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The American Advertising Federation

2026 American Advertising Awards
SPONSORSHIP PACKAGES



The 2025 American Advertising Awards

The American Advertising Awards (AAA) is the advertising industry's largest and most representative competition in the United States. The mission of the AAA competition is to recognize and reward the creative spirit of excellence in the art of advertising. The proceeds of the AAA are used to enhance advertising through programs such as public service, professional development, internships, advocacy groups, advertising education, and consumer awareness.

Our Mission

The American Advertising Federation protects and promotes the well being of advertising. We accomplish this through a unique, nationally coordinated grassroots network of brands, agencies, media companies, local advertising clubs and college chapters.

Our Goals

- ✓ Bring members together to deliver creative business solutions
- ✓ Keep members abreast of the latest trends in technology, creativity and marketing
- ✓ Promote diversity and inclusion in advertising
- ✓ Honor and celebrates advertising excellence
- ✓ Develop the industry's future leaders
- ✓ Protect and promotes advertising at all levels of government through grassroots activities
- ✓ Offer engaging programs to encourage local association volunteer leadership
- ✓ Utilize industry expertise to address community issues
- ✓ Provide opportunities for professionals to build supportive relationships with others in the advertising industry



Our Efforts

- ✓ Diversity, Equity, & Inclusion
- ✓ Education & Lifelong Learning
- ✓ Government Affairs & Policy
- ✓ Events & Experiences

Sponsorship Packages

Bronze Sponsorship – \$250

Logo Placement: Company logo featured on the event website and promotional materials.

Verbal Acknowledgment: Mention during the awards show as a Bronze Sponsor.

Social Media Exposure: Recognition on the event's social media platforms.

Awards Booklet: Logo in the awards show winners' booklet.

Tickets: Two complimentary event tickets.

Silver Sponsorship – \$500*

Logo Placement: Prominent placement on the event website, promotional materials, and event signage.

Verbal Acknowledgment: Elevated recognition during the awards show as a Silver Sponsor.

Social Media Exposure: Increased visibility on the event's social media platforms.

Awards Booklet: Logo in the awards show winners' booklet.

Tickets: Four complimentary event tickets.

Promotional Collateral: Opportunity to display promotional materials at the event venue.

**Sponsored Table Upgrade: Additional \$200 – (\$500 value) Option to upgrade to one sponsored table with eight seats at a discounted rate.*

Gold Sponsorship – \$1,000

Logo Placement: Premium positioning on the event website, promotional materials, and event signage.

Verbal Acknowledgment: Special recognition during the awards show as a Gold Sponsor.

Social Media Exposure: Exclusive features and promotions on the event's social media platforms.

Promotional Collateral: Opportunity to display promotional materials at the event venue.

Awards Booklet: Half page ad with QR code in the awards show winners' booklet.

Sponsored Table: One sponsored table with (8) seats at no additional cost.

Video Promo: Logo on video sponsor promo during the awards show.

Networking Opportunities: Access to (2) future AAF networking events during the 2025 calendar year.

Platinum Sponsorship – \$2,500 (1 Available)

Exclusive Title Sponsorship: Event named in association with the Platinum Sponsor (e.g., "XYZ Advertising Awards, Presented by [Your Company]").

Logo Placement: Dominant placement on all event materials, including website, promotional materials, and extensive signage.

Verbal Acknowledgment: Exclusive and extended recognition during the awards show as the Title Sponsor.

Social Media Exposure: Dedicated social media campaigns highlighting the Platinum Sponsor's role.

Promotional Collateral: Prime placement for promotional materials at the event venue.

Awards Booklet: Full page ad with QR code in the awards show winners' booklet.

Sponsored Table: One sponsored table with (8) seats at no additional cost.

Video Promo: A 15-second video promo during the awards show.

Networking Opportunities: Access to all future AAF networking events during the 2025 calendar year.



Have questions? Contact us.

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