

*Put your best foot forward*  
THE 2010 LOCAL ADDY® AWARDS



SPONSORSHIP PACKAGE & BENEFITS



## 2010 SPONSORSHIP PACKAGES & BENEFITS

Sponsored by the American Advertising Federation, the ADDY® Awards honor excellence in advertising and cultivate the highest creative standards in the industry. The competition begins at the local level with the 210 AAF member clubs nationwide from which local winners proceed to 14 regional competitions, and those winners proceed to the national finals.

The winners demonstrate the uniqueness of the ADDY® Awards competition each year. Their work is significant in that it has not only received national honors, but it has been recognized at the local and regional levels as well.

Your sponsorship will help provide funding that will be channeled back through the industry through the work of the AAF and its members, especially in the areas of advertising education and public service advertising.

In addition to receiving recognition at the ADDY® Awards, your company logo will be included in the keepsake winners book, on the winners press release, our chapters website, and electronic correspondents.

**2010 ADDY® Awards Gala**  
**February 20, 2010**  
**Bayside Ballroom at the Sandestin Resort**





**BEST OF SHOW SPONSORSHIP (LIMIT 1) \$500**

The Best of Show Awards – both print and electronic will be named for Sponsor.

- Recognition during the Gala presentation as Best of Show Sponsor
- Prominent placement on signage at the Gala
- Full page ad in the ADDY® Awards Winners Book
- Recognition in the ADDY® Awards Winners Book
- Logo placement in Newspaper announcement of ADDY® Award Winners
- Sponsor Logo with link on the ECAF Website announcing ADDY® Award Winners posted for one year

**JUDGING SPONSORSHIP (LIMIT 1) \$300**

- Recognition during the Gala presentation as Judging Sponsor
- Sponsor Logo on signage at the Gala
- Recognition in the ADDY® Awards Winners Book
- Logo placement in Newspaper announcement of ADDY® Awards Winners
- Sponsor Logo with link on the ECAF website announcing ADDY® Award Winners posted for one year

**CATEGORY SPONSORSHIP (15 TOTAL) \$150**

There are 15 ADDY® categories, ranging from radio and interactive media to political and direct marketing. Each category will be named for its Sponsor.

- Recognition in the Gala presentation as Category Sponsor
- Sponsor Logo on signage at the Gala
- Recognition in the ADDY® Awards Winners Book
- Logo placement in Newspaper announcement of ADDY® Awards Winners
- Sponsor Logo on the ECAF website announcing ADDY® Award Winners posted for one year

Sales Promotion  
 Direct Marketing  
 Non-Traditional Advertising  
 Newspaper  
 Television  
 Radio  
 Mixed Media  
 Out-of-Home

Public Service  
 Elements of Advertising  
 Collateral Material  
 Consumer or Trade Publication  
 Interactive Media  
 Advertising for the Arts & Sciences  
 Advertising Industry Self-Promotion

*If the shoe fits, wear it to the addys!*





## **STUDENT ADDY AWARDS SPONSORSHIP (LIMIT 1)**

**\$500**

- Recognition during the Gala presentation as Student ADDY® Sponsor
- Sponsor Logo on signage at the Gala
- Recognition in ADDY® Awards Winners Book
- Logo placement in Newspaper announcement of ADDY® Award Winners
- Sponsor Logo with link on ECAF website announcing ADDY® Award Winners posted for one year

## **SPONSORSHIP INFORMATION**

If you are interested in sponsoring the ADDY Awards, please contact:

**ANDI MAHONEY**  
White-Wilson Medical Center, P.A.  
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850-863-8204  
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**STAN YATES**  
Tom White the Printer  
310 John Gray Street  
Pensacola, FL 32505  
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[stan@tomwhitetheprinter.com](mailto:stan@tomwhitetheprinter.com)

*You're a Shoe in to the Addys!*

