

65TH ANNUAL

ADVERTISING HALL^{OF} FAME[®]

INDUCTION CEREMONIES & GALA DINNER

APRIL 7, 2014 • THE WALDORF-ASTORIA • NEW YORK CITY

SPONSOR GUIDE

Celebrate the Legends Who Have Made Advertising Great

2014 Honorees

Bob Greenberg, Founder, Chairman and CEO, R/GA

Sir John Hegarty, Founder, Creative, BBH

Mike Hughes (1948–2013), President, The Martin Agency
Recipient of the David Bell Award for Industry Service

Edward Lewis, Co-Founder and Former CEO, Chairman and Publisher,
Essence Magazine; Co-Founder, *Latina Magazine*;
Chairman, LMV; and Senior Advisor, Solera Capital

Jane Newman, Co-Founder, Merkley Newman Harty

Aldo Papone, Senior Advisor, American Express

Joe Pytko, Filmmaker, PYTKA

Corporate Honoree: **The Walt Disney Company**

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SPONSORSHIP

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 on all promotional materials prior to and during the event, including on step-and-repeat at reception
- Sponsor acknowledgement during the Induction Ceremonies

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 on all promotional materials prior to and during the event
- Sponsor acknowledgement 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
- Logo recognition in all national publication advertising
- Logo recognition on all promotional materials prior to and during the event

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 on all promotional materials prior to and during the event

2014 SPONSORS *(as of 2/12/14)*

<i>Advertising Age</i>	<i>The Martin Agency</i>
<i>American Express</i>	<i>McCann Worldgroup</i>
<i>Ameriprise Financial Inc.</i>	<i>mcgarrybowen</i>
<i>AOL</i>	<i>Meredith Corporation</i>
<i>AT&T</i>	<i>The New York Times</i>
<i>BBDO</i>	<i>Ogilvy & Mather</i>
<i>CNN</i>	<i>Omnicom Group</i>
<i>Condé Nast</i>	<i>Parade Publications</i>
<i>Dentsu Aegis Network</i>	<i>R/GA</i>
<i>Draftfcb</i>	<i>SecurityPoint Media</i>
<i>Google</i>	<i>Spotify</i>
<i>Grey Group</i>	<i>Starcom MediaVest Group</i>
<i>gyro</i>	<i>TBWA</i>
<i>Hospital for Special Surgery</i>	<i>Time Inc.</i>
<i>Interpublic Group</i>	<i>Twitter</i>
<i>JWT</i>	<i>The Walt Disney Company</i>
<i>Latina Media Ventures</i>	<i>The Weather Company</i>
<i>Leo Burnett</i>	<i>Wieden+Kennedy</i>

FOR QUESTIONS, CONTACT LAUREN SEPPI AT (202) 898-0089 OR E-MAIL 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	PROGRAM ADS*	
TABLE OF 10		<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	TOTAL AMOUNT DUE:	

**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: _____

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: _____

Cancellation Policy: Requests for cancellation of sponsorships must be made in writing and received by the AAF by **March 24, 2014**. A \$250 cancellation fee will be deducted from funds received and refunds will be made by the same payment method that was used to pay AAF. Sponsorship cancellation requests received after March 24, 2014 will not be refunded.

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DINNER GUEST LIST

PLEASE SEND COMPLETED FORM BY MARCH 24, 2014:

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 Trim: 7"w x X 10"h

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

Live Area: 6.5"w x 9.5"h

Program book is printed on uncoated stock using an offset sheet-fed press

ACCEPTED MATERIALS

- Ad should be submitted as a PDF in the preferred PDF/X-1a:2001 format
- Advertiser/agency accepts full responsibility for reproduction variations between the digital file and the printed image for ads submitted in non-preferred formats
- Ad should be 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]]_AHOF14.pdf.

AD MATERIALS DEADLINE: MARCH 14, 2014

Please send artwork and questions regarding the ad specifications to:

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

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