



2011 ADDY® AWARDS PREMIUM SPONSORSHIPS

The ADDY® Awards recognizes excellence in advertising in the Hampton Roads region. It is the local level in a three-tiered competition licensed and sanctioned by the American Advertising Federation (AAF). Through the ADDY® Awards, AAF Hampton Roads fulfills its exclusive commitment to cultivate the highest standards of advertising in our market. With 60,000 entries, the ADDY® Awards advertising competition is the nation's largest.

The ADDY® Awards event is **Friday, February 25, 2011**. The evening will include a gallery of finalists, announcement of local ADDY® Awards winners, presentation of the Silver Medal Award, a cocktail reception, and dinner. Attendance at the event is expected to exceed 200 people.

We invite you to take advantage of two pages of unique and valuable sponsorship opportunities at the highest profile advertising event of the year. Proceeds help support the educational and public service initiatives of the Advertising Federation of Greater Hampton Roads.

PRESENTING SPONSOR \$4,000

- Reference as: "2011 ADDY® Awards presented by (your business)"
- Exclusive sponsorship of all ADDY Awards® correspondence through Entry Deadline; shared thereafter
- 12 tickets to ADDY event; VIP seating
- Industry exclusivity
- Level recognition in all advance and event publicity materials
- Full-page back cover color ad and level recognition in ADDY program
- Full-page back cover color ad and level recognition in ADDY winners book
- Three-minute speech at ADDY event
- Level recognition from the podium
- Level recognition in on site signage
- Company's logo in seating slide show

GOLD SPONSOR \$2,500

- Shared ADDY sponsorship from Entry Deadline through event
- 10 tickets to ADDY event; VIP seating
- Industry exclusivity in category
- Level recognition in all event publicity materials
- Full-page color ad adjacent to Gold winners or inside cover and level recognition in ADDY program
- Full-page color ad adjacent to Gold winners or inside cover and level recognition in ADDY winners book
- Level recognition from the podium
- Level recognition in on site signage
- Company's logo in seating slide show

SILVER SPONSOR \$1,500

- Shared ADDY sponsorship from Entry Deadline through event
- 8 tickets to ADDY event; VIP seating
- Level recognition in all event publicity materials
- 3/4-page color ad adjacent to Silver winners or inside cover and level recognition in ADDY program
- 3/4-page color ad adjacent to Silver winners or inside cover and level recognition in ADDY winners book
- Level recognition from the podium
- Level recognition in on site signage
- Company's logo in seating slide show

**(EVENT OPPORTUNITIES
ON SECOND PAGE)**

Deadline: All High resolution PDF ads due to AddyAwards@aafhr.org by Monday, **January 31, 2011**.

Note: Sponsorships are net. Per IRS guidelines, your ADDY® Awards contribution to AAF Hampton Roads is not tax deductible as a charitable donation.



2011 ADDY® AWARDS EVENT SPONSORSHIPS

BRONZE SPONSOR \$1,000

- Shared ADDY sponsorship from Entry Deadline through event
- 6 tickets to ADDY event; VIP seating
- Level recognition in all event publicity materials
- 1/2-page color ad and level recognition in ADDY program
- 1/2-page color ad in ADDY winners book
- Level recognition from the podium
- Level recognition in on site signage
- Company's logo in seating slide show

ENTRY GALLERY SPONSOR \$850

- 6 tickets to ADDY event; VIP seating
- Level recognition in ADDY program
- 1/4-page color ad in ADDY winners book
- Sponsor signage at Entry Gallery area
- Level recognition from the podium
- Company's logo in seating slide show

BAR SPONSOR \$750

- 4 tickets to ADDY event; VIP seating
- 1/4-page color ad in ADDY winners book
- Signage or display at one bar area
- Level recognition in ADDY program
- Level recognition from the podium
- Company's logo in seating slide show

TABLE DECORATION/ RESTROOM/SMOKING AREA/ COAT CHECK SPONSORS \$500

- 2 tickets to ADDY event; VIP seating
- Level recognition in ADDY program
- 1/4-page color ad in ADDY winners book
- Signage or table displays in sponsored area
- Level recognition from the podium
- Company's logo in seating slide show

OTHER OPPORTUNITIES

- Full-page (8" w x 5" h) ad \$450
- 1/2-page (3.87" w x 5" h) ad \$300
- 1/4-page (3.87" w x 2.87" h) ad \$175
- Entry Bag Sponsor \$400
- Hanging Sponsorship \$250
- Logo in program & slide show \$150
- Logo in winners book & slide show \$150
- Logo in seating slide show only \$75
- Spot "ADDYvertising" \$100

CUSTOM OPPORTUNITIES

- Got a great idea that's not listed here? Make us an offer!

(PREMIUM OPPORTUNITIES ON FIRST PAGE)

QUESTIONS?

AddyAwards@AAFHR.org

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