

# GOING R\*GUITE

**SPONSORSHIP**

**THE 57TH ANNUAL AMERICAN ADVERTISING AWARDS**



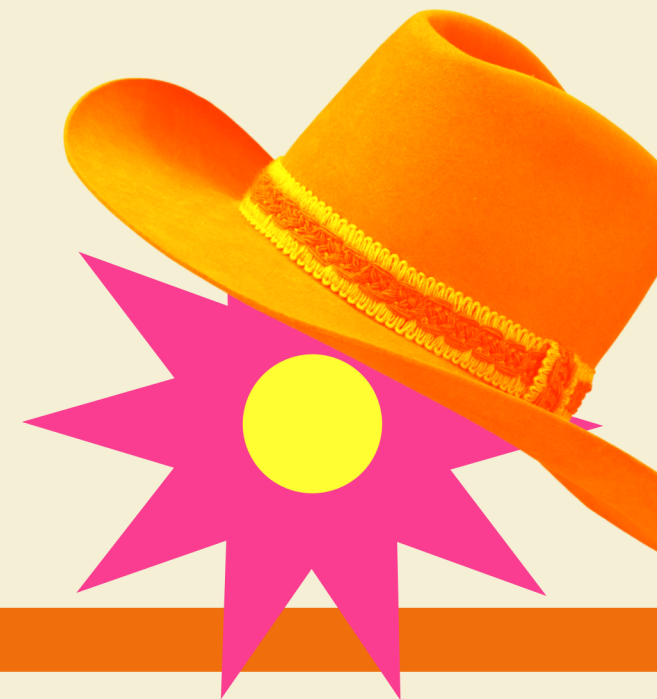
# ABOUT THE AMERICAN ADVERTISING AWARDS

The American Advertising Awards is the advertising industry's largest and most representative competition, attracting over 40,000 entries every year in local AAF Club competitions.

Entering the American Advertising Awards supports the entire advertising industry, because the American Advertising Federation (AAF) and its local and district affiliates use the proceeds to enhance advertising through various programs, student scholarships, advocacy groups, and more.

The mission of the American Advertising Awards competition is to recognize and reward the creative spirit of excellence in the art of advertising. Conducted annually by the AAF, the local AAF Oklahoma phase is the first of a three-tier, national competition that honors the outstanding contributions of advertising practitioners. In Oklahoma, AAF's tradition of service to the advertising industry and to the community continues as its members endeavor to reach new heights through education, advocacy, and professional opportunities.

Averaging more than a thousand entries that represent dozens of agencies from the Oklahoma City, Tulsa and Wichita Falls, Texas area, the American Advertising Awards competition and annual gala has achieved the status as a “must-attend” cultural event.

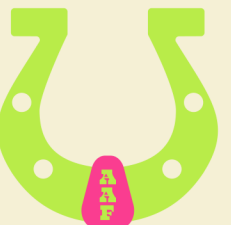


# THE IMPACT YOUR SPONSORSHIP MAKES

The American Advertising Federation advances the business of advertising as a vital and essential part of the American economy and culture. AAF Oklahoma brings together Oklahoma's advertising agencies, producers, photographers, freelancers, printers and web designers. This club allows professionals to network and build relationships with other individuals in the advertising industry and provides a gateway for young professionals entering their careers.

AAF Oklahoma also invests in students and young professionals. Every year since 2019, AAF has awarded three \$2,000 scholarships to undergraduate and graduate students through the JAC Awards. AAF Oklahoma also awards a \$2,000 Jeanie Ruedy Commercial Art/Graphic Design Scholarship to one undergraduate student majoring or minoring in advertising, commercial art, or graphic design.

AAF Oklahoma represents a diverse group of professionals, positions and industries with a large portion of the audience consisting of Oklahoma City and Tulsa influencers, leadership and decision makers. The following sponsorship packages offer considerable publicity and reach for organizations seeking to connect with Oklahoma's top advertising influencers.



