



AMERICAN ADVERTISING AWARDS

2018 CINCINNADDYS SPONSORSHIP GUIDE

What are the CincinnADDYs®?

Each year, AAF-C (American Advertising Federation, Cincinnati chapter) holds a juried award show that celebrates 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 you receive for awards in categories including television spots, print ads, websites, annual reports, logos and many more.

Why sponsor the CincinnADDYs®?

Supporting the ADDY awards, and the AAF Cincinnati chapter, connects you to the most energetic, creative professionals in the area, thinkers and doers, one of our region's most highly prized demographic groups.

Participants in the awards include 400+ representatives of the city's largest and best-known advertising, marketing and PR agencies, design firms and branding companies, including the numerous digital/interactive agencies in our community. Income from ADDYs supports the entire advertising / communications industry since AAF and its local / district affiliates use proceeds for programs - professional development, public service, advertising education, advocacy groups, and consumer awareness.

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

Your participation in this event links you to these influential leaders and your organization benefits from the glow. The ADDY show is one of the most energetic, entertaining events of the year, and you and your organization are encouraged to attend. You'll see great examples of emerging communication trends, done in fresh and exciting ways. It's inspiring. Your organization will greatly benefit when you participate.

The Event

The CincinnADDYs Awards Show will take place Friday, February 23 at The Newport Syndicate, (18 East 5th Street, Newport, Kentucky 41071). It will begin with a Reception at 6pm, followed by the Awards Presentation at 7:30pm.

Title Sponsor (Exclusive – Just 1 Available!) \$6000

CincinnatiADDYs presented by Your Company. Includes:

- Up to 6 tickets to the event.
- :30 commercial played during event opening
- :30 commercial played before Best Of Show presentation
- Primary logo position on all online CincinnatiADDYs Collateral
- Company representative may announce Best of Show winner from stage
- 5 Mentions as Title Sponsor on AAF Cincinnati social media channels
- Full page ad in the CincinnatiADDYs Show Book

Advertising Community Supporter \$500

Local awards shows like the CincinnatiADDYs celebrate and strengthen our creative community. Lend your support!

- One ticket to the CincinnatiADDYs event
- Quarter page ad in the CincinnatiADDYs Show Book

VIP Seating \$500

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

- Four tickets to the CincinnatiADDYs event, with guaranteed, reserved seating in the first 3 rows of theater seating

VIP Stage-side Table Seating \$2000

- Only two stage-side tables for 10 available! See all the action up close and personal!
- Includes 10 tickets to the CincinnatiADDYs event
- Stage-side table will have a Reserved Sign featuring your company logo
- Half page ad in the CincinnatiADDYs Show Book

Opera Box Champagne Seating for 4 (four avail.) \$1500**Opera Box Champagne Seating for 6 (one available) \$2000****Opera Box Champagne Seating for 10 (two available) \$3500**

Show seating is limited. Relax in the comfort of your own opera box!

- Shareable Opera Glasses provided for each Opera Box
- Same # of tickets to the CincinnatiADDYs event, with theater opera box seating
- Each opera box fitted with a banner displaying your company logo
- Champagne for 4, 6 or 10 available during the awards show
- Half page ad in the CincinnatiADDYs Show Book

Student Awards Sponsor (Exclusive) \$1,500

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

- Company logo will appear in the CincinnatiADDYs Show Reel presentation of all student winners
- Two tickets to the CincinnatiADDYs event
- Full list of Student Entrants and Winners (following the show)
- Half page ad in the CincinnatiADDYs Show Book

Judge's Choice Sponsor (3 available) \$1500

- Two tickets to the CincinnatiADDYs event
- Brand representative to introduce one of the Judge's Choice winners from the stage
- Your Company logo on online collateral
- Your Company logo to appear in Show Reel presentation of one Judge's Choice winner
- Half page ad in the CincinnatiADDYs Show Book

Swag Bag Sponsor (Exclusive) \$2,500

Get in the hands of all attendees by sponsoring the CincinnatiADDYs Swag Bag.

- Logo on the Swag Bag
- One (1) promo item inserted into all bags
- Acknowledgement in CincinnatiADDYs Show Reel
- Four (4) tickets to the CincinnatiADDYs event
- Half page ad in the CincinnatiADDYs Show Book

Bar Sponsor (Exclusive) \$2500

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

- Logo on signage at the bar
- Logo on cocktail napkins and drink tickets
- One (1) promo item inserted into all bags
- Acknowledgement in CincinnatiADDYs Show Reel
- Four (4) tickets to the CincinnatiADDYs event
- Half page ad in the CincinnatiADDYs Show Book

Food Sponsor (Exclusive) \$2500

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

- Logo on signage at food tables
- Logo on napkins
- One (1) promo item inserted into all bags
- Acknowledgement in CincinnatiADDYs Show Reel
- Four (4) tickets to the CincinnatiADDYs event
- Half page ad in the CincinnatiADDYs Show Book

Stage Sponsor (Exclusive, 1 Available) \$2500

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

- Sign on the stage will feature your Company Logo
- Acknowledgement in CincinnatiADDYs Show Reel
- One (1) promo item inserted into all bags
- Four tickets to the CincinnatiADDYs event
- Full page ad in the CincinnatiADDYs Show Book

Official After Party Sponsor (Exclusive) \$3000

Help keep the party going after the awards are given, as the host of an official gathering at the Gangsters Piano Bar

- Logo and recognition on all collateral before and during the event promoting the After Party
- One (1) promo item inserted into all bags
- Acknowledgement in CincinnatiADDYs Show Reel
- Four (4) tickets to the CincinnatiADDYs event
- Half page ad in the CincinnatiADDYs Show Book

Custom Sponsorship \$3,000+

- For sponsorships over \$3,000, we will create a customized sponsorship package -- possibilities are unlimited including potential for a By Invitation Only pre-show cocktail party for your special guests in your choice of unique Syndicate rooms.
- Contact us at CincinnatiADDYs@gmail.com to discuss details

Division Sponsor (seven available) \$600

- 2 tickets to event
- :15 commercial played during event
- Logo on each slide of sponsored Division during Show Reel
- Your choice of Divisions (first come, first served):
 - Film / Video / Sound
 - Print Advertising
 - Online / Interactive
 - Cross Platform
 - Elements of Advertising
 - Sales and Marketing
 - Out of Home / Ambient Media

All sponsorships include:

- Mentions on CincinnatiADDYs.com, Twitter, Facebook
- Signage at venue
- Company name in event program