

# ABOUT THE AAF

The American Advertising Federation – Louisville has always been a part of the AAF, the oldest and largest advertising trade association on earth. We've been bringing advertisers, agencies, and their service providers together to protect and promote Louisville's billion dollar ad industry for over 100 years.

Welcome to the club.

A large red circle is positioned in the lower right quadrant of the page. Inside this circle, on the left, is a small, three-dimensional button with a blue top half and a red bottom half. The words "JOIN TODAY" are printed in white, sans-serif, uppercase letters on the blue portion of the button. To the right of the button, the text "Making Louisville safe for advertising since 1908." is written in a white, sans-serif font. Below this, the text "(Seriously. 1908.)" is written in a smaller, white, sans-serif font. Further down, a paragraph of white text repeats the main message of the slide. At the very bottom of the circle, the phrase "Join. Belong. Expand your mind." is written in a white, sans-serif font.

**JOIN TODAY**

**Making Louisville safe for advertising  
since 1908.**

**(Seriously. 1908.)**

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**Join. Belong. Expand your mind.**

# AAAF

# DISTRICT 5

OHIO, KENTUCKY, WEST VIRGINIA

## AAAF DISTRICTS

- District 1 = Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, Connecticut  
District 2 = New York, Pennsylvania, New Jersey, Maryland, Delaware, District of Columbia  
District 3 = Virginia, North Carolina, South Carolina  
District 4 = Florida, U.S. Virgin Islands, Puerto Rico  
**District 5 = Ohio, West Virginia, Kentucky**  
District 6 = Illinois, Indiana, Michigan  
District 7 = Tennessee, Georgia, Alabama, Mississippi, Southeast Louisiana  
District 8 = North Dakota, South Dakota, Minnesota, Wisconsin  
District 9 = Nebraska, Kansas, Iowa, Missouri  
District 10 = Texas, Oklahoma, Arkansas, Northwest Louisiana  
District 11 = Washington, Oregon, Idaho, Montana, Alaska  
District 12 = Wyoming, Colorado, Utah, Arizona, New Mexico  
District 13 = Hawaii  
District 14 = Northern California, Northern Nevada  
District 15 = Southern California, Southern Nevada



## AAAF DIVISIONS

- Division I = 500+ members  
Division II = 250 - 499  
Division III = 100 - 249  
Division IV = under 100  
Division V = Ad 2 Clubs

# OUR MEMBERSHIP

NUMBER: 550+

TYPES: Corporate, Individual, Ad 2, Educator, Student, Life, Retired

REPRESENTATION: Agencies, Media, Vendors, In-House, Owners, Freelancers

DIVERSITY: Gender, Age, Ethnicity, Experience

CORPORATE MEMBERS: 60



# OUR GOVERNANCE

## OFFICERS:

- President
- First Vice President
- Treasurer
- Chairman of the Board
- Immediate Past Chairman

## EXECUTIVE COMMITTEE:

- 9 VP's

## BOARD OF DIRECTORS:

- 40 Directors

## STAFF:

- Executive Director
- Operations Manager

## 2018-2019 EXECUTIVE COMMITTEE

Chris Nation, RunSwitch PR

Kelley Kerger, Brown-Forman

Gary Gerdemann, RunSwitch PR

Lauren Burdette, Bandy Carroll Hellige

Emily Tucker, 21c Museum Hotels

Eric Gurevich, Fund for the Arts

Jenna Morales, Fieldtrip

Elizabeth Kitterman, GE Appliances

Jonathon Bartley, Vidionix

Kristin Brady, GE Appliances

TJ White, Courier-Journal Media

Kat Gentner, Katalyst Creative

Karen Weaver, Athens Paper

Meredith Wilkins, Red7e

President

First Vice President

Treasurer

VP, Ad 2 Louisville

VP, ADDY Awards

VP, Communications

VP, Diversity & Inclusion

VP, Education

VP, Industry & Government Relations

VP, Membership

VP, Programs

VP, Public Service

Chairman of the Board

Immediate Past Chairman

# SIGNATURE EVENTS

//SPRING DAY AT THE DOWNS  
//FALL DAY AT THE DOWNS  
//THE ADDY AWARDS GALA  
//LOUISVILLIAN OF THE YEAR  
//ANNUAL MEMBERSHIP MEETING  
//PROFESSIONAL DEVELOPMENT SERIES  
//AD 2 LOUISVILLE PROGRAMS  
//HIGH SCHOOL MARKETING CHALLENGE



# SPRING DAY AT THE DOWNS

**DATE:** May 1, 2019  
(1<sup>st</sup> Wednesday of the Spring Meet / Derby week)

**ATTENDANCE:** 850+

**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. AAF-Louisville reserves Millionaire's Row 4 and a portion of Mill 6.

