards ceremony program. (Value \$90)
- Link to your company's website listed on aafamarillo.org.
- Opportunity to provide brochures, one sheets, etc. about company at three AAF-Amarillo membership meetings.

## **PRINT PROGRAM SPONSOR**

- Provides program printing
- Acknowledgement and signage as the print program sponsor during awards ceremony.
- Full-page, black-and-white advertisement in the awards ceremony program.
- Link to your company's website listed on aafamarillo.org.
- Opportunity to provide brochures, one sheets, etc. about company at three AAF-Amarillo membership meetings.

## **PRINT ADS IN PROGRAM**

**\$250 full page**

**\$175 half page**

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