



AAF- JOPLIN

2011/2012 ADDY Awards Sponsorship Opportunities

The ADDY® Awards are the world's largest advertising competition and the American Advertising Federation's (AAF) most popular event. AAF presents awards on a local, district, and national level at year end.

This year, AAF's Joplin chapter presents you with an opportunity for recognition – sponsorship of the 2012 ADDY Awards. By sponsoring your local 2012 ADDY Awards, your organization will receive targeted exposure among the who's who of advertising, among many other exclusive benefits. Become an ADDY sponsor and help promote creativity and growth among your local marketing community.

Exclusive Sponsorship Benefits

Gold ADDY Sponsor – \$1000

- 4 free ADDY Awards tickets, preferred seating
- Logo and link on the JoplinADDYs.com landing page
- Logo and link on the AAFJoplin.org event page
- Recognition as a GOLD sponsor in all publicity materials
- Spotlighted as GOLD sponsor during presentation of ADDY Awards
- Company logo on-screen before show
- 4'x4' table to distribute promotional items before and after Addy Awards

Silver ADDY Sponsor – \$500

- 2 free ADDY Awards tickets, preferred seating
- Logo and link on the AAFJoplin.org event page
- Recognition as a SILVER sponsor in all publicity materials
- Spotlighted as SILVER sponsor during presentation of ADDY Awards
- Company logo on-screen before show
- 4'x4' table to distribute promotional items before and after Addy Awards

Bronze ADDY Sponsor – \$200

- 1 free ADDY Awards ticket, preferred seating
- Logo and link on the AAFJoplin.org event page
- Recognition as a BRONZE sponsor in all publicity materials
- Recognition from the podium during the show as a BRONZE sponsor
- Company logo on-screen before show

ADDY Friend Sponsor – \$100

- 1 free ADDY Awards ticket, preferred seating
- Preferred seating the night of the event
- Recognition from the podium during the show as an ADDY friend sponsor
- Logo or name on day of event materials

ADDY Printing Sponsor (IN-KIND)

Poster Sponsor - (IN-KIND)

PRINTING PACKAGE INCLUDES:

200 1/2 parent sheet posters

SPONSOR BENEFITS INCLUDES:

1 free ADDY Awards ticket, preferred seating
Logo and link on the AAFJoplin.org event page
Logo on the poster and day of event signage
Recognition as a PRINT sponsor in all publicity materials: e-blasts, press releases, ect.
Recognition from the podium during the show as a PRINT sponsor
Company logo on-screen before show

Invitation Sponsor - (IN-KIND)

PRINTING PACKAGE NEEDS INCLUDES:

200 Invitations
200 Envelopes

SPONSOR BENEFITS INCLUDES:

1 free ADDY Awards ticket, preferred seating
Logo and link on the AAFJoplin.org event page
Logo on the day of event signage
Recognition as a PRINT sponsor in all publicity materials: e-blasts, press releases, ect.
Recognition from the podium during the show as a PRINT sponsor
Company logo on-screen before show

Program and Winners book Sponsor (IN-KIND)

PRINTING PACKAGE NEEDS INCLUDES:

150 Programs 5.5" x 8.5" publication 4/4, 8 pages saddle stitched
150 Winners Books 5.5" x 8.5" 4/4, 40 pages saddle stitched

SPONSOR BENEFITS INCLUDES:

2 free ADDY Awards tickets, preferred seating
Logo and link on the AAFJoplin.org event page
Logo on the programs, winners books and day of event signage
Recognition as a PRINT sponsor in all publicity materials: e-blasts, press releases, ect.
Recognition from the podium during the show as a BRONZE sponsor
Company logo on-screen before show

FOR MORE ADDY INFORMATION CONTACT:

ADDY Co-Chair, Cody Langford | 417.358.8131 x2778 | cody.langford@leggett.com
ADDY Co-Chair, John Walsh | 417.358.8131 x2750 | john.walsh@leggett.com



AAF- JOPLIN
2011/2012 ADDY SPONSORSHIP FORM

COMPANY: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

CONTACT: _____ PHONE: _____

E-MAIL: _____ FAX: _____

SPONSORSHIP LEVEL

- Gold ADDY Sponsor
- Silver ADDY Sponsor
- Bronze ADDY Sponsor
- Addy Friend Sponsor

IN-KIND SPONSORSHIP

- Poster Sponsor
- Invitation Sponsor
- Program & Winners Book Sponsor

In-kind donation _____ (value)

I have enclosed a check payable to Joplin AAF in the amount of \$ _____

OR

Please send invoice

Please mail sponsorship form to: AAF Joplin – P.O. Box 1452 – Joplin, MO 64802

The number and places a sponsor will be included in printed and promotional materials are dependent on when the sponsor signs a contract for sponsorship. Every effort will be made to include acknowledgment in as many places as possible. To have your name/logo included in all remaining ADDY promotions, your sponsorship agreement must be completed and returned no later than **January 2nd, 2012**.