

Become an AAF Sponsor Today!

Partnering with AAF-Louisville

There are many benefits to becoming a sponsor.



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Who We Are



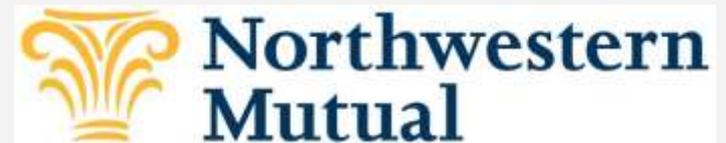
- 109 year-old non-profit association whose mission is to protect and promote the well-being of advertising.
- Over 700 local and regional members which includes advertisers, creative agencies, media companies and college chapters.
- More than 50 educational and social events each year.
- Proud to be part of the American Advertising Federation, the oldest and largest advertising trade association, representing over 40,000 advertising professionals nationwide.

Many local, regional and national businesses find sponsorship with AAF-Louisville a successful means of gaining exposure for their product or service.

Who are we missing? You

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Select Sponsors



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Key Events

The Louies

Spring Day at the Downs

Fall Day at the Downs

National Speaker Series

Professional Development Series



Events are well attended by members and their clients, and present an exceptional opportunity to showcase your company.

We can even customize a sponsorship package to suit your specific needs and budget.

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Spring Day at the Downs

Date: May 4, 2016

(1st Wednesday of the Spring Meet / Derby week)

Attendance: 1,000+

Audience: Marketing professionals, Ad/PR agencies, media companies, C-suite executives

Description: Socialize with key contacts on Millionaire's Row of Churchill Downs during Derby Week.

Past Sponsors: Bingham Greenebaum Doll, Centro, Kentucky Magazine, Goodway Group



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Fall Day at the Downs

Date: November 4, 2015 / 1st Wednesday of the Fall Meet

Attendance: 750

Audience: Marketing professionals, Ad/PR agencies, media companies, C-suite executives

Description: Socialize with key contacts on Millionaire's Row during the fall meet at Churchill Downs. AAF-Louisville reserves the entire floor.

Past Sponsors: Northwestern Mutual, Vivid Impact, MaxPoint



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Benefits to Sponsoring Day at the Downs

- Complimentary table of eight on the window of Millionaire's Row 4
- Signage at the event
- Opportunity to distribute literature, giveaways or brochures at each seat
- Literature table at entrance
- Unique onsite engagement opportunities
- Logo/name recognition in:
 - Ticket envelopes
 - Promotional correspondence
 - Website, email, social media
 - Raffle prizes



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The Louies

Date: February 2016

Attendance: 330

Audience: Marketing professionals, Ad/PR agencies, media companies, C-suite executives, suppliers (printers, paper companies, etc.), students

Description: Forty year-old advertising award competition – the most formal and elegant of AAF-Louisville's events.

Past Sponsors: Monster Color, NCM Media Networks, Blackstone Media, Time Warner Media, Business First, Creativity International Awards



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Benefits to Sponsoring The Louies

- One complimentary reserved table of 10
- Premium seating at event
- Logo on all promotional materials/website/stage signage
- Banner/signage at event
- Inclusion in two Business First Louisville ads related to event
- Display table at event
- Podium time
- Recognition in opening video
- Logo in post-event winners' email



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Louisvillian of the Year

Date: July

Attendance: 275

Audience: Local/regional business leaders, public officials, and key contacts from Louisvillian of the Year recipient

Description: Established in 1951, this event recognizes an outstanding Louisvillian for community service, entrepreneurial successes, elevating the city, etc.

Past Winners: John Schnatter, Tori Murden McClure, Rick Pitino, Bernard Trager, Dr. James Ramsey



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Benefits of Sponsoring Louisvillian of the Year

- Signage at the event
- Display table of literature and other information, staffed by sponsor's representatives
- Eight complimentary tickets to the event
- Name/logo recognition in invitations, programs, etc.
- Recognition on website, social, email, Business First ad, etc.
- Podium time at the event



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National Speaker Series (NSS)

Date: Held 5-6 times throughout the year

Attendance: 80 - 125

Audience: Marketing professionals, Ad/PR agency executives and creative teams, media companies, C-suite executives, suppliers (printers, paper companies, etc.)

Description: A series of lunch programs, the format of the NSS allows for networking, followed by a keynote from a national speaker. Topics range from national ad campaigns, brand case studies, innovations in technology, etc.

Past Sponsors: Mediaura, Courier-Journal, Business First, Louisville Convention & Visitors Bureau



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Benefits to Sponsoring The National Speaker Series

- Complimentary tickets
- Company logo on all promotional materials, website
- 2-3 minute remarks from the podium
- Literature table with signage in registration foyer
- Opportunity to place items on tables



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Professional Development Series

Date: Held one Wednesday per month from January to July (7 programs)

Attendance: 35-50

Audience: Typically more junior-level employees, media buyers, account executives, sales professionals, digital and creative team members

Description: Lunch and learn programs dedicated to a specific industry topic. Speakers are often from the local/regional market.

Past Sponsors: Sullivan International Center for Corporate Learning, PNC



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Young Advertising Professionals (YAPs)

Date: Four Career ADvice programs and 6-10 Happy Hours per year

Attendance: Career ADvice averages 30 attendees, Happy Hours average 50 or more per event.

Audience: Educational programs are geared towards junior-level employees, typically age 32 and under. Social events are open to all members and non-members.

Description: Career Advice seminars focus on topics regarding professional development, networking skills, etc. Social activities are typically open to all members and non-members to provide valuable networking time to YAPs.

Past Sponsors: Central Bank, NCM Media Networks



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Testimonials

Joanne Underwood, Monster Color



“Becoming a sponsor of AAF-Louisville has proven to be a lucrative use of our most valuable resources - *time and money!* Not only are we in front of the right people, we are welcomed and treated like family. After many years of experience, we haven’t found a better way to achieve three very important goals: promote our products and services, meet key decision makers, and develop long-lasting relationships. There’s no better way, period.”



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Testimonials

Katrina McGrath, NCM Media Networks

“We are a proud supporter and sponsor of AAF-Louisville! From the Louies to Day at the Downs – the events are always exceptional and fun! The visibility the AAF affords us is priceless, and the brand recognition and relationships built over the years have had a significant impact on our growth here in the Louisville market. We plan to continue for many years to come! ”



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Next Steps

AAF-Louisville would love to have **your** support.

We will work with you on a personal level to cultivate our relationship and ensure its success.

With your help, we can continue to foster professional growth, yielding stronger leaders and better ideas for our industry.

Email mary@aaflouisville.org or call the AAF-Louisville office at (502) 895-2500 to learn more.

Thank you!



Monster Color, sponsor of the
2014 Golf Tournament

