



AD  
SPACE

THE  
AMERICAN  
ADVERTISING  
AWARDS  
2022

SPONSORSHIP OPPORTUNITIES  
& TABLE RESERVATIONS

# THE AMERICAN ADVERTISING AWARDS

The American Advertising Awards (ADDY Awards) is the advertising industry's largest and most prestigious competition, attracting over 40,000 entries every year in local American Advertising Federation (AAF) club competitions. Our local AAF club, known as OKC Ad Club, hosts the first of a three-tier, national competition that honors the outstanding contributions of advertising practitioners.

The mission of the ADDY Awards competition is to recognize and reward the creative spirit of excellence in the art of advertising. Entering the ADDY Awards supports the entire advertising industry, because the AAF and its local and district affiliates use the proceeds to enhance advertising through various programs, student scholarships, advocacy groups, and more.

OKC 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 OKC and Tulsa area, the ADDY Awards competition and annual gala has achieved the status as a "must-attend" industry event.

EXCELLENCE  
IN THE  
ART OF  
ADVERTISING



# THE IMPACT YOUR SPONSORSHIP MAKES

The AAF advances the business of advertising as a vital and essential part of the American economy and culture. OKC Ad Club brings together Oklahoma's advertising agencies, producers, photographers, freelancers, printers and web designers. Your 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. Every year since 2019, OKC Ad Club has awarded three \$2,000 scholarships to undergraduate and graduate students through the JAC Awards. 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. OKC 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 AD CLUB

**140+**

OKC Ad Club Members

**1,080+**

ADDY Awards Submissions

**86+**

Companies

**250+**

Student Submissions

**680+**

Attendees at the Annual ADDY Awards Gala





# SPONSORSHIP OPPORTUNITIES

## NEW VIP SECTION

VIP SPONSORS | \$5,000 | 10 AVAILABLE | DEADLINE JANUARY 7, 2022

Your team is composed of VIPs so honor and celebrate their work with the VIP treatment they deserve! Skip the line and access your own VIP check-in table at the entrance and let us escort your team to their exclusive upper deck (upstairs) dining and lounge area. Enjoy cocktail hour on the upper deck with everyone from 6-7 pm. Then relax and mingle with other VIP tables throughout the gala with access to these exclusive VIP accommodations.

### PRE-GALA

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

### GALA

Exclusive VIP dining table and private lounge for 10 (or more upon request) on the upper deck

#### **VIP Includes**

- Access to private lounge area on the upper deck with premium viewing
- 2 bottles of complimentary champagne - *to toast your wins*
- 2 extra beverage tickets per person
- 2 additional People's Choice voting tickets per person
- Access to 2 bars on the upper deck
- Complimentary popcorn and specialty desserts
- Exclusive feature on the gala program
- Premier recognition during the gala
- VIP Sponsor Full Spread in the Winners Book (\$1,000 value)
- Two large monitors on the upper deck for additional viewing

### POST-GALA

- 20% discount on OKC Ad Club membership in 2022 for anyone on your team
- Company logo and link on okcadclub.com in 2022

# SPONSORSHIP OPPORTUNITIES

## GOLD SPONSORS | \$3,500 (5 AVAILABLE)

### PRE-GALA

- Company name and logo placement on all ADDY Awards e-blasts and social media

### GALA

- One designated Gold table (up to 10 tickets) with premium seating for the awards gala
- :30s commercial or reel during the gala (\$750 value)
- 1 extra People's Choice voting ticket per person
- Premier recognition during the gala
- Gold Sponsor Full Page Ad in the Winners Book (\$750 value)
- Name/logo displayed on your table

### POST-GALA

- 15% discount on OKC Ad Club membership in 2022 for anyone on your team

## SILVER SPONSORS | \$2,500 (8 AVAILABLE)

### GALA

- One designated Silver table (up to 10 tickets) with premium seating for the gala
- Premier recognition during the gala
- Silver Sponsor 1/2 Page Ad in the Winners Book (\$450 value)
- Name/logo displayed on your table

### POST-GALA

- 10% discount on OKC Ad Club membership in 2022

## BRONZE SPONSORS | \$1,500 (10 AVAILABLE)

### GALA

- One designated Bronze table (up to 10 tickets) with premium seating for the gala
- Premier recognition during the gala
- Bronze Sponsor 1/4 Page Ad in the Winners Book (\$250 value)
- Name/logo displayed on your table

