

The American Advertising Awards, formerly the ADDYs, is the advertising industry's largest and most representative competition, attracting over 40,000 entries every year in local AAF Club competitions. The mission of the American Advertising Awards competition is to recognize and reward the creative spirit of excellence in the art of advertising.

The American Advertising Awards DC are the first level in a three-tiered competition sponsored by the American Advertising Federation (AAF). Each year, about 100 entrants submit an average of 800+ entries. A national panel of judges has already evaluated the entries, and the award winners are to be announced at a gala event this March 18<sup>th</sup> at the Newseum. Gold and Silver winners then move on to regional judging and hopefully to the final nationwide competition.

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**EVENT DETAILS:** This year's event, 'Advolution' will be a fun retrospective look at the history of advertising over the past 50 years. It will feature a gallery of finalists, a cocktail reception, iconic TV spokescharacters in costume interacting with our guests, a rocking DJ, a multi-media presentation on a forty-foot video screen, ticker animation, gobos, a ceremony to announce the 2015 American Advertising Award winners, and a festive post-ceremony reception.

Average event attendance has traditionally been 375–400 people, though this year will be the first Friday evening event and we anticipate the potential for higher attendance.

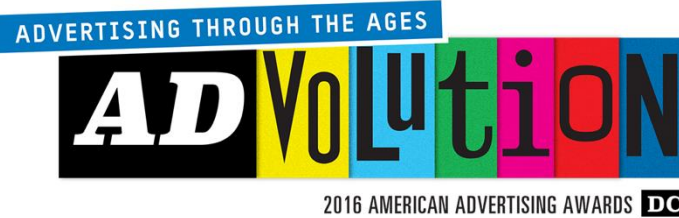
**WHEN:** Friday, March 18<sup>th</sup> from 6:30P –10:30P

**WHERE:** Newseum • 555 Pennsylvania Ave NW, Washington, DC 20001

**SPONSORSHIP LEVELS:**

**PLATINUM LEVEL (\$10,000):** Opportunity to present a "Best of" category award at the gala; Logo and link on the American Advertising Awards - DC landing page on AAFDC.org; Recognition in all publicity materials, including email blasts, press releases, and website; Recognition from the podium during awards show; Logo on signage at event; Logo on-screen pre-awards show and in pre- and post-show sponsor loop shown in gallery; Included in Ticker during event; 15 tickets to the Awards Gala; Up to 15 mentions on AAF DC social media properties; Opportunity to distribute materials or promotional items at the conclusion of the event.

**GOLD LEVEL (\$5,000):** Logo and link on the American Advertising Awards - DC landing page on AAFDC.org; Recognition in all publicity materials, including email blasts, press releases, and website; Recognition from the podium during awards show; Logo on signage at event; Logo on-screen pre-awards show and in pre- and post-show sponsor loop shown in gallery; Included in Ticker during event; 10 tickets to the Awards Gala; Up to 10 mentions in AAF DC social media properties; Opportunity to distribute materials or



promotional items at the conclusion of the event.

**SILVER DECADE LOOP SPONSOR (\$2,500):** Logo and link on the American Advertising Awards - DC landing page on AAFDC.org; Recognition in email blasts, and website; Inclusion in large screen rotation during the Decade loop of classic TV Commercials from 50s, 60s, 70s, 80s and 90s; Logo on-screen pre-awards show and in pre- and post-show sponsor loop shown in gallery; 6 tickets to the Awards Gala; Up to 6 mentions in AAF DC social media properties.

**BRONZE (\$1,000):** Logo and link on the American Advertising Awards - DC landing page on AAFDC.org; Recognition in email blasts, and website; Logo on signage at event; Logo on-screen pre-awards show and in pre- and post-show sponsor loop shown in gallery; 2 tickets to the Awards Gala; Up to 3 mentions in AAF DC social media properties.

**BAR SPONSOR (\$1,000):** Logo and link on the American Advertising Awards - DC landing page on AAFDC.org; Recognition in email blasts, and website; company logo placement on bar signage; Signature drink inspired by sponsor; 2 tickets to the Awards Gala; Up to 3 mentions in AAF DC social media properties.

**PHOTO AREA (\$1,000):** Logo and link on the American Advertising Awards - DC landing page on AAFDC.org; Recognition in email blasts, and website; company logo placement in photo area; 2 tickets to the Awards Gala; Up to 3 mentions in AAF DC social media properties.