aaf dallas

2026-27

Sponsorship Opportunities

Prepared by the 2026-2027 AAF Dallas Board of Directors

american advertising federation dallas

Carla Heerji
President
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Hi there, AAF Dallas!

I'm Carla Heerji, and I couldn't be more excited to serve as your 2026–2027 President. If there's one thing you should know about this club, it's that our people matter.
AAF Dallas is for everyone in advertising and marketing: creatives, strategists, media planners and buyers, account leads, producers, PR pros, HR, brand marketers, and everyone in between.

Agency, in-house, freelance or in between gigs, you belong here. We're a community that shows up for each other. We share job leads, make intros, celebrate each other's wins and lend a hand when things get tough.

The power of networking is real, but it only works if you show up. So come out to our events, meet someone new, and give back when you can, whether that means mentoring, donating, volunteering or helping someone else up.

I can't wait to see what we accomplish together.

With gratitude,

Carla Heerji
2026-2027 AAF Dallas President

WHAT WE DO

AAF Dallas membership is currently 2,000+ career-minded professionals interested in supporting the Dallas advertising community with industry knowledge and influential relationships.

Networking

Member-Only Events

American Advertising Awards

Community Outreach

HAVE FUN!!

To stay in the know please follow @AAFDALLAS on all social platforms!

CORNERSTONE PROGRAMS

The 2026-2027 term is underway, and we have some great programming ahead of us. The team is also excited to announce some of our largest events of the year. We invite you to make the commitment to support AAF DALLAS and through our 2026-2027 Annual Sponsorship Program. Automatically included in your sponsorship are the following cornerstone events:

Event 01

October 2026
ANNUAL TRENDS PANEL

The Trends Panel is back! We're pulling up chairs for the experts shaping advertising right now. Join us for an unfiltered conversation on what's hot, what's hype, and what's coming next.

Event 02

February 2027
AMERICAN ADVERTISING AWARDS

Join AAF Dallas at Gilley's Dallas to celebrate some best-in-class communications. Experience an Awards event like never before as organizations across the city come together to see who killed it this year.

Event 03

Fall 2027
LUMINARY AWARDS

She's back, and she's had a glow up! Formerly Shining Stars, our gala returns as the Luminaries with a fresh look and the same mission: celebrating the high-impact women shaping Dallas advertising and marketing. Get ready to raise a glass to the leaders, creators, and traiblazers who make this city's work shine.

SPONSORSHIP PACKAGES

Platinum Sponsor
$15,000

01 Named sponsor and two tables for eight guests at the 2027 AAF Dallas American Advertising Awards Gala

02 $2,000 Named Scholarship for the AAF Dallas Education Foundation

03 Named sponsor and admission for four guests to the 2027 Luminary Gala

04 Logo inclusion on website & email communications

05 Logo inclusion on all live event collateral as named sponsor

06 Agency Social Spotlight

07 Priority on all career postings

08 One year of AAF Dallas group membership

09 Discount on American Advertising Awards entries

10 Customized Step-and-Repeat for one (1) year at all major events

Gold Sponsor
$10,000

01 Named sponsor and two tables for eight guests at the 2027 AAF Dallas American Advertising Awards Gala

02 $1,000 Named Scholarship for the AAF Dallas Education Foundation

03 Named sponsor and admission for two guests to the 2027 Luminary Gala

04 Logo inclusion on website & email communications

05 Logo inclusion on all live event collateral as named sponsor

06 Logo on all event digital signage

07 Agency Social Spotlight

08 Priority on all career postings

09 One year of AAF Dallas group membership

10 Discount on American Advertising Awards entries

Silver Sponsor
$4,500

01 Four tickets to the 2027 AAF Dallas American Advertising Awards Gala

02 $500 Scholarship for the AAF Dallas Education Foundation

03 Admission for two guests to the 2027 Luminary Gala

04 Logo inclusion on website & email communications

05 Logo inclusion on all live event collateral

06 Agency Social Spotlight

07 Priority on all career postings

SPONSORSHIP PACKAGES

Bronze Sponsor
$2,500

01 Two tickets to the 2027 AAF Dallas American Advertising Awards Gala

02 $250 Scholarship for the AAF Dallas Education Foundation

03 Admission for four guests to the 2027 Luminary Gala

04 Logo inclusion on website & email communications

05 Logo inclusion on all live event collateral as named sponsor

Website Sponsor
$1,000

01 Digital logo promotion on our AAF Dallas website

02 Two tickets to educational and networking events ie. Trends, Commercial Breack lunch and learn series

Thank you for supporting AAF Dallas!

For more details and to secure your 2027 AAF sponsorhip, contact office@aafdallas.org