



SPONSORSHIP OPPORTUNITIES

American Advertising Federation Western Region Conference

October 3-5, 2019

Sacramento, CA

ABOUT

The AAF 2019 Western Region Conference is being held at the striking Hyatt Regency Hotel & Capitol Events Center in Downtown Sacramento. This year's conference, titled **ADvocacy**, addresses the challenges advertisers face advocating for themselves, clients, and people without a voice.

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:** Arizona, 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:

Kurt@AceStudios.co (not .com)

AVAILABLE SPONSORSHIPS

\$5k - Gold Sponsor

- First position on all event signage and materials (including website/email communications)
 - Introduction to Steve Pacheco, national AAF President
 - Signage at registration with name and logo
 - Promotion throughout all social media channels
 - Opportunity to place company materials in swag bag, display table or at place settings
 - 5 conference admissions (value \$1,250)
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\$3k Silver Sponsor

- Signage at registration with name and logo
 - Second position on event materials (including website/email communications)
 - Opportunity to place company materials in swag bag, display table or at place settings
 - 3 conference admissions (value \$750)
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\$1.5K Bronze Sponsor

- Third position on event materials (including website/email communications)
- Opportunity to place company materials in swag bag, display table or at place settings
- 2 conference admissions (value \$500)

AVAILABLE SPONSORSHIPS

\$2,000 Opening Reception

Hosted Thursday evening for club track attendees at the Hyatt Regency Pool Deck (No Host Bar & Bites)

- Name & logo featured on website/email/social communications, conference lanyard, sponsor slides
- Signage & Swag table placed at event
- 1 full conference admission (value \$250) and 3 reception admissions



\$1,000 Speaker Sponsor

- Name and logo on website/email communications, conference lanyard, sponsor slides of programs
- Logo and/or demo video on opening slide for speaker presentation
- Display table for the talk for swag/promo items
- 1 conference admission (value \$250)
- Get to introduce the speaker

\$500 Supporting Sponsor

- Name and logo on website/email communications, conference lanyard, sponsor slides of programs
- Verbal thank you at Opening/Closing conference ceremonies



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.