



SPONSORSHIP OPPORTUNITIES

American Advertising Federation Western Region Conference

September 27-29, 2018

Motif Seattle, WA

ABOUT

The AAF 2018 Western Region Conference is being held at the striking Motif Seattle, Washington. This year's conference, titled **Monumental Changes**, addresses the challenges advertisers face during this time of transformation in the industry.

The conference is expected to attract more than 200 advertising professionals from the following AAF regions:

- **District 11:** Alaska, Idaho, Montana, Oregon, Washington
- **District 12:** Colorado, New Mexico, Utah, El Paso Texas
- **District 13:** Hawaii
- **District 14:** Northern California, Northern Nevada
- **District 15:** Southern California, Southern Nevada

Featuring industry leaders, keynote speakers, and sessions covering advertising strategy, creative, recruitment/promotion, and more, this event is sure to inspire conversation and thought about what the future holds for the industry.

The following sponsorship opportunities are available, each providing an exceptional opportunity to engage with conference attendees and participants.

To be a sponsor, please contact:

treasurer@districtxi-aaf.org

AVAILABLE SPONSORSHIPS

\$15k – Presenting Sponsor

- Name before the title of event:
“[SPONSOR NAME] presents...[EVENT]”
- List of attendees and mailing address
- Primary position on all event signage and event materials and opening speaker slides
- Signage at registration with name and logo
- Name and logo on event materials
- Name and logo on website/email communications
- Promotion throughout all social media channels
- Mention by emcee during event
- Opportunity to place company materials in swag bag
- 7 conference admissions (value \$1,750)

\$5k – Gold Sponsor

- List of attendees and mailing address
- Secondary position on all event signage and materials (including website/email communications)
- Signage at registration with name and logo
- Promotion throughout all social media channels
- Opportunity to place company materials in swag bag
- 5 conference admissions (value \$1,250)

\$3k Silver Sponsor

- List of attendees and mailing address
- Signage at registration with name and logo
- Third position on event materials (including website/email communications)
- Opportunity to place company materials in swag bag
- 3 conference admissions (value \$750)

\$1.5K Bronze Sponsor

- List of attendees and mailing address
- Fourth position on event materials (including website/email communications)
- 1 conference admission (value \$250)

AVAILABLE SPONSORSHIPS

\$5,000 Networking Cocktail Reception

(hosted Friday night for both professional and club track attendees)

- Logo featured on website
- Signage placed at event
- 2 full conference admissions (value \$500) and 5 reception admissions

\$3,000 Opening Reception

(hosted Thursday evening for club track attendees)

- Logo featured on website
- Signage placed at event
- 1 full conference admission (value \$250) and 3 reception admissions

\$1,000 Lanyard Sponsor

- Logo featured on website
- Logo and name featured on lanyard & printout
- 1 conference admission (value \$250)

\$1,000 Speaker Sponsor

- Logo on opening slide for speaker presentation
- 1 conference admission (value \$250)

\$500 Supporting Sponsor

- Name and logo on website/email communications



Established in 1905, the American Advertising Federation (AAF) is the only organization that includes members across all disciplines and career levels in advertising. Whether you're new to the fast-paced world of advertising or a seasoned professional, the AAF is for you. We're here to help you advance your career, build your connections and celebrate this ever-changing, amazing industry we work in.

The AAF Mission

The American Advertising Federation protects and promotes the well being of advertising. We accomplish this through a unique, nationally coordinated grassroots network of advertisers, agencies, media companies, local advertising clubs and college chapters.