

AAF AMERICAN ADVERTISING FEDERATION.

**ADVOCACY
& ACTION** MARCH 12, 2014