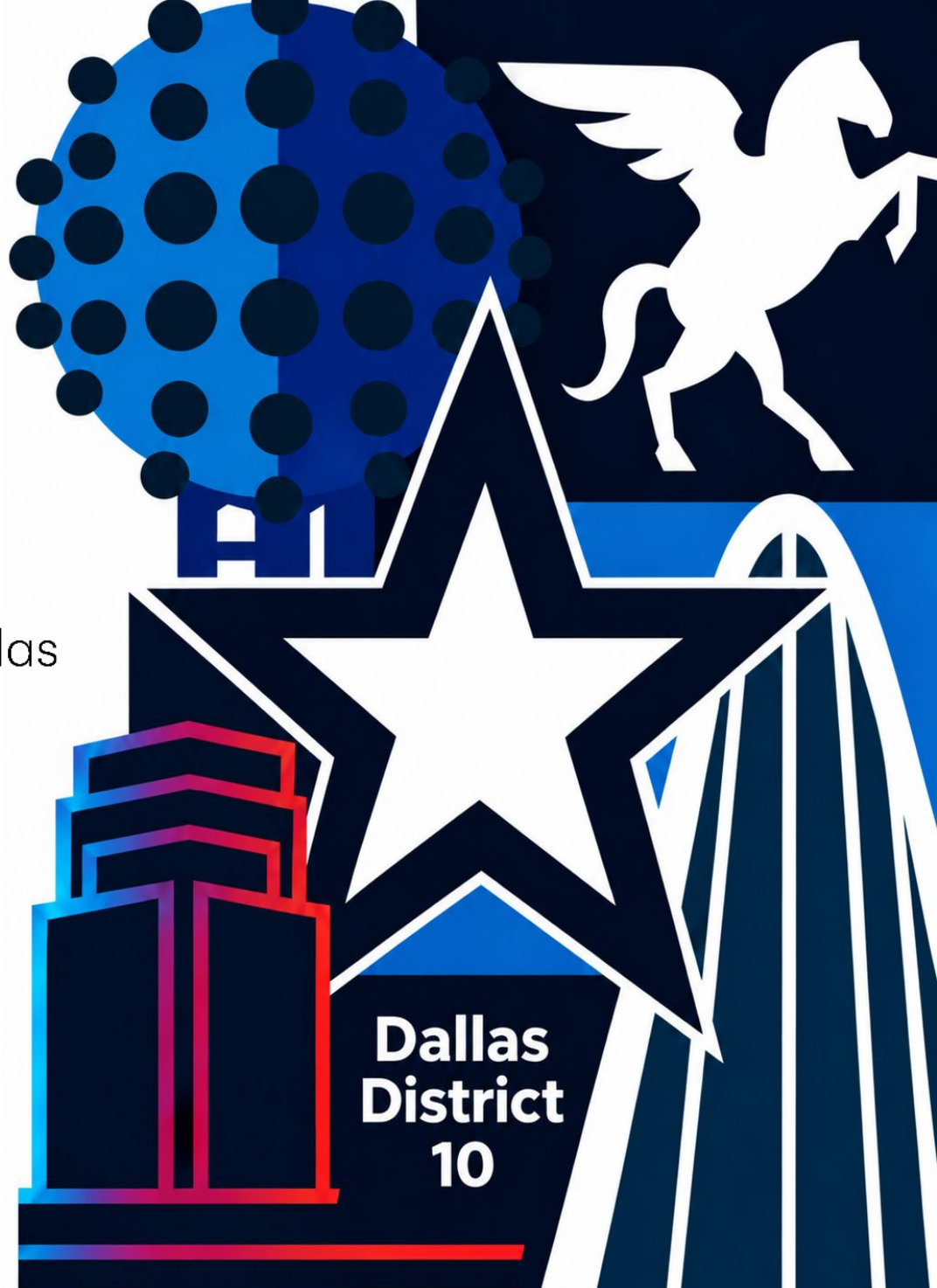




2027 Sponsorship Opportunities

2027 American Advertising Awards SPONSORSHIP OPPORTUNITIES

BECOME A SPONSOR OF THE DALLAS ADVERTISING INDUSTRY'S PREMIER EVENT

Thank you for your interest in contributing to the AAF Dallas mission to elevate the outstanding talent in the Dallas advertising community. We are looking for generous underwriters to help us produce our 64th annual American Advertising Awards gala, ensuring it remains accessible to Dallas advertising professionals. Hosted at Gilley's Dallas, the 2027 Awards bring together the best in Dallas advertising for an evening of suspense as we see which creative communications killed it this year.

