



AAF AMERICAN ADVERTISING FEDERATION®

ADVERTISING HALL OF ACHIEVEMENT®

2014 HONOREES

LAUREN CONNOLLY, EVP, Executive Creative Director, BBDO New York

SARAH HOFSTETTER, CEO, 360i

ROSS MARTIN, EVP, Scratch, Viacom Media Networks

ERIKA NARDINI, Chief Marketing Officer, AOL Advertising

ELIAS PLISHNER, EVP, Worldwide Digital Marketing, Sony Pictures Entertainment
Recipient of the Jack Avrett Volunteer Spirit Award

BOZOMA SAINT JOHN, SVP, Global Head of Marketing, Beats Music

JENNIFER S. WARREN, SVP and Chief Marketing Officer, RadioShack

NOVEMBER 18, 2014 • CIPRIANI 42ND STREET • NEW YORK CITY



ADVERTISING HALL OF
ACHIEVEMENT

NOVEMBER 18, 2014 • CIPRIANI 42ND STREET • NEW YORK CITY
RECEPTION, LUNCH & INDUCTION CEREMONIES 11:30–2:30PM • BUSINESS ATTIRE

2014 SPONSOR GUIDE

The American Advertising Federation (AAF) Advertising Hall of Achievement is the industry's premier award for outstanding advertising professionals age 40 and under. AAF established this program in 1993 as a way to recognize young talented individuals who are making a significant impact on the advertising industry. Your support helps to nationally salute young stars in the advertising profession as well as sustain the AAF's year-round events that promote the well-being of the industry.

GOLD SPONSOR: \$30,000

- Opportunity to co-present an award at the Advertising Hall of Achievement luncheon (subject to availability)
- Two tables of 10 with priority placement at the luncheon
- Premium position full-page 4-color ad in commemorative luncheon program
- Ten invitations to the VIP cocktail reception at the YouTube Space NY the evening before the luncheon
- Logo recognition in all national publication print and online advertising
- Logo recognition in all promotional materials, luncheon signage and AAF website
- Corporate Web site link from AAF event website page
- Sponsor acknowledgement from podium during the luncheon

BRONZE SPONSOR: \$15,000

- Table of 10 at the luncheon
- Full-page black & white ad in commemorative luncheon program
- Two invitations to the VIP cocktail reception at the YouTube Space NY the evening before the luncheon
- Sponsor listing in all promotional materials, luncheon signage and AAF website

FOR QUESTIONS, CONTACT LAUREN SEPPI AT
(202) 898-0089 OR E-MAIL LSEPPI@AAF.ORG.

SILVER SPONSOR: \$25,000

- Table of 10 with premium placement at the luncheon
- Full-page 4-color ad in commemorative luncheon program with preferred positioning
- Five invitations to the VIP cocktail reception at the YouTube Space NY the evening before the luncheon
- Logo recognition in all national publication print and online advertising
- Logo recognition in all promotional materials, luncheon signage and AAF website
- Corporate Web site link from AAF event website page
- Sponsor acknowledgement from podium during the luncheon

2013 SPONSORS

72 and Sunny	OMD
Advertising Age	Say Media
AT&T	SecurityPoint Media
BBDO	Spotify
CAA	Starcom MediaVest
The Coca-Cola Company	Tremor Video
Edelman Digital	true[X] media
Facebook	The Weather Channel
Google	Twitter
IPG Mediabrands	Unilever
MediaLink	Yahoo!
The New York Times	

FOR A LIST OF ALL OF THE INDUCTEES, [CLICK HERE](#).



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SPONSOR RESERVATION FORM

PLEASE EMAIL COMPLETED FORM TO: Lauren Seppi at lseppi@aaf.org

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

E-mail: _____

SPONSOR LEVELS	COST	INDIVIDUAL TICKETS	COST
<input type="checkbox"/> Gold Sponsor*	\$30,000	<input type="checkbox"/> AAF Member: \$550 x _____ # of tickets =	
<input type="checkbox"/> Silver Sponsor*	\$25,000	<input type="checkbox"/> Non Member: \$650 x _____ # of tickets =	
<input type="checkbox"/> Bronze Sponsor*	\$15,000	PROGRAM ADS*	
TABLES		<input type="checkbox"/> Full-page 4-color ad	\$4,000
<input type="checkbox"/> AAF member table of 10	\$5,500		
<input type="checkbox"/> Sponsor a table of 10 ad students	\$5,500		
<input type="checkbox"/> Nonmember table of 10	\$6,500	TOTAL AMOUNT DUE:	

*Sponsorship includes a full-page program ad.

FOR INTERNAL USE ONLY

PAID BY CHECK _____ DATE _____ INITIAL _____

PAID BY CC _____ DATE _____ INITIAL _____



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PAYMENT FORM

PLEASE EMAIL COMPLETED FORM TO: Lauren Seppi at lseppi@aaf.org

For check payments, please mail to: AAF, Attn: Advertising Hall of Achievement, 1101 Vermont Ave. NW, Suite 500, Washington, DC 20005. Payment must be received 10 days before the event date and is non-refundable.

COMPANY NAME: _____

PAYMENT INFORMATION:

Total Amount Due: \$ _____

Check Enclosed (payable to American Advertising Federation) Visa MasterCard AmericanExpress

CardNumber: _____

Expiration Date: _____ Security Code: _____

Card Holder Name: _____

Card Holder Billing Address: _____

City: _____ State: _____ Zip Code: _____

Email: _____

Card Holder Signature: _____ Date: _____

CANCELLATION POLICY: Requests for cancellation of sponsorships must be made in writing and received by the AAF by November 7, 2014. A \$250 cancellation fee will be deducted from funds received and refunds will be made by the same payment method that was used to pay AAF. Sponsorship cancellation requests received after November 7, 2014 will not be refunded.



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GUEST LIST

PLEASE EMAIL COMPLETED FORM BY NOVEMBER 4, 2014, TO: Lauren Seppi at lseppi@aaf.org

NAME

COMPANY

1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____
7. _____	_____
8. _____	_____
9. _____	_____
10. _____	_____

All guests should check-in at registration to receive their table assignments.



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AD SPECIFICATIONS

ADS IN COMMEMORATIVE PROGRAM BOOK

A commemorative program book will be distributed to all attendees at the Advertising Hall of Achievement luncheon, which includes over 500 top advertising, media and marketing executives.

To view the 2013 program book, [click here](#).

To view the 2012 program book, [click here](#).

MECHANICAL REQUIREMENTS

Full Page Bleed: 7.25" w x 10.25" h

Full Page Trim: 7" w x 10" h

Full Page Live Area: 6.5" w x 9.5" h

ACCEPTED MATERIALS

All ads should be submitted as a PDF (PDF-X/1a preferred) with the following specifications:

- High-resolution (300 dpi) with all fonts embedded and with printer's marks and bleeds
- 4-color ads: all elements should be CMYK; black & white ads: all elements should be grayscale
- Please label the file with your company/client name AND the event.

AD MATERIALS DUE: OCTOBER 20, 2014

Please send artwork and questions regarding ad specifications to:

Adrienne Lipscomb • (202) 898-0089 • alipscomb@aaf.org

The printer and/or AAF is not responsible for color or content of files that do not conform to our specifications.