

2019 CINCINNADDYS SPONSORSHIP GUIDE



What are the CincinnADDYs®?

Each year, AAF-C (American Advertising Federation, Cincinnati chapter) holds a juried award show, judged by high-profile creatives from other cities, to celebrate creative excellence in the Greater Cincinnati marketing community. It is the first tier of a 3-tier national competition, the AAF American Advertising Awards. An ADDY is the trophy that entrants can win in the competition's many categories.

Why sponsor the CincinnADDYs?

Supporting the ADDY awards – and, locally, the AAF Cincinnati chapter – connects you to the most energetic, creative professionals, thinkers and doers, one of the nation's most highly prized demographic groups. Participants in the awards include 400+ representatives of the city's largest and best-known advertising agencies, design firms, branding companies and digital/interactive marketing companies. Plus dozens of smaller shops, clients' internal creative departments, and talented freelancers.

This group of professionals is on the leading edge of new communication technologies—always searching for better ways to connect people—and their opinions are valued among their client partners.

The ADDY Event

The annual Cincinnati Celebration of Creativity will take place Friday, February 22, 2019, at Memorial Hall (1225 Elm St., OTR). It will begin with a Reception at 6pm in the first floor ballrooms. The Awards Presentation, beginning at 7:30pm, will take place in the upstairs Auditorium (shown below).

With a “Feed the Beast” theme, the Entry Kits referenced *“that thing, that monster, that beast inside you that makes you do what you do So unleash that desire and feed the beast.”*

To make the celebration more fun, more creative, more Cincinnati-centric, this year’s CincinnADDYs introduced 20 new professional “Cincy only” categories, to be judged by local professionals. Categories range from “Best Doodler” to “Worst Mandatory Agency Photo.”

Your participation in this event immediately links you to our community’s influential leaders in advertising, marketing, branding and PR. And your organization benefits from the glow! The local CincinnADDYs show is one of the most energetic and entertaining events of the year. When you attend, you will see great examples of emerging communication trends, done in fresh and exciting ways. It’s inspiring. We encourage you to participate. Your organization will greatly benefit when you do.

FLOOR LEVEL

Orchestra Left (Section 100): 37 seats
 Orchestra Center (Section 200): 91 seats
 Orchestra Right (Section 300): 37 seats
 Box Seating: 7 boxes, 50 seats

Total: 215 seats

BALCONY LEVEL

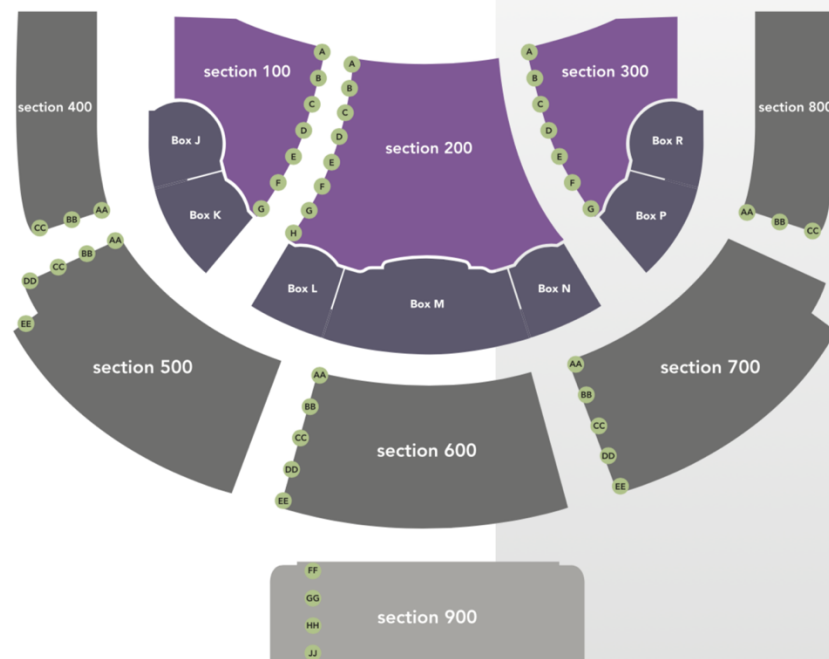
Section 400: 31 seats
 Section 500: 64 seats
 Section 600: 65 seats
 Section 700: 64 seats
 Section 800: 31 seats

Total: 255 seats

REAR BALCONY

Section 900: 86 seats

TOTAL SEATING CAPACITY: 556 seats



2019 CincinnADDYs Feb. 22 “Celebration of Creativity” Sponsorships

Entry Hall Sponsor (as many as 5)

\$1,000

- Logo on signage in Entry Hall
- Quarter page ad in Show Book
- Logo in Show Program

Bar Sponsor (Exclusive)

\$2,500

Thirsty for exposure? Drink up this opportunity for recognition at the most visited area of the venue.

