



2026

# AAF Dallas Sponsorship Opportunities

**Kick off the year with an action-packed  
sponsorship program with AAF DALLAS**



**Elisabeth Zuerker**  
President  
[president@aafdallas.org](mailto:president@aafdallas.org)

Hey, AAF Dallas,

My name is Elisabeth Zuerker, and I'm excited to serve as your 2025 – 2026 AAF Dallas President. While my term officially began back in July, it feels important, reach out after 2025 has come to a close to share why.

Like so many people in our industry, I was laid off in 2025. At the time, I was already in line to step into the role of AAF Dallas President, and I struggled with what it would look like for the largest AAF club in the country (I'm serious, y'all, some things really are bigger in Texas) to be led by someone unemployed at the time.

Now here we are, halfway through my term, and the news surrounding our industry hasn't improved. I wish I could tell you that everything will magically turn around in 2026, but I can't.

What we can do as AAF Dallas is show up for our community. That's why we're offering **free AAF Dallas membership to anyone laid off in 2025**. Simply click the membership request link below to sign up. We're rolling out exciting updates for our members, and we want all news, resources and job postings to be open and accessible to everyone who wants them.

I'm aware that our current membership database skews heavily toward agency email addresses. If you know someone who could benefit from this, please forward this email along. And if your company is hiring, **please submit roles using the job posting link below** so we can help amplify those opportunities.

I also want to emphasize that AAF Dallas is an organization for everyone in the advertising and marketing industry, regardless of vertical. We are not just here to advocate for and celebrate creative work. If you look at our current board, you'll see representation across media sales, HR, media planning, buying and strategy; account services; production; creative; marketing; PR; and more.

Lastly, since I already have your attention: **AAF Dallas Awards entries are open through January 16**. We've brought back Honorable Mentions and expanded our **Suits Awards** to recognize even more industry verticals and experience levels. A huge thank you to the **Cheil Dallas** team for serving as our AAF Dallas Awards Creative Sponsor. We hope you'll join us in February to celebrate all the incredible work done over the past year. We will soon be sharing more details about our first networking happy hour on January 22 and opening up entries for our 2026 Luminary Awards. We would also love to get more individuals and organizations involved in the AAF Dallas Foundation in 2026. Click the link below to learn more.

Thank you for being part of this community and for showing up for each other.

Elisabeth  
[President@aafdallas.org](mailto:president@aafdallas.org)

[Membership Request Form](#)

[Job Openings Form](#)

[AAF Dallas Foundation Information](#)

[Dallas American Advertising Awards Entry Form](#)

[Dallas Suits Awards Entry Form](#)

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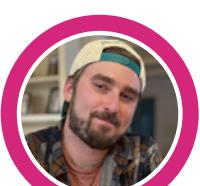
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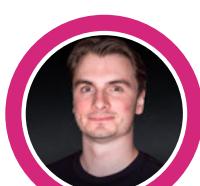
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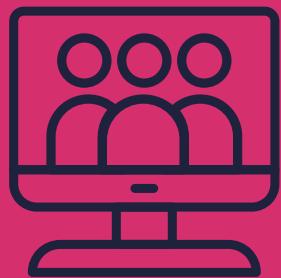


**Carli Pritchard**  
Immediate Past  
President Ad 2 Dallas

The AAF Dallas Board of Directors is made up of 31 leaders that are in, or closely tied to, the Dallas advertising community.

Our mission is to protect and promote the well-being of the advertising industry through; government relationships, innovative programming, attracting top talent to DFW, growing future industry leaders via our Educational Foundation, fostering diversity in advertising and honoring advertising excellence.

# WHAT WE DO



NETWORKING



MEMBER-ONLY  
EVENTS



COMMUNITY  
OUTREACH



AMERICAN  
ADVERTISING AWARDS

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

2026

# CORNERSTONE PROGRAMS

The '25-'26 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 2025 Annual Sponsorship Program. Automatically included in your sponsorship are the following cornerstone events:

## Event 01

### **Thursday, February 26th 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 creative organizations across the city come together to see who killed it this year.

## Event 02

### **March 2025 ANNUAL TRENDS PANEL**

The panel is back! Join us for some lively discussion on what's hot and what's ahead.

## Event 03

### **June 2025 LEADING WOMEN GALA**

Another event returns! Formerly Shining Stars, this year's summer gala is coming back with a fresh brand and another celebration of some of the city's high-impact women in advertising and marketing.

2026 ANNUAL

# SPONSORSHIP PACKAGES

## Platinum Sponsor

**\$15k**

- Named sponsor and two tables for 10 guests at the 2026 AAF Dallas American Advertising Awards
- \$2k Named Scholarship for the AAF Dallas Education Foundation
- Named sponsor and admission for four to the 2026 Leading Women Gala

- Logo inclusion on website & email comms
- Logo inclusion on all live event collateral as named sponsor
- Agency Social Spotlight
- Priority on all career postings
- One year of AAF Dallas corporate membership

## Gold Sponsor

**\$10k**

- Named sponsor and one table for 10 guests at the 2026 AAF Dallas American Advertising Awards
- \$1k Named Scholarship for the AAF Dallas Education Foundation
- Named Sponsor and admission for two to the 2026 Leading Women Gala

- Logo inclusion on website & email comms
- Logo inclusion on all live event collateral as named sponsor
- Agency Social Spotlight
- Priority on all career postings
- One year of AAF Dallas corporate membership

## Silver Sponsor

**\$5k**

- Four tickets to the 2026 AAF Dallas American Advertising Awards
- \$500 Scholarship for the AAF Dallas Education Foundation
- Admission for two to the 2026 Leading Women Gala

