



DC Ad Club Sustaining Sponsorship Program

The DC Ad Club's Sustaining Sponsorship program gives your organization the opportunity to maximize your commitment to the association, our members, and the communications in Washington, DC. Sustaining Sponsors receive sponsorship recognition at DC Ad Club events throughout the year and in DC Ad Club's communications outreach to contacts within the metro Washington, DC advertising community (email promos are sent to a list of 2,500+ contacts). DC Ad Club Sustaining Sponsorships run on an anniversary dates: you can sign on at anytime and receive benefits for a year.

By signing on a Sustaining Sponsor, you can also receive a discount over the cost of a la carte sponsorship support for DC Ad Club programs and events. Group members at the Corporate, Silver, Gold, and Platinum levels receive an even greater discount. You also get additional recognition on dcadclub.com as a Sustaining Sponsor.

We also invite you to support the DC Ad Club via sponsorship of individual programs and events. Questions? Contact Carol Montoya at carol@dcadclub.com or 703-683-5954.

DC Ad Club Event and Sponsorship Package Value												
Sponsorship Level	ADDY Awards (March)	ADWKDC (September)	Best of DC Program Series (up to 4 per year)	Golf Outing (June)	Social Events (up to 3 events per year)	ONE Holiday Party (December)	Mentor Program	Ad 2 DC Programs (up to 5 events per year)	Water Cooler Wednesdays (up to 10)	Total Package Value	Total Package Cost	Total Package Cost (for Corporate, Silver, Gold & Platinum)
Platinum	\$10,000	\$10,000	\$10,000/series (\$2,500/each)	\$6,500 (title sponsorship)	\$6,000	\$1,000	\$2,000	\$10,000/series (\$2,000/each)	\$10,000/series (\$1,000/each)	\$65,500	\$62,225	\$55,675
Gold	\$5,000	\$7,500	\$5,000/series (\$1,250/each)	\$5,000 (course sponsorship)	\$3,000	\$750	\$1,000	\$5,000/series (\$1,000/each)	\$5,000/series (\$500/each)	\$37,250	\$35,388	\$31,663
Silver	\$2,500	\$5,000	\$2,500/series (\$625/each)	\$2,500 (course sponsorship)	\$1,500	\$500	\$750	\$2,500/series (\$500/each)	\$2,500/series (\$250/each)	\$20,250	\$19,238	\$17,213
Bronze	\$1,000	\$2,500	\$1,000/series (\$250/each)	\$900 (hole sponsorship)	\$750	n/a	\$500	\$1,000/series (\$200/each)	\$1,000/series (\$100/each)	\$8,650	\$8,218	\$7,353



DC Ad Club Sustaining Sponsorship Program-Event Benefits

Sustaining Sponsors will receive a Sustaining Sponsor agreement as well as individual sponsor agreements for each event. Below are details of the benefits given at each level for the programs and events listed on page 1.

ADDY Awards

The DC ADDY Awards are the first level in a three-tiered competition sponsored by the American Advertising Federation (AAF). Each year, over 100 entrants submit a collective 800+ entries. The entries are judged by an international panel of judges and the awards are announced at a gala event in March. The event features a gallery of finalists during a cocktail reception, a ceremony to announce ADDY winners, and a coffee and dessert reception in the gallery of winners. Average event attendance is 350-375 people.

Platinum: Opportunity to present a “Best in” category award at the gala; Logo and link on the DC ADDYs landing page at dcaddys.com and the DC ADDYs event page on dcadclub.com; Recognition in all publicity materials, including email blasts, press releases, winners book; Recognition from the podium during ADDYs show; Logo on-screen pre-awards show and in pre- and post-show sponsor loop shown in gallery; Premium placement (inside front/inside back cover) of full page, color ad in winners book; 15 tickets (premium, reserved seating) to the ADDY Awards Gala; Up to 15 mentions on DC Ad Club social media properties; Opportunity to distribute materials or promotional items at the conclusion of the event