# AAF OKLAHOMA

140+

AAF Oklahoma Members

86+

Companies

680+

Attendees at the Annual American Advertising  
Awards Gala

1,080+

Professional Submissions

250+

Student Submissions





# SPONSORSHIP OPPORTUNITIES



## VIP LOUNGE SPONSOR

**\$7,500**

**1 AVAILABLE**

### PRE-GALA

- Company name and logo placement on American Advertising Awards e-blasts
- Exclusive social media highlight

### GALA

- 3 Exclusive VIP dining tables including VIP Lounge access for up to 30 people
- Up to 50 additional guest tickets for VIP Lounge access
- Exclusive feature on the gala program
- Premier recognition during the gala
- Prominent placement in the Winners Book
- :30s commercial or reel during the gala (\$1,000 value)
- 2 extra beverage tickets per person
- Extra drink tickets to share
- 2 additional People's Choice voting tickets per person
- Champagne at tables
- Exclusive VIP treats

### POST GALA

- 20% discount on AAF Oklahoma membership in 2023 for anyone on your team
- Company logo and link on okcadclub.com in 2023

## JESSE JAMES SPONSOR

**\$5,000**

**9 AVAILABLE**

### PRE-GALA

- Company name and logo placement on American Advertising Awards e-blasts
- Exclusive social media highlight

### GALA

- Exclusive VIP dining table including VIP Lounge access for 10 people
- Exclusive feature on the gala program
- Premier recognition during the gala
- VIP sponsor Full Page Ad in the Winners Book
- 2 extra beverage tickets per person
- 2 additional People's Choice voting tickets per person
- Champagne at tables
- Exclusive VIP treats

### POST GALA

- 20% discount on AAF Oklahoma membership in 2023 for anyone on your team
- Company logo and link on okcadclub.com in 2023



# SPONSORSHIP OPPORTUNITIES

## ANNIE OAKLEY SPONSOR

**\$3,500**

**5 AVAILABLE**

### PRE-GALA

- Company name and logo placement on all American Advertising Awards e-blasts
- Exclusive social media highlight

### GALA

- Designated gold table with premium seating front row & center (up to 10 tickets)
- 1 extra People's Choice voting ticket per person
- Premier recognition during the gala
- Gold Sponsor Full Page Ad in the Winners Book
- Name/logo display on your table

### POST GALA

- 15% discount on AAF Oklahoma membership in 2023 for anyone on your team

## STAGECOACH MARY SPONSOR

**\$2,000**

**8 AVAILABLE**

### PRE-GALA

- Company name and logo placement on all American Advertising Awards e-blasts

### GALA

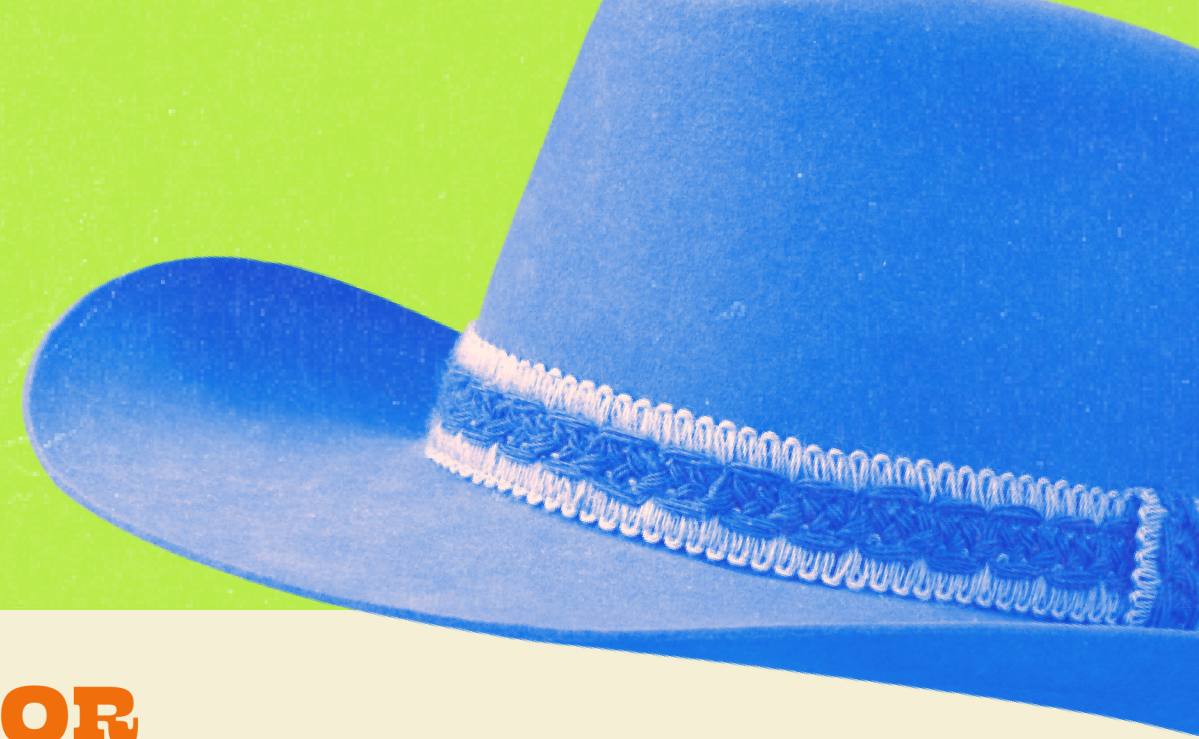
- Designated silver table (up to 10 tickets)
- Premier recognition during the gala
- Silver Sponsor Half Page Ad in the Winners Book
- Name/logo display on your table