- Logo inclusion on website & email comms
- Logo inclusion on all live event collateral
- Agency Social Spotlight
- Priority on all career postings

## Bronze Sponsor

**\$2500**

- Two tickets to the 2026 AAF Dallas American Advertising Awards
- \$250 Scholarship for the AAF Education Foundation
- Admission for two to the 2026 Leading Women Gala

- Logo inclusion on website & email comms
- Logo inclusion on all live event collateral as named sponsor



*All's Fair in*  
**LOVE and  
ADVERTISING**

**aaf**  
dallas

PRESENTS  
**AMERICAN ADVERTISING AWARDS 2026**

**Gilley's Dallas**

**Thursday, February 26, 2026**

2026 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 63rd annual American Advertising Awards gala, ensuring it remains accessible to Dallas advertising professionals. Hosted at Gilley's Dallas, the 2026 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 400 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 2026 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.

**About the Suits Awards:** AAF Dallas is excited to present the 2026 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 2026 Dallas American Advertising Awards and help us celebrate this remarkable community.

2026 American Advertising Awards

# SPONSORSHIP PACKAGES

**\$12k**

## Title Sponsor

- Available to only one sponsor
- Two reserved tables of 10 guests each
- Opportunity to present Best of Show
- Logo cobranded with AAF Dallas and added to all creative assets
- Logo with AAF Dallas on name badges and/or lanyards worn by attendees
- Signage at the bar with company name, logo and signature drink named by you!
- Cocktail napkins at the bar with logo
- Logo on all event digital signage
- Logo on event program, website and at event

- Thank-you during the event
- Two-three thank-you posts across social channels
- Full-spread (22"x8.5") congratulatory ad in printed winners memorabilia book  
Due February 1, 2026
- Mention in press release the night of the gala
- One promotional social post with image and copy of your choice

**\$10k**

## Experiential Sponsor (1)

- Available to only one sponsor
- Two reserved tables for 10 guests each
- Production funding of the evening's entire themed experience
- Sponsor of large-scale themed photo opportunities
- Logo on event program, website and at event

- Thank-you during the event
- Full-spread (22" x 8.5") congratulatory ad in printed winners memorabilia book  
Due February 1, 2026
- Two-three thank-you posts on social channels

**\$8k**

## Mosaic Sponsor

- Available to only one sponsor
- Two reserved tables for 10 guests each
- Opportunity to present Mosaic award
- Funding of the local artist who will design the Mosaic trophy
- Mosaic Award presented by your company
- Logo on event program, website, and at event

- Thank-you during the event
- Full-spread (22" x 8.5") congratulatory ad in printed winners memorabilia book  
Due February 1, 2026
- Two-three thank-you posts on social channels

2026 American Advertising Awards

# SPONSORSHIP PACKAGES



**\$6.5k**

## Gold Sponsor

- One reserved table for 10 guests
- Sponsorship of creative gallery
- Logo on event program, website, and at event
- Logo on all event digital signage
- Thank-you during the event
- One thank-you post across social channels
- Full-page (11" x 8.5") ad in printed winners memorabilia book due February 1, 2026



**\$4k**

## Silver Sponsor

- One reserved table for 10 guests
- Thank-you during the event
- Logo on event program, website and at event
- One thank-you post on social channels
- Full-page (11" x 8.5") congratulatory ad in printed winners memorabilia book due February 1, 2026



**\$2k**

## Bronze Sponsor

- One reserved table for 10 guests
- Thank-you during the event
- Logo on event program, website, and at event
- One thank-you post on social channels
- Half-page (5.5" x 8.5") ad in printed winners memorabilia book due February 1, 2026

2026 American Advertising Awards

# OTHER PACKAGES



\$5k

## Drink Sponsors (2)

- Available to only two sponsors
- One reserved table for 10 guests
- Signage at the bar with company name, logo and signature drink named by you!
- Cocktail napkins at the bar with logo
- Logo on event program, website and at event
- Thank-you during the event
- Thank-you post on social channels
- Half-page (11" x 8.5") ad in winners memorabilia book due February 1, 2026



in-kind

## Video Production Sponsor (1)

- Available to only one sponsor
- Branding at start and conclusion of ceremony video
- Reserved table for 10 guests
- Full-page (11" x 8.5") ad in printed winners memorabilia book Art due February 1, 2026
- Logo on event program, website and at event
- Thank-you during the event
- Thank-you post on social channels



in-kind

## Print Sponsor (1)

- Available to only one sponsor
- "Printed by" callout on program back
- Reserved table for 10 guests
- Full-page (11" x 8.5") ad in winners memorabilia book art due February 1, 2026
- Logo on event program, website and at event
- Thank-you during the event
- Thank-you post on social channels

2026 American Advertising Awards

# A LA CARTE

Subject to availability

## Member Table

**\$1600**

- One reserved table for 10 guests
  - Subject to availability

## Non-Member Table

**\$1800**

- One reserved table for 10 guests
  - Subject to availability

## Ad in Memorabilia Book (full-page)

**\$1000**

- Full-page (11" x 8.5") ad in printed winners memorabilia book
  - Art due February 1, 2026
  - Subject to availability

## Ad in Memorabilia Book (half-page)

**\$500**

- Half Page (5.5" x 8.5") ad in printed winners memorabilia book
  - Art due February 1, 2026
- Subject to availability



# THANK YOU!

## Contact

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[president@aafdallas.org](mailto:president@aafdallas.org)

**WE CAN'T WAIT TO CELEBRATE WITH YOU!**