



THE LOCAL 2009 ADDY® AWARDS

**SPONSORSHIP
PACKAGES
& BENEFITS**

THE CREATIVE SPIRIT OF ADVERTISING



2009 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 by providing 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, you will also receive mention and an advertisement in the ADDY® Award Program Guide. This guide also services as the official membership directory for the Pensacola Bay Area Advertising Federation, and is referred to frequently throughout the year.

2009 ADDY Awards Gala
Saturday Feb. 21, 2009
WSRE



Best of Show Sponsorship (limit 1)

\$500

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

- Recognition in the Gala presentation
- Recognition on signage at the Gala
- Recognition on PBAAF website
- Full page ad and sponsorship recognition in ADDY® Awards Guide/Membership Directory
- First right of refusal next year

Judging Sponsorship (limit 1)

\$500

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

- Recognition in the Gala presentation
- Recognition on signage at the Gala
- Recognition on PBAAF website
- Full page ad and sponsorship recognition in ADDY® Awards Guide/Membership Directory
- First right of refusal next year

Category Sponsorship (15 total)

\$250

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
- Recognition on signage at the Gala
- Recognition on PBAAF website
- ½ page ad and sponsorship recognition in ADDY® Awards Guide/Membership Directory

Sales Promotion

Direct Marketing

Non-Traditional Advertising

Newspaper

Radio

Mixed Media

Public Service

Elements of Advertising

Collateral Material

Out-of-Home

Consumer or Trade Publications

Interactive Media

Television

Advertising for the Arts & Sciences

Advertising Industry Self-Promotion

Ultimate Student Challenge Sponsorship (limit 1)

\$500

- Student portion of the competition named for sponsor
- Recognition in the Gala presentation
- Recognition on signage at the Gala
- Recognition on PBAAF website
- Full page ad and sponsorship recognition in ADDY® Awards Guide /Membership Directory

Table Sponsorships

\$385

- One table at the Gala, including 8 tickets
- Recognition on table signage

Sponsorship Information

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

Dina M. Justice, TMP
Justice Marketing Group
9029 Woodrun Road
Pensacola, FL 32514

tdjustice@bellsouth.net
www.justicemarketinggroup.com
850.485.2155 or 850.476.9554

2009 ADDY Co-Chairs

Lauren Gruber
Lamar Graphics

Colleen Peoples
IDEAWORKS