### POST GALA

- 10% discount on AAF Oklahoma membership in 2023 for anyone on your team



# SPONSORSHIP OPPORTUNITIES



## AFTER-PARTY SPONSOR

**\$2,500**

**1 AVAILABLE**

- Opportunity to co-host the after-party & work with the DJ to customize the dance floor experience with swag of choice provided by you
- VIP Lounge access for up to 20
- Ability to include any signage at the after-party (will be responsible for creating & bringing)
- Exclusive feature in gala program
- 1/2 page ad in the Winners Book (\$550 value)
- Company name and logo placement on all American Advertising Awards e-blasts
- Exclusive social media highlight

## PHOTO BOOTH SPONSOR

**\$1,500**

**1 AVAILABLE**

- Ability to include any signage at photo booth (will be responsible for creating & bringing)
- VIP lounge access for up to 20
- Exclusive feature in the gala program

## BAR SPONSOR

**\$2,500**

**1 AVAILABLE**

- Ability to craft a custom cocktail featured on all program menus
- VIP lounge access for up to 20
- Ability to include any signage at photo booth (will be responsible for creating & bringing)
- Opportunity to create a custom cocktail in your honor
- Exclusive feature in gala program
- 1/2 page ad in the Winners Book (\$550 value)
- Company name and logo placement on all American Advertising Awards e-blasts
- Exclusive social media highlight

## :30 COMMERCIAL

**\$1,000**

**2 AVAILABLE**

- Showcase your company video or reel (up to :30s) presented during the gala



# WINNERS BOOK ADS

Along with our sponsorship packages, we offer ad space in the 2023 American Advertising Winners Book. All artwork files must be sent by January 27 as high-resolution PDFs to [okcaddyawards@gmail.com](mailto:okcaddyawards@gmail.com). All files are full-color and full-bleed.

## AD SPECS

~~\$300~~

4.625" x 3.5"  
1/4 Page Ad

~~\$550~~

4" x 5.25"  
1/2 Page Ad

~~\$850~~

8" x 5.25"  
Full Page Ad

~~\$1,000~~

8.75" x 11.25"  
Full Spread





# WANT TO JOIN THE RIDE? CONTACT US!

Want to sponsor but don't see something that fits your needs? We are happy to customize a sponsorship package to fit your budget.

[okcaddyawards@gmail.com](mailto:okcaddyawards@gmail.com)

## Payment:

Oklahoma City AAF c/o Michele Boatman  
8070 Glade Avenue, Suite B  
Oklahoma City, OK 73132

For more information about the AAF Oklahoma American Advertising Awards, please visit [okcadclub.com/addyawards](http://okcadclub.com/addyawards)