The event brings together more than 500 big thinkers representing every essential discipline in the advertising industry – strategy, creative, client services and project management, production, media planning and buying, media outlets and many more.

The American Advertising Awards is the largest advertising awards program in the United States, celebrating creativity and excellence in advertising. Entry into the American Advertising Awards begins with your local AAF chapter, like AAF Dallas. A jury of advertising peers from around the nation judge the local competition, which determines who will receive the honors of Gold and Silver ADDY Awards. Only the best work advances to the district and national levels, giving Dallas agencies the opportunity to be recognized as some of the best in the country.

By sponsoring the 2027 Dallas American Advertising Awards, you help grow our entire industry through several of our programs – public service, internships, advocacy groups, advertising education and consumer awareness.

For more details and to secure your 2027 AAA sponsorship, contact office@aafdallas.org.

About the Suits Awards: AAF Dallas is excited to present the 2027 Suits Awards, selecting and honoring ambassadors of creative excellence. They individuals put in the work behind the great creative in the advertising industry. See <https://american-advertising-awards.aafdallas.org/> for categories.

About AAF Dallas: The oldest civic group in the city, AAF Dallas is the preeminent organization for advertising professionals in North Texas. It is where people come together to network, learn and forge personal and professional relationships they'll carry with them throughout their careers.

One of the largest of the 200 chapters of the American Advertising Federation, AAF Dallas is part of a nationwide grassroots organization that derives its strength from the energy and contributions of its sponsors and members. We hope you will join us as a sponsor for the 2027 Dallas American Advertising Awards and help us celebrate this remarkable community.

Sponsorship Packages

Mic Drop Sponsor

\$12,000

- 01** Sole naming rights as Presenting Sponsor of the 2027 AAF Dallas American Advertising Awards
 - Opportunity to present Best of Show award
- 02** Two reserved tables for 8 guests each (16 total) - the two best tables in the house
- 03** Logo co-branded with AAF Dallas across all creative assets, name badges/lanyards, and event digital signage
- 04** Logo featured on welcome signage as guests arrive
- 05** Sole sponsor of the evening's large-scale themed photo experience (step-and-repeat)
- 06** Full-spread (22" x 8.5") ad in the printed winners memorabilia book
- 07** Executive Spotlight Video: a 3-5 minute recorded interview with your leadership, produced by AAF Dallas, hosted as evergreen content on AAF Dallas's channels and licensed back to you for your own marketing use
- 08** Official "2027 Presenting Sponsor" logo lockup, licensed for use in your own marketing and on your website
- 09** Featured placement in the AAF Dallas email newsletter and website in the weeks leading up to the gala
- 10** Mention in the night-of press release + one promotional social post of your choice
- 11** Up to three additional thank-you posts across AAF Dallas social channels
- 12** Verbal thank-you during the event
- 13** One year of AAF Dallas corporate membership
- 14** 5-minute speech at the start of the event

Gold Sponsor

\$6,000

- 01** One reserved table for 8 guests
- 02** Logo on event program, website, and the event
- 03** Logo on all event digital signage
- 04** Company name featured in the on-site event slideshow
- 05** Official 2027 sponsor logo, licensed for your own marketing
- 06** Verbal thank-you during the event
- 07** One thank-you post across AAF Dallas social channels
- 08** Full-page (11"x8.5") ad in the printed winners memorabilia book

Silver Sponsor

\$4,500

- 01** One reserved table for 8 guests
- 02** Logo on event program, website, and the event
- 03** Company name featured in the on-site event slideshow
- 04** Verbal thank-you during the event
- 05** One thank-you post across AAF Dallas social channels
- 06** Full-page (11" x 8.5") ad in the printed winners memorabilia book

Sponsorship Packages

Bronze Sponsor

\$2,500

- 01 One reserved table for 8 guests
- 02 Logo on event program, website, and the event
- 03 Company name featured in the on-site event slideshow
- 04 One thank-you post across AAF Dallas social channels
- 05 Half-page (5.5" x 8.5") ad in the printed winners memorabilia book

MOSAIC Sponsor

\$5,000

- Present and helps fund the MOSAIC Award, including sponsorship of the local artists who designs the trophy
- 01 One reserved table for 8 guests
 - 02 Logo on event program, website, and at the event
 - 03 Thank-you during the event
 - 04 Two thank-you post across AAF Dallas social channels
 - 05 Full-spread (22" x 8.5") congratulatory ad in the printed winners memorabilia book

ONLY 1 AVAILABLE!!