Gold: Logo and link on the DC ADDYs landing page at dcaddys.com and the DC ADDYs event page on dcadclub.com; Recognition in all publicity materials, including email blasts, press releases, winners book; Recognition from the podium during ADDYs show; Logo on signage at event; Logo on-screen pre-awards show and in pre- and post-show sponsor loop shown in gallery; Full page, color ad in winners book; Ten tickets (premium, reserved seating) to the ADDY Awards Gala; Up to 10 mentions in DC Ad Club tweets and Facebook updates; Opportunity to distribute materials or promotional items at the conclusion of the event

Silver: Logo and link on the DC ADDYs event page on dcadclub.com; Recognition in email blasts, winners book; Recognition from the podium during ADDYs show; Logo on signage at event; Logo on signage at event; Logo on-screen pre-awards show and in pre- and post-show sponsor loop shown in gallery; Half page, color ad in winners book; Six tickets (premium, reserved seating) to the ADDY Awards Gala; Up to 6 mentions in DC Ad Club tweets and Facebook updates

Bronze: Logo and link on the DC ADDYs event page on dcadclub.com; Recognition in email blasts, winners book; Logo on signage at event; Logo on-screen pre-awards show and in pre- and post-show sponsor loop shown in gallery; Quarter page, color ad in winners book; Two tickets (premium, reserved seating) to the ADDY Awards Gala; Up to 3 mentions in DC Ad Club tweets and Facebook updates

Advertising Week DC

Every Fall since 2004, Advertising Week DC celebrates the best of the advertising, marketing, and media community with a week dedicated to networking, professional development and education. Metropolitan Washington, DC, hosts the greatest concentration of power and influence on the planet. Some of the region's smartest people work as communications professionals - for advertising and public relations firms, government agencies, corporations and media companies. Advertising Week DC is planned by business leaders from the greater Washington advertising, marketing, and media industry. Average attendance for the week is over 600 unique attendees.



Platinum: Recognition from the podium at all events as Platinum sponsor; Logo on signage at all events as Platinum sponsor; Featured logo/name in on-screen loop prior to events (as applicable); Logo or name on promotional emails/materials (save the date/invitation/promotional email blasts, Washington Business Journal supplement, press releases, promotional print ads, signage); Logo with link on Advertising Week DC website; Display table provided for sponsor materials; Opportunity to open afternoon session with a :30 digital presentation; 10 passes to all public events; Up to 15 mentions in ADWKDC tweets and Facebook updates

Gold: Features Luncheon Sponsorship; Recognition from the podium at sponsored luncheon as Gold/Luncheon sponsor; Logo on signage at all events as Gold sponsor; Logo on signage at sponsored luncheon as Luncheon sponsor; Featured logo/name in on-screen loop prior to sponsored Luncheon event; Featured logo/name in on-screen loop prior to other events (as applicable); Logo on promotional emails/materials (save the date/invitation/promotional email blasts, Washington Business Journal supplement, press releases, promotional print ads, signage); Logo with link on event Advertising Week DC website; Display table provided for sponsor materials at sponsored luncheon; Option to furnish promotional items for placement at event/in giveaway bags; Opportunity to open sponsored luncheon with a :30 digital presentation; 6 passes to all public events; plus 4 additional tickets to the sponsored luncheon; Up to 10 mentions in ADWKDC tweets and Facebook updates

Silver: Features Professional Development Session Sponsorship; Recognition from the podium at sponsored session; Logo on signage at all events as Silver sponsor; Featured logo/name in on-screen loop prior to sponsored session; Featured logo/name in on-screen loop prior to other events (as applicable); Logo or name on promotional emails/materials (save the date/invitation/promotional email blasts, Washington Business Journal supplement, press releases, promotional print ads, signage); Logo with link on Advertising Week DC website; Display table provided for sponsor materials at sponsored session; 4 passes to all public events; plus 2 additional passes to the sponsored session; Up to 6 mentions in ADWKDC tweets and Facebook updates

Bronze: Logo on signage at all events as Bronze sponsor; Logo/name in on-screen loop prior to events (as applicable); Logo or name on promotional emails/materials (save the date/invitation/promotional email blasts, Washington Business Journal supplement, press releases, promotional print ads, signage); Logo with link on Advertising Week DC website; 2 passes to all public events; Up to 4 mentions in ADWKDC tweets and Facebook updates

Best of DC Program Series

Held up to four times per year, the Best of DC series provides access to local senior marketing leaders. These events have featured globally-reaching, DC-based companies in panel discussion forum. Attendees have learned about the daily challenges that face these professionals, as they present and answer questions about their latest campaigns. Sustaining sponsors will receive these benefits at each event. Average event attendance is 90-120 people.