# GALA TABLE RESERVATIONS



## EARLY BIRD PRICES

Reserve anytime between November 9 - January 27

### GOLD TABLES

8 People - \$1,400

10 People - \$1,750

### SILVER TABLES

8 People - \$1,300

10 People - \$1,600

### BRONZE TABLES

8 People - \$1,200

10 People - \$1,500

## FULL PRICES

Effective between January 28 - February 17

### GOLD TABLES

8 People - \$1,600

10 People - \$1,950

### SILVER TABLES

8 People - \$1,500

10 People - \$1,800

### BRONZE TABLES

8 People - \$1,400

10 People - \$1,700



# GALA INDIVIDUAL TICKETS

## EARLY BIRD PRICES

Reserve anytime between November 9 - January 27

**SINGLE SEAT - \$150**

**AAF BOARD MEMBER - \$130**

**PAST PRESIDENT - \$75**

**STUDENT - \$65**

**PARENT/EDUCATOR - \$100**

## FULL PRICES

Effective between January 28 - February 17

**SINGLE SEAT - \$165**

**AAF BOARD MEMBER - \$145**

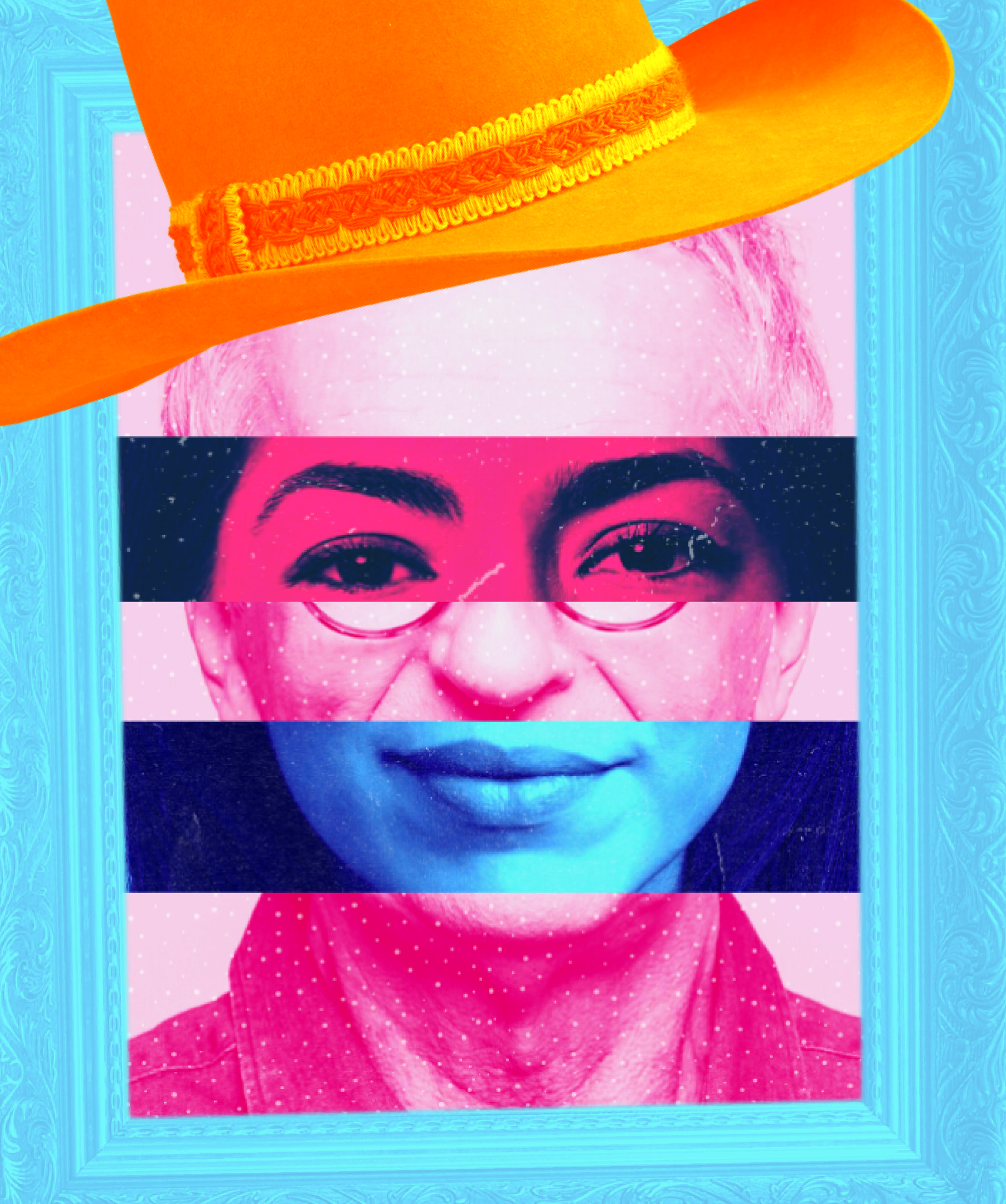
**PAST PRESIDENT - \$90**

**STUDENT - \$75**

**PARENT/EDUCATOR - \$115**







# RESERVATIONS

Contact Scott Munz for table reservations by  
February 11, 2023

405-948-6737 / [smunz@okstatefair.com](mailto:smunz@okstatefair.com)

Please be sure to note if you have any specific  
meal requirements (vegan or vegetarian) at the  
time of your table purchase.

**aaf**® oklahoma