

63RD ANNUAL

ADVERTISING HALL[®] OF FAME

INDUCTION CEREMONIES & GALA DINNER

MARCH 27, 2012 • THE WALDORF-ASTORIA • NEW YORK CITY

SPONSORSHIP GUIDE

The Advertising Hall of Fame is the most prestigious award bestowed in the advertising industry honoring individuals and corporations who have raised the standard for advertising excellence. Your support of this event enables AAF to sustain many of its year-round industry initiatives.

2012 Honorees

THE COCA-COLA COMPANY Award accepted by Joseph V. Tripodi,
Executive Vice President and Chief Marketing and Commercial Officer

RICK BOYKO Ogilvy & Mather North America and VCU Brandcenter

O. BURTCH DRAKE American Association of Advertising Agencies

LEO-ARTHUR KELMENSEN (1927–2011), FCB and Bozell Jacobs Kenyon & Eckhardt

DAVID KENNEDY Wieden+Kennedy

A.G. LAFLEY P&G

JOHNATHAN RODGERS TV One

TERE A. ZUBIZARRETA (1937–2007), Zubi Advertising

Program Ad Deadline: **MARCH 2, 2012**

Dinner Guest List Deadline: **MARCH 16, 2012**

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PLATINUM SPONSORSHIP • \$50,000

- Opportunity to co-present an award at the Advertising Hall of Fame Induction Ceremonies & Gala Dinner
- Two tables of 10 with priority placement at the Advertising Hall of Fame Induction Ceremonies & Gala Dinner
- Inside cover full-page 4-color ad or two page 4-color spread in commemorative program book
- Logo recognition in all national advertising including *The New York Times*, *USA TODAY*, *Adweek* and AAF's website
- Logo recognition in all promotional materials prior to and during the Induction Ceremonies & Gala Dinner, which will be made available as a live telecast to nearly 200 local AAF ad clubs, with a potential audience of tens of thousands of industry professionals nationwide
- Opportunity to provide a 30-second promotional video to be played during the live telecast
- Underwriter for two branded 2011 Advertising Hall of Fame scholarship(s) benefiting a deserving AAF Alpha Delta Sigma Advertising Honor Society student

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GOLD SPONSORSHIP • \$35,000

- One table of 10 with premium placement at the Advertising Hall of Fame Induction Ceremonies & Gala Dinner
- Full page 4-color ad in commemorative program book with preferred positioning
- Logo recognition in all national advertising including *The New York Times*, *USA TODAY*, *Adweek* and AAF's website
- Logo recognition in all promotional materials prior to and during the Induction Ceremonies & Gala Dinner, which will be made available as a live telecast to nearly 200 local AAF ad clubs, with a potential audience of tens of thousands of industry professionals nationwide
- Underwriter for one branded 2011 Advertising Hall of Fame scholarship(s) benefiting a deserving AAF Alpha Delta Sigma Advertising Honor Society student

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SILVER SPONSORSHIP • \$25,000

- One table of 10 at the Advertising Hall of Fame Induction Ceremonies & Gala Dinner
- Full-page 4-color ad in commemorative program book
- Company name listed in all national advertising including *The New York Times*, *USA TODAY*, *Adweek* and AAF's website
- Acknowledgement in all promotional materials prior to and during the Induction Ceremonies & Gala Dinner, which will be made available as a live telecast to nearly 200 local AAF ad clubs, with a potential audience of tens of thousands of industry professionals nationwide

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BRONZE SPONSORSHIP • \$15,000

- One table of 10 at the Advertising Hall of Fame Induction Ceremonies & Gala Dinner
- Full-page black & white ad in commemorative program book
- Company name listed in all national advertising including *The New York Times*, *USA TODAY*, *Adweek* and AAF's website
- Company name listed in all promotional materials prior to and during the Induction Ceremonies & Gala Dinner, which will be made available as a live telecast to nearly 200 local AAF ad clubs, with a potential audience of tens of thousands of industry professionals nationwide

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TABLES

\$10,000 • Non AAF Member*

\$8,500 • AAF Member*

\$5,000 • Sponsor a table of 10 AAF advertising students*

*Includes a listing as a supporter in commemorative program book

INDIVIDUAL TICKETS

\$950 • Non AAF Member

\$800 • AAF Member

\$450 • Sponsor an AAF advertising student*

*ID required for the student

PROGRAM ADS

\$4,000 • Full-page, 4-color ad

\$3,500 • Full-page, black & white ad

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RESERVATION FORM

PLEASE SEND COMPLETED FORM TO: Lisa Rubin at lrubin@aaf.org, or fax to (202) 898-0159.

