

**adf**® oklahomad

**58TH  
ANNUAL  
AMERICAN  
ADVERTISING  
AWARDS**

**SPONSORSHIP PACKAGE**

# 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.

The American Advertising Awards supports the entire advertising industry through various programs including student scholarships and advocacy groups.

The mission of the American Advertising Awards is to recognize and celebrate the creative spirit of excellence in the art of advertising. Conducted annually by the American Advertising Federation (AAF) with three-tiers, local, district and national competition.

Oklahoma AAF averages more than a thousand entries representing dozens of agencies from across Oklahoma and Wichita Falls, Texas area, the American Advertising Awards competition and gala has achieved the status of "must-attend" event.

The following sponsorship packages offer considerable publicity and reach for organizations seeking to connect with Oklahoma's top advertising influencers.

## 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. 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 through scholarships.

- Three \$2,000 scholarships to undergraduate and graduate students through the JAC Awards
- One \$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

**115+**

AAF Oklahoma Members

**73+**

Companies

**680+**

Attendees at the Annual American Advertising Awards Gala

## AMERICAN ADVERTISING AWARDS

**360+**

Student Submissions

**1,080+**

Professional Submissions

# SPONSORSHIP OPPORTUNITIES

## VIP LOUNGE SPONSOR \$8,500

### 1 AVAILABLE

#### PRE-GALA

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

#### GALA

- 2 VIP tables for up to 20 people
- VIP Lounge access
- 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
- 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 2024 for anyone on your team
- Company logo and link on okcadclub.com in 2024

## BAR SPONSOR \$6,500

### 1 AVAILABLE

#### Pre-Gala

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

#### Gala

- 1 VIP table for up to 10 people
- VIP Lounge access
- Up to 30 additional guest tickets for VIP Lounge access
- Ability to craft a custom cocktail featured on all program menus
- Ability to include any signage at bar (will be responsible for creating & bringing)
- Opportunity to create a custom cocktail
- Exclusive feature in gala program
- 1/2 page ad in the Winners Book
- 2 additional People's Choice voting tickets per person
- Champagne at tables
- Exclusive VIP treats

#### Post Gala

- 15% discount on AAF Oklahoma membership in 2024 for anyone on your team
- Company logo and link on okcadclub.com in 2024

# SPONSORSHIP OPPORTUNITIES

## VIP TABLE SPONSOR \$3,800

**9 AVAILABLE**

### PRE-GALA

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

### GALA

- 1 VIP table for up to 10 people
- VIP Lounge access
- Name/logo display on your table
- 1 additional People's Choice voting tickets per person
- Champagne at tables
- Exclusive VIP treats

### POST GALA

- Company logo and link on okcadclub.com in 2024

## LOUNGE SPONSOR \$3,500

**1 AVAILABLE**

**SOLD**

### PRE-GALA

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

### GALA

- 1 Gold table with premium seating for up to 10 people
- 1 extra People's Choice voting ticket per person
- Premier recognition during the gala
- 1/2 page ad in the Winners Book
- Name/logo display on your table

### POST GALA

- Company logo and link on okcadclub.com in 2024

## AFTER-PARTY SPONSOR \$2,500

**1 AVAILABLE**

**SOLD**

### Pre-Gala

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

### Gala

- Opportunity to co-host the after-party & work with the DJ to customize the dance floor experience with swag of choice provided by you
- Ability to include any signage at the after-party (will be responsible for creating & bringing)
- VIP lounge access for up to 20
- Exclusive feature in gala program

### POST GALA

- Company logo and link on okcadclub.com in 2024

## PHOTO BOOTH SPONSOR \$2,500

**1 AVAILABLE**

### PRE-GALA

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

### GALA

- 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

### POST GALA

- Company logo and link on okcadclub.com in 2024

# SPONSORSHIP OPPORTUNITIES

## CENTERPIECE SPONSOR \$1,500

**3 AVAILABLE**

### PRE-GALA

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

### GALA

- Premier recognition during the gala

### POST GALA

- Company logo and link on okcadclub.com in 2024

## WEBSITE SPONSOR \$800

**5 AVAILABLE**

### PRE-GALA

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

### GALA

- Premier recognition during the gala

### POST GALA

- Company logo and link on okcadclub.com in 2024

## WINNERS BOOK AD SPECS

Specs due January 27, 2024

<p><b>\$300</b></p> <p>4.625" x 3.5"</p> <p>1/4 Page Ad</p>	<p><b>\$500</b></p> <p>4" x 5.25"</p> <p>1/2 Page Ad</p>
<p><b>\$850</b></p> <p>8" x 5.25"</p> <p>Full Page Ad</p>	<p><b>\$1,000</b></p> <p>8.75" x 11.25"</p> <p>Full Spread</p>

# INTERESTED IN SPONSORING? 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.

Email Micah Moore at [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/american-advertising-awards-2024](http://okcadclub.com/american-advertising-awards-2024).

# TABLE RESERVATIONS

Contact Scott Munz for table reservations by **February 17, 2024**

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.



# GALA TABLE RESERVATIONS

## EARLY BIRD PRICES

Reserve anytime between Nov. 8 - January 27

### GOLD TABLES

8 People - \$1,600  
10 People - \$1,800

### SILVER TABLES

8 People - \$1,400  
10 People - \$1,700

### BRONZE TABLES

8 People - \$1,200  
10 People - \$1,500

## FULL PRICES

Effective between January 28 - February 17

### GOLD TABLES

8 People - \$1,800  
10 People - \$2,000

### SILVER TABLES

8 People - \$1,600  
10 People - \$1,900

### BRONZE TABLES

8 People - \$1,400  
10 People - \$1,700

# GALA INDIVIDUAL TICKETS

## EARLY BIRD PRICES

Reserve anytime between  
November 8 - January 27

**SINGLE SEAT - \$180**

**AAF BOARD MEMBER - \$155**

**PARENT/EDUCATOR - \$130**

**PAST PRESIDENT - \$100**

**STUDENT - \$50**

## FULL PRICES

Effective between  
January 28 - February 17

**SINGLE SEAT - \$195**

**AAF BOARD MEMBER - \$175**

**PARENT/EDUCATOR - \$150**

**PAST PRESIDENT - \$120**

**STUDENT - \$80**