The Suits Sponsor

\$3,000

- New standalone sponsorship for the growing Suits Awards program, which recognizes the behind-the-scenes talent across client service, media, and sales roles.
- 01 Presenting sponsor branding across all Suits Awards categories and awards
 - 02 Opportunity to present a live Suits Award category on stage
 - 03 Opportunity to speak for 1-2 minutes at the beginning
 - 04 Logo/mention on the Suits Awards entry site and promotional materials
 - 05 Four tickets to the Awards gala
 - 06 Half-page (5.5" x 8.5") ad in the printed winners memorabilia book
 - 07 One thank-you post on social channels

ONLY 1 AVAILABLE!!

Sponsorship Packages

Emcee Sponsor

\$2,500

ONLY 1 AVAILABLE!!

- 01 Verbal sponsor mentions woven into the emcee's opening, transitions, and closing remarks, including a 30-second pitch at the start of the show
- 02 Logo on event program, website, and the event
- 03 Two tickets to the Awards gala
- 04 One thank-you post across AAF Dallas social channels

Video Production Sponsor

In-Kind

ONLY 1 AVAILABLE!!

- 01 One reserved table for 8 guests
- 02 Branding at the start and conclusion of the ceremony
- 03 Logo on event program, website, digital signage, and at the event
- 04 Two complimentary Addy entry submissions
- 05 Full-page (11" x 8.5") ad in the printed winners memorabilia book
- 06 Verbal thank-you during the event + one thank-you post across AAF social channels

Event Capture Sponsor

In-Kind

ONLY 1 AVAILABLE!!

- 01 One reserved table for 8 guests
- 02 Logo on event program, website, and at the event
- 03 Two complimentary entries into the awards
- 05 Full-page (11" x 8.5") ad in the printed winners memorabilia book
- 06 Verbal thank-you during the event + one thank-you post across AAF social channels

Sponsorship Packages

Creative Sponsor In-Kind

ONLY 1 AVAILABLE!!

- 01 "Printed by" callout on the back of the program
- 02 One reserved table for 8 guests
- 03 Logo on event program, website, and at the event
- 05 Full-page (11" x 8.5") ad in the printed winners memorabilia book
- 06 Verbal thank-you during the event + one thank-you post across AAF social channels

Drink Sponsor \$5,000

ONLY 2 AVAILABLE!!

- 01 Signature drink at the bar named by your company, with bar signage
- 02 Branded cocktail napkins at the bar
- 03 One reserved table for 8 guests
- 05 Half-page (5.5" x 8.5") ad in the printed winners memorabilia book
- 06 Verbal thank-you during the event + one thank-you post across AAF social channels

Official Cup Sponsor \$2,500

\$2,500 covers 1,000 cups!!

- Bring the 2027 theme's cheeky energy to life with a custom cup. A choice between supplying the custom-printed cups, or providing the funds for the cups, used at every bar station all night.
- 01 Two tickets to the gala
 - 02 Logo/branding on the cups
 - 03 Half-page (5.5" x 8.5") ad in the printed winners memorabilia book
 - 04 Verbal thank-you during the event + one thank-you post across AAF social channels

Sponsorship Packages

Print Sponsor In-Kind

ONLY 1 AVAILABLE!!

- 01 One reserved table for 8 guests
- 02 Branding at the start and conclusion of the ceremony video
- 03 Logo on event program, website, digital signage, and at the event
- 04 Two complimentary Addy entry submissions
- 05 Full-page (11" x 8.5") ad in the printed winners memorabilia book
- 06 Verbal thank-you during the event + one thank-you post across AAF social channels

A la Carte

Subject to availability

	PRICE
01 Member Table (8 guests)	\$1,900.00
02 Non-Member Table (8 guests)	\$2,000.00
03 Ad in Memorabilia Book - Full Page (11" x 8.5")	\$1,100.00
04 Ad in Memorabilia Book - Half Page (5.5" x 8.5")	\$550.00



Thank you for supporting AAF Dallas!

We can't wait to celebrate with you.

For more details and to secure your
2027 AAA sponsorship, contact
office@aafdallas.org



aaf[®] dallas