

64TH ANNUAL

# ADVERTISING HALL<sup>OF</sup> FAME<sup>®</sup>

INDUCTION CEREMONIES & GALA DINNER

APRIL 29, 2013 • THE WALDORF-ASTORIA • NEW YORK CITY

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## CELEBRATE THE LEGENDS WHO HAVE MADE ADVERTISING GREAT

### 2013 Honorees

**Rance Crain**, President, Crain Communications  
and Editor-in-Chief, *Advertising Age*

**Bob Giraldi**, Film Director; President, Giraldi Media

**Philip H. Knight**, Co-Founder and Chairman, NIKE, Inc.

**Shelly Lazarus**, Chairman Emeritus, Ogilvy & Mather

**Byron E. Lewis Sr.**, Founder and Chairman Emeritus, UniWorld Group, Inc.

**Gerry Rubin**, Co-Founder, RPA

**Bob Scarpelli**, Former Chairman and Chief Creative Officer, DDB Worldwide

Corporate Honoree: **McDonald's**

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## SPONSORSHIPS

### PLATINUM SPONSOR • \$50,000

- Opportunity to co-present an award at the Advertising Hall of Fame Induction Ceremonies & Gala Dinner (*subject to availability*)
- 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 program book
- Logo recognition in all national publication advertising
- Logo recognition in all promotional materials prior to and during the event, which will be made available as a live telecast to nearly 200 local AAF ad clubs
- Sponsor acknowledgement from podium during the Induction Ceremonies
- Opportunity to provide a 30-second promotional video to be played during the live telecast

### GOLD SPONSOR • \$35,000

- One table of 10 with premium placement at the Advertising Hall of Fame Induction Ceremonies & Gala Dinner
- Preferred position full-page 4-color ad in program book
- Logo recognition in all national publication advertising
- Logo recognition in all promotional materials prior to and during the event, which will be made available as a live telecast to nearly 200 local AAF ad clubs
- Sponsor acknowledgement from podium during the Induction Ceremonies

### SILVER SPONSOR • \$25,000

- One table of 10 at the Advertising Hall of Fame Induction Ceremonies & Gala Dinner
- Full-page 4-color ad in program book
- Company listing in all national publication advertising
- Company name listed in all promotional materials prior to and during the event, which will be made available as a live telecast to nearly 200 local AAF ad clubs

### BRONZE SPONSOR • \$15,000

- One table of 10 at the Advertising Hall of Fame Induction Ceremonies & Gala Dinner
- Full-page black & white ad in program book
- Company listing in all national publication advertising
- Company name listed in all promotional materials prior to and during the event, which will be made available as a live telecast to nearly 200 local AAF ad clubs

### 2012 SPONSORS

4A's  
Advertising Age  
ADWEEK  
American Airlines  
AT&T  
Clayton, Dubilier & Rice  
The Coca-Cola Company  
Comcast and NBC Universal  
CNN  
Draftfcb  
Empirical Media  
FedEx  
Google  
Grey Group  
gyro

Interpublic Group  
Leo Burnett  
McCann Worldgroup  
The New York Times  
Ogilvy & Mather  
Omnicom Group  
P&G  
Publicis Groupe  
Reed Smith LLP  
Starcom MediaVest Group  
TV One  
The Weather Channel  
VCU Brandcenter  
Wieden+Kennedy  
Zubi Advertising

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FOR QUESTIONS, CONTACT LAUREN SEPPI AT (202) 898-0089 OR E-MAIL [LSEPPI@AAF.ORG](mailto:LSEPPI@AAF.ORG).

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## RESERVATION FORM

**PLEASE SEND COMPLETED FORM TO:** Lauren Seppi at lseppi@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		INDIVIDUAL TICKETS	
<input type="checkbox"/> Platinum Sponsor*	\$50,000	<input type="checkbox"/> Non AAF Member: \$1,200 x _____ # of tickets =	
<input type="checkbox"/> Gold Sponsor*	\$35,000	<input type="checkbox"/> AAF Member: \$950 x _____ # of tickets =	
<input type="checkbox"/> Silver Sponsor*	\$25,000	<input type="checkbox"/> AAF Student Member: \$850 x _____ # of tickets =	
<input type="checkbox"/> Bronze Sponsor*	\$15,000	<b>PROGRAM ADS*</b>	
<b>TABLE OF 10</b>		<input type="checkbox"/> Full-page 4-color ad	\$5,000
<input type="checkbox"/> Non AAF Member	\$12,000	<input type="checkbox"/> Full-page b/w ad	\$4,500
<input type="checkbox"/> AAF Member	\$9,500		
<input type="checkbox"/> Sponsor a table of AAF Student Members	\$8,500	<b>TOTAL AMOUNT DUE:</b>	

*\*Sponsorship includes a full-page program ad.*

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## PAYMENT FORM

**PLEASE SEND COMPLETED FORM TO:** Lauren Seppi at lseppi@aaf.org, or 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): \_\_\_\_\_

Card Holder Name: \_\_\_\_\_

Card Holder Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Card Holder Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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## DINNER GUEST LIST

**PLEASE SEND COMPLETED FORM BY APRIL 5, 2013:**

Lauren Seppi at lseppi@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

### 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
  - 4-color ads: all elements should be in CMYK mode
  - B/W ads: all elements should be in grayscale mode
- Please label the file with your [[company/client name]]\_AHOF13.pdf.

### AD SPACE RESERVATION

To reserve advertising space, contact:

**Lauren Seppi** • (202) 898-0089 • lseppi@aaf.org

### AD MATERIALS DEADLINE: MARCH 29, 2013

Please send artwork and questions regarding the ad specifications to:

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

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