- Logo on signage at all bars
- Logo on cocktail napkins
- Acknowledgement in CincinnADDYs Show Reel
- Four (4) tickets to the CincinnADDYs event
- Half page ad in the CincinnADDYs Show Bo

Food Sponsor (Exclusive)

\$2,500

If you're hungry for awareness, look no further than this tasty sponsorship!

- Logo on signage at all food tables
- Logo on napkins
- Acknowledgement in CincinnADDYs Show Reel
- Four (4) tickets to the CincinnADDYs event
- Half page ad in the CincinnADDYs Show Book

Band Sponsor (Exclusive)

\$2,500

- Participation in Band Selection
- Quarter-page ad in the CincinnADDYs Show Book
- Logo in Show Program
- Signage in band area at the event

Stage Sponsor (Exclusive)

\$2,500

See your company's logo in lights throughout the awards show!

- Your company logo on Awards Stage signage throughout the Show.
- Acknowledgement in CincinnADDYs Show Reel
- Four tickets to the CincinnADDYs event
- Full page ad in the CincinnADDYs Show Book
- Only 1 Stage sponsorship available

Judging Sponsor (Exclusive)

\$2,500

(Note: Sponsoring company CANNOT have entries in this year's CincinnADDYs.)

- Put your brand in the spotlight when three (3) Creative Directors from major markets come to judge our CincinnADDYs entrie.
- Sponsor rep invited to join ADDY leaders and judges for dinner following the judging and may provide each judge with a promotional gift.
- Opportunity to participate in handing out Judge's Choice trophies at the Show
- Half page ad in the CincinnADDYs Show Book

Student Categories Sponsor (Exclusive)

\$2,500

Support Greater Cincinnati's up and coming talent – our student winners!

- Company logo will appear in the CincinnADDYs Show Reel presentation of all student winners
- Two tickets to the CincinnADDYs event
- Opportunity to hand out Student Winners' trophies
- Half page ad in the CincinnADDYs Show Book

Special “Cincy Only” Category Sponsor

\$3,000

An amazing opportunity for a local ICONIC BRAND! Be part of a fun during an evening that is bound to be full of surprises every time one of the Cincy Only Categories takes center stage.

- Company logo in Cincy Only section of the Show Book
- Company logo will appear in the CincinnADDYs Show Reel with Cincy Only winners
- Two tickets to the CincinnADDYs event
- Opportunity to participate in congratulating the twenty winners
- Half page ad in the CincinnADDYs Show Book

Category Sponsorship (complete list available)

- Umbrella categories, one of 7 (exclusive) **\$1,500**
- Individual categories, one of 200+ **\$350**

Custom Sponsorship

\$3,000+

- For sponsorships over \$3,000, we will create a customized sponsorship package
- Contact us at CincinnADDYs@gmail.com to discuss details

VIP Seating

\$500

Show seating is limited. Don't miss out on the live action!

- Four tickets to the CincinnADDYs event, with guaranteed, reserved seating in the first 4 rows of the theater.

Opera Box Seating

\$1500 or \$2500

With seven (7) total opera boxes available, it's whoever gets their checkbooks (or credit cards) out first! Relax in the comfort of your own opera box.

- 10-seat box @\$2500 includes 10 event tickets and champagne for 10 chilling in the box.
- 6-seat box @\$1500 includes 6 tickets and champagne for 6 chilling in the box.
- Each box may display an 8 1/2 x11" sign (designed by you) with company logo and, if you wish, your own ADDY Beast
- Half-page ad in our Show Book

Creative Community Supporter

\$500

CincinnADDYs celebrate our local Creative Community – saluting creativity in all the arts! Show your support!

- One ticket to the Event
- Quarter page ad in our Show Book

ALL SPONSORSHIPS INCLUDE:

- Acknowledgement at CincinnADDYs.com, Twitter, and Facebook
- Signage at venue
- Company name / logo in event program

2019 CincinnADDYs Feb. 22 “Celebration of Creativity” Sponsorships

Creative Specs

Show Book Ads

Quarter Page: 3.9”w x 5.2”h

Half Page Vertical: 4.24”w x 11”h Half Page Horizontal: 8.5”w x 5.5”h Full Page: 8.5”w x 11”h

Ads should be provided as a Hi-Res (300 dpi) JPG or TIFF file.

Logos

Company Logos should be provided as an EPS or a Transparent TIFF file.

Ads and Logos should be emailed to CincinnADDYs@gmail.com.

Contact us with any questions at CincinnADDYs@gmail.com or by phone at 513.984.9990.

You may also call Executive Director Judy Thompson on her mobile, 513.479.7306