Name: _____

Title: _____

Company Name: _____
(as it should appear on promotional materials)

Address: _____

City: _____ State: _____ Zip Code: _____

E-Mail: _____ Phone: _____

SPONSOR LEVELS	COST	INDIVIDUAL TICKETS	COST
☐ Platinum Sponsor*	\$50,000	☐ Non AAF Member: \$950 x ____ # of tickets =	
☐ Gold Sponsor*	\$35,000	☐ AAF Member: \$800 x ____ # of tickets =	
☐ Silver Sponsor*	\$25,000	☐ AAF Ad Student: \$450 x ____ # of tickets =	
☐ Bronze Sponsor*	\$15,000	PROGRAM ADS*	
TABLES		☐ Full-page 4-color ad	\$4,000
☐ Non AAF Member**	\$10,000	☐ Full-page b/w ad	\$3,500
☐ AAF Member**	\$8,500		
☐ Sponsor a Table of 10 AAF Ad Students**	\$5,000	TOTAL AMOUNT DUE:	

*Sponsorship includes a full-page 4-color program ad.

**Listing as a supporter in commemorative program book.

FOR INTERNAL USE ONLY

☐ PAID BY CHECK ☐ PAID BY CC

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PAYMENT FORM

PLEASE SEND COMPLETED FORM TO:

Lisa Rubin at lrubin@aaf.org, fax to (202)898-0159 or mail to AAF, Attn: Advertising Hall of Fame, 1101 Vermont Ave. NW, Suite 500, Washington, DC 20005. Payment must be received seven days before the event date and is non-refundable.

COMPANY NAME: _____

(as it should appear on promotional materials)

PAYMENT INFORMATION

Total Amount Due: \$_____

☐ Check Enclosed (payable to the AAF)

☐ Visa

☐ MasterCard

☐ American Express

Card Number: _____

Expiration Date: _____ CVV Code (on back of card): _____

Name as it appears on the card: _____

Card Holder Billing Address: _____

City: _____ State: _____ Zip Code: _____

Card Holder Signature: _____ Date: _____

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DINNER GUEST LIST

PLEASE SEND COMPLETED FORM BY MARCH 16, 2012:

Bruce Ford at bford@aaf.org or fax to (202)898-0159.

COMPANY NAME: _____
(as it should appear on promotional materials)

GUEST NAME

COMPANY

1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____
7. _____	_____
8. _____	_____
9. _____	_____
10. _____	_____

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PROGRAM AD SPECIFICATIONS

ADS IN COMMEMORATIVE PROGRAM BOOK

A commemorative program book will be distributed to all attendees at the Advertising Hall of Fame Induction Ceremonies & Gala Dinner. A copy of last year's program is available upon request.

MECHANICAL REQUIREMENTS

Full Page Bleed: 7.25" w x X 10.25"h

Full Page Trim: 7 w x" X 10"h

Live Area: 6.5"w x 9.5"h

ACCEPTED MATERIALS

All ads should be submitted as a PDF with the following specifications:

- High-resolution (300 dpi) with all fonts embedded and with printer's marks and bleeds
- All elements should be in CMYK mode
- Please label the file with your [[company/client name]]_AHOF12.pdf.

SPACE RESERVATION: FEBRUARY 27, 2012

To reserve advertising space, contact:

Lisa Rubin • (202) 898-0089 • lrubin@aaf.org

AD MATERIALS DUE: MARCH 2, 2012

Please send artwork and questions regarding the ad specifications to:

Adrianne Lipscomb • (202) 898-0089 • alipscomb@aaf.org