



AMERICAN
ADVERTISING
AWARDS

THE SHOW WILL GO ON





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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 (Ad 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 Ad Club phase is the first of a three-tier, national competition that honors the outstanding contributions of advertising practitioners. In Oklahoma, the Ad Club'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.

WHY SPONSOR THE AMERICAN ADVERTISING AWARDS?

The American Advertising Federation advances the business of advertising as a vital and essential part of the American economy and culture. AAF Oklahoma City Ad Club 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. The AAF also invests in students and young professionals. In 2019, the Oklahoma City Ad Club awarded three \$2,000 scholarships to undergraduate and graduate students through the JAC Awards. The OKC Ad Club 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. The Oklahoma City Ad Club represents a diverse group of professionals, positions and industries with a large portion of the audience consisting of Oklahoma City 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.

+ OKC'S TOP
ADVERTISING INFLUENCERS

+ DIRECT ACCESS TO YOUR
TARGET MARKET

*agencies, marketing departments,
influencers, leaders, students, media,*

+ INCREASE YOUR
BRAND'S VISIBILITY

+ VALUE



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SPONSORSHIP PACKAGES

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**55TH ANNUAL OKLAHOMA CITY
AMERICAN ADVERTISING AWARDS**
Virtual gala Thursday, February 18, 2021, 2 PM

Sponsorship Opportunities

PRESENTING SPONSOR \$4,000 (1 Available)

PRE-EVENT

- Logo placement and link on okcaddyawards.com leading up to the event
- Company name and logo placement on ADDYs e-blasts and social media

ADDYs GALA

- :30 Commercial during the gala
 - Logo on the ADDYs T-shirt
 - Recognition in the pre-show
- Company logo featured in the Winners Book under sponsorship tier
 - Full-page ad in the Winners Book
 - Unlimited gala tickets

POST-EVENT

- Link on okcaddyawards.com for six months following the event

GOLD SPONSOR \$3,500

PRE-EVENT

- Logo placement and link on okcadclub.com leading up to the event
- Logo placement and link on okcaddyawards.com leading up to the event
- Company name and logo placement on ADDYs e-blasts and social media

ADDYs GALA

- :30 Commercial in the American Advertising Award gala programming
 - Logo on the ADDYs T-shirt
- Company logo in the winners slideshow presented at the ADDYs Gala
 - Company name listed in the Winners Book under sponsorship tier
 - Full page ad in the Winners Book
- Name/logo displayed throughout the venue
 - 25 tickets to the gala

SILVER SPONSOR \$2,000

ADDYs GALA

- :30 commercial during the gala
- Company logo in the winners slideshow presented at the ADDYs Gala
- Company logo featured in the Winners Book under sponsorship tier
 - 1/4 page ad in the ADDYs Winners Book
- 15 tickets with premium theater seating for the awards gala

BRONZE SPONSOR \$1,500

ADDYs GALA

- :30 Commercial in the American Advertising Award gala programming
- Company logo in the winners slideshow presented at the ADDYs Gala
 - Company name listed in the Winners Book under sponsorship tier
 - 1/4 page ad in the ADDYs Winners Book
 - 10 tickets to awards gala

FRIEND OF THE ADDYS \$500

ADDYs GALA

- Company logo in the winners slideshow presented at the ADDYs Gala
 - Company name listed in the Winners Book under sponsorship tier
 - 10 tickets to the awards gal

À LA CARTE SPONSORSHIP OPPORTUNITIES

:15 COMMERCIAL \$500

- Video to run in the American Advertising Awards programming

:30 COMMERCIAL \$750

- Video to run in the American Advertising Awards programming

WINNERS BOOK ADS



Along with our sponsorship packages, we offer ad space in the 2021 ADDYs Winners Book. All artwork files must be sent by February 1, 2021 as high-resolution PDFs to OKCAddyAwards@gmail.com. All files are full-color and full-bleed.

AD SPECS:

1/4 Page Ad \$250 | 4" x 5.25"
1/2 Page Ad \$450 | 8" x 5.25"
Full Page Ad \$700 | 8.75" x 11.25"
Full Spread \$1,000 | 17.5" x 11.25"

READY TO BOOK? 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. For more information regarding specific details or packages,

PLEASE CONTACT:
OKCAddyAwards@gmail.com

PAYMENT:
Oklahoma City Ad Club c/o Michele Boatman Treasurer
PO Box 20408 Oklahoma City, OK 73156
For more information about the Oklahoma City ADDYs,
please visit okcaddyawards.com.

GALA RESERVATIONS

We understand each business' work environment is different through this unprecedented time. We are offering (2) ticket types to accommodate those in the office able to watch the American Advertising Awards as a group or those working remotely who will need individual link access.

Individual Prices

\$20 Single Ticket

One representative can purchase tickets for each person within the organization in one transaction. Ticket purchasers will need to register each person with a valid email address in order for the individual to access the live stream link. The link will only work for the registrant.

For example: when you go to the ticket page on Eventbrite, you will choose the number of single tickets and will be prompted to provide each person's email address to receive the gala link directly to their inbox.

Discounted Group Prices

Group tickets are simply off an honor system. If you feel good about buying an individual \$20 ticket and streaming it for your whole company/team to watch as a group, that's up to you. We kindly ask you to be mindful and supportive of AAF and the Oklahoma City Ad Club. You will only need to register 1 email to access 1 viewing link for your group. If you need more than 1 viewing link, you will need to purchase individual tickets.

\$150 - 10 People

\$225 - 15 People

\$300 - 20 People

\$350 - 25 People

\$400 - 30 People

\$450 - 35 People



OKLAHOMA CITY

AMERICAN ADVERTISING FEDERATION
TENTH DISTRICT