**PAST SPONSORS:** AdTheorent, MaxPoint, Goodway Group, Bingham Greenebaum Doll, Centro, Kentucky Magazine





# FALL DAY AT THE DOWNS

**DATE:** November 7, 2018  
(1<sup>st</sup> Wednesday of the Fall Meet)

**ATTENDANCE:** 550+

**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 Millionaire's Row 4.

**PAST SPONSORS:** NCM Media Networks, MaxPoint  
Northwestern Mutual, Vivid Impact Group, Centennial Bindery



# THE ADDY AWARDS GALA

**DATE:** February 28, 2019

**ATTENDANCE:** 250+

**AUDIENCE:** Marketing professionals, Ad/PR agencies, media companies, creative directors, 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:** Vidionix, United Mail, Monster Color, NCM Media Networks, Blackstone, Time-Warner Media, Business First

AMERICAN  
**ADVERTISING**  
AWARDS





# LOUISVILLIAN OF THE YEAR

**DATE:** September 2018

**ATTENDANCE:** 150+

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

**DESCRIPTION:** First bestowed in 1950, the American Advertising Federation-Louisville's "Louisvillian of the Year" is the oldest award of its kind in the Commonwealth of Kentucky. This prestigious award is given by past recipients to publicly recognize the generous personal contributions to the life of the community in the areas of civic, educational, or business progress in recent years. This award is for someone whose contribution is above and beyond the responsibility of his or her chosen profession.

**RECENT RECIPIENTS:** David Jones, Jr. and Mary Gwen Wheeler, Steve Trager, Mayor Dave Armstrong, John Schnatter, Tori Murden McClure



# ANNUAL MEMBERSHIP MEETING

DATE: June 2019

ATTENDANCE: 150+

AUDIENCE: Marketing professionals, Ad/PR agencies, media companies, C-suite executives, junior-level employees

DESCRIPTION: We'll be honoring some of the amazing volunteers! They include our **Betty Stoner Award** winner for outstanding volunteerism, the **5-Star Service Award**, and the **Partnership Award**. We will also be announcing the results of the ever popular AAF-Louisville **Hot 10 Awards**, recognizing the 10 best and brightest advertising professionals under 32. We'll be introducing our incoming officers, directors, and recognizing the outstanding VP of the year with the **President's Star Award**. The 2019 scholarship winners will also be announced.

PAST SPONSORS: Business First, MPC Promotions



# PROFESSIONAL DEVELOPMENT SERIES

**DATE:** Four to six per year

**ATTENDANCE:** 30+ per event

**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 Bank



# AD 2 LOUISVILLE PROGRAMS

**DATE:** Four S#!T You Should Know programs and four to six Happy Hours, per year

**ATTENDANCE:** Educational programs average 30 attendees, Happy Hours average 50 or more per event.

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

**DESCRIPTION:** 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 opportunities for young professionals.

**PAST SPONSORS:** PriceWeber, Mortenson Family Dental, Insider Louisville, NCM Media Networks





# HIGH SCHOOL MARKETING CHALLENGE

**DATE:** Spring 2019

**AUDIENCE:** All local schools (Jefferson, Shelby, Oldham, and Bullitt counties in Kentucky, and Clark and Floyd counties in Indiana) that educate pupils in grades 9-12 are eligible to participate in the competition: public, parochial, and private.

**DESCRIPTION:** 2019 marks the 20th year that AAF-Louisville has offered the HSMC. Teams of high school students are charged with developing a marketing solution to a stated advertising challenge. The teams' primary goal is to develop creative and effective ways to reach and inform the target audience about the issue, all the while ensuring that the creative elements of the campaign are based on research and thoughtful decision-making.

**PAST SPONSORS:** Spalding University, Humana, Becker Law Office



HIGH SCHOOL  
market!ng  
challenge

# Get it on the action. Become a sponsor.

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





# Don't just take our word for it.

"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."

– Joanne Underwood, Monster Color



"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!"

– Katrina McGrath, NCM Media Networks



# NEXT STEPS

Questions? Comments? Just want to chat?

For more information or to discuss a custom sponsorship package to suit your specific needs and budget, please contact:

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