### POST-GALA

- 5% discount on OKC Ad Club membership in 2022 for anyone on your team



# A LA CARTE SPONSORSHIP OPPORTUNITIES

## **:30S COMMERCIAL | \$750 (4 AVAILABLE)**

### **GALA**

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

## **SNL BOOTH SPONSOR | \$1,500 (1 AVAILABLE)**

### **GALA**

- Company logo featured on The SNL Photo Booth signage at the event
- Company logo in the slideshow presented during the gala
- Recognition in the Winners Book

## **BAR & AFTER-PARTY SPONSOR | \$2,000 (1 AVAILABLE)**

### **GALA + AFTER-PARTY**

- Company logo displayed on bar signage and menu
- Opportunity to create a custom Ad Space cocktail in your honor
- Company logo in the slideshow presented during the gala
- Recognition in the Winners Book
- Co-Host the after-party with DJ Tangerine
- Special recognition on social media and e-blasts



## WINNERS BOOK ADS

Along with our sponsorship packages, we offer ad space in the 2022 ADDY Awards Winners Book. All artwork files must be sent by January 21, 2022 as high-resolution PDFs to [okcaddyawards@gmail.com](mailto:okcaddyawards@gmail.com). All files are full-color and full-bleed.

### AD SPECS

#### \$250

4.625" x 3.5"  
1/4 Page Ad

#### \$450

4" x 5.25"  
1/2 Page Ad

#### \$700

8" x 5.25"  
Full Page Ad

#### \$1,000

8.75" x 11.25"  
Full Spread

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

### PAYMENT

Oklahoma City Ad Club c/o Michele Boatman Treasurer  
8070 Glade Avenue, Suite B  
Oklahoma City, OK 73132

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







# GALA RESERVATIONS

## EARLY-BIRD PRICES

RESERVE ANYTIME BETWEEN  
NOVEMBER 10-JANUARY 7

## FULL PRICES

EFFECTIVE  
JANUARY 8-FEBRUARY 11

## GOLD TABLES

### EARLY-BIRD PRICE

\$1,300 | 8 SEATS  
\$1,400 | 10 SEATS

- CLOSEST TO THE STAGE FOR PREMIER SOUND AND LESS DISTRACTION
- NAME/LOGO ON TABLE

### FULL PRICE

\$1,400 | 8 SEATS  
\$1,500 | 10 SEATS

## SILVER TABLES

### EARLY-BIRD PRICE

\$1,200 | 8 SEATS  
\$1,300 | 10 SEATS

- EXCELLENT VIEWING AND SOUND FROM THE CENTER CLOSE TO THE STAGE
- NAME/LOGO ON TABLE

### FULL PRICE

\$1,300 | 8 SEATS  
\$1,400 | 10 SEATS

## BRONZE TABLES

### EARLY-BIRD PRICE

\$1,050 | 8 SEATS  
\$1,300 | 10 SEATS

- NAME/LOGO ON TABLE

### FULL PRICE

\$1,100 | 8 SEATS  
\$1,350 | 10 SEATS



# GALA RESERVATIONS

## EARLY-BIRD PRICES

RESERVE ANYTIME BETWEEN  
NOVEMBER 10-JANUARY 7

## FULL PRICES

EFFECTIVE  
JANUARY 8-FEBRUARY 11

## INDIVIDUAL TICKET PRICES

### EARLY-BIRD PRICE

\$130

SINGLE SEAT

\$100

CURRENT AD CLUB BOARD MEMBER

\$75

PAST AD CLUB PRESIDENT

### FULL PRICE

\$145

SINGLE SEAT

\$115

CURRENT AD CLUB BOARD MEMBER

\$90

PAST AD CLUB PRESIDENT

## STUDENT/FACULTY TICKET PRICES

### EARLY-BIRD PRICE

\$100

PARENT/EDUCATOR

\$45

STUDENT

### FULL PRICE

\$115

PARENT/EDUCATOR

\$55

STUDENT

## CONTACT SCOTT MUNZ FOR TABLE RESERVATIONS BY FEBRUARY 11, 2022

405-948-6737 / SMUNZ@OKSTATEFAIR.COM

PLEASE BE SURE TO NOTE IF YOU WOULD LIKE ANY SPECIAL MEAL REQUESTS  
(VEGAN OR VEGETARIAN) AT THE TIME OF YOUR TABLE PURCHASE.



HOUSTON  
WE  
HAVE  
A WINNER   
AD  
SPACE

LIFTOFF  
FEB 19TH  
2022

**aaf**® oklahoma