Platinum: Opportunity to introduce speaker/panel; Logo & link in stand-alone event emails; Logo and link on website event calendar page; Display table at event; Ability to distribute promotional items at event; Logo on signage at event; 8 tickets to each program

Gold: Logo & link in stand-alone event emails; Logo & link on website event calendar page; Display table at event; Ability to distribute promotional items at event; Logo on signage at event; 4 tickets to each program

Silver: Logo & link in stand-alone event emails; Logo & link on website event calendar page; Ability to distribute promotional items at event; Logo on signage at event; 2 tickets to each program

Bronze: Logo & link in stand-alone event emails; Logo & link on website event calendar page; Ability to distribute promotional items at event; Logo on signage at event; 1 ticket to each program



Golf Outing

Held each June, the Golf Outing is an opportunity for agencies, clients, and media outlets to enjoy the outdoors while participating in a fun networking opportunity. The Golf Outing features a putting contest, longest drive and closest to the pin prizes, a raffle, and a dinner awards reception to close out the day. Average event attendance is 100 people.

Platinum: Title Sponsor of outing; 3 foursomes; Logo on signage at each hole; Signage in clubhouse; Recognition at awards reception; Logo & link on DC Ad Club website & promotional emails

Gold: Gold Course Sponsorship; 2 foursomes; Logo on signage on every other hole; Signage in clubhouse; Recognition at awards reception; Logo & link on DC Ad Club website & promotional emails

Silver: Silver Course Sponsorship; 2 foursomes; Logo on signage on three holes; Signage in clubhouse; Recognition at awards reception; Logo & link on DC Ad Club website & promotional emails

Bronze: Gold Hole Sponsorship; 1 foursome; Logo on signage on one hole; Recognition at awards reception; Logo & link on DC Ad Club website & promotional materials

Social Events

Social events are held throughout the year; providing networking opportunities for DC Ad Club members and others in the industry. Sustaining sponsors can choose up to 3 events: Between Downs (February); Spring Social (April); Joint DC Ad Club/Ad 2 DC Social (May); Margaritaville (August); Ocktoberfest (October); FotoWeek Joint Social (November). Average event attendance is 60-100 people.

Platinum: Logo & link in stand-alone event emails and on website event calendar page; 8 mentions on DC Ad Club social media outlets for each chosen event; Logo on signage at event; 8 tickets to each chosen event; display table and ability to distribute promotional items at each chosen event

Gold: Logo & link in stand-alone event emails and on website event calendar page; 6 mentions on DC Ad Club social media outlets for each chosen event; Logo on signage at event; 5 tickets to each chosen event; Ability to distribute promotional items at each chosen event

Silver: Logo & link in stand-alone event emails and on website event calendar page; 4 mentions on DC Ad Club social media outlets for each chosen event; Logo on signage at event; 3 tickets to each chosen event

Bronze: Logo & link in stand-alone event emails and on website event calendar page; 2 mentions on DC Ad Club social media outlets for each chosen event; Logo on signage at event; 1 ticket to each chosen event

ONE Holiday Party

The ONE Holiday Party, typically held the first Wednesday in December, is a joint holiday event co-hosted by a range the DC metro area's premier advertising, marcomm, public relations, media, interactive and design organizations. The party is a grand celebration that brings together the brightest industry professionals in the marketplace and provides the ultimate backdrop for gathering and networking in the spirit of the holiday season. Average attendance is 350-375 people. Sponsors are included in email promotions sent by all co-hosts, reaching over 30,000 industry professionals through event promotion. Past years' co-hosts include American Marketing Association-DC Chapter, Capitol Communicator, Capital Cabal, Production Club of DC, Potomac Tech Wire, International Association of Business Communicators-DC Chapter, Public Relations Society of America-National Capital Chapter.



Platinum: VIP table to promote your company during the event; 2 tickets to the event; Logo & link on promotional emails & event website; 150-word company blurb included on website (oneholidayparty.com); Logo on event signage

Gold: 2 tickets to the event; Logo & link on promotional emails & event website; 150-word company blurb included on website (oneholidayparty.com); Logo on event signage

Silver: 1 ticket to the event; Logo & link on promotional emails & event website; 150-word company blurb included on website (oneholidayparty.com); Logo on event signage

Bronze: N/A

Mentor Program

The DC Ad Club's Career Catalyst Mentor Program helps our members grow professionally in a supportive, one-on-one environment. The program provides a rewarding relationship for both mentors and mentees, as they share real-world experiences for professional development. Additionally, participation in the program expands the professional network of participants. The program is open only to members and kicks off with a networking dinner and featured speaker. Paired mentors/mentees then meet 4 times in 4 months, and join together with the group again for a completion ceremony. Sustaining sponsors underwrite the group meetings and participant awards.

Platinum: Opportunity to give remarks at kick-off or completion event; Logo & link on promotional emails & program webpage

Gold: Opportunity to give remarks at kick-off or completion event; Logo & link on promotional emails & program webpage

Silver: Logo & link on promotional emails & program webpage

Bronze: Logo & link on promotional emails & program webpage

Ad 2 DC

Ad 2 DC members are the young professionals of the DC Ad Club. A Steering Committee of Ad 2 DC leaders plan programs and events aimed at advertising professionals ages 32 and younger. Ad 2 DC is the local affiliate of the national Ad 2 organization, which is affiliated with the American Advertising Federation (AAF). Ad 2 DC creates a means for up-and-coming professionals in the industry to gain the contacts, education, and leadership opportunities they need to become tomorrow's industry leaders.

A portion of the proceeds from Ad 2 DC activities support Ad 2 DC's public service efforts. Each year, Ad 2 DC chooses a local non-profit with which members to create and execute a pro-bono advertising/marketing campaign. The campaign varies based on the needs of the client: whether it's promotion, brand awareness, logo design or media and interactive elements. The campaign is presented at AAF's National Conference in a competition with other Ad 2 chapters from across the nation.

Ad 2 DC Programs

Ad 2 DC programs are held throughout the year; providing targeted educational opportunities for young professionals. Sustaining sponsors can choose up to 5 events, including programs addressing general themes, as well as Diversity and Government Relations topics; the Tips & Tricks series, and FutAd (February). Average event attendance is 60-100 people.

Platinum: Opportunity to introduce speaker/panel; Logo & link in stand-alone event emails and on website event calendar page; Display table at event; Ability to distribute promotional items at event; Logo on signage at event; 8 tickets to each program



Gold: Logo & link in stand-alone event emails and on website event calendar page; Display table at event; Ability to distribute promotional items at event; Logo on signage at event; 4 tickets to each program

Silver: Logo & link in stand-alone event emails and on website event calendar page; Ability to distribute promotional items at event; Logo on signage at event; 2 tickets to each program

Bronze: Logo & link in stand-alone event emails and on website event calendar page; Ability to distribute promotional items at event; Logo on signage at event; 1 ticket to each program



Water Cooler Wednesdays

Water Cooler Wednesdays are Ad 2 DC's networking events where young professionals can relax, exchange ideas, and hang out with other talented professionals in the industry. WCWs are typically held each month. The location changes each month and the events are often co-sponsored with other networking groups.

Platinum: Logo & link in stand-alone event emails and on website event calendar page; 4 mentions on DC Ad Club/Ad 2 DC social media outlets for each event; Logo on signage at event

Gold: Logo & link in stand-alone event emails and on website event calendar page; 3 mentions on DC Ad Club/Ad 2 DC social media outlets for each event; Logo on signage at event

Silver: Logo & link in stand-alone event emails and on website event calendar page; 2 mentions on DC Ad Club/Ad 2 DC social media outlets for each event; Logo on signage at event

Bronze: Logo & link in stand-alone event emails and on website event calendar page; 1 mention on DC Ad Club/Ad 2 DC social media outlets for each event; Logo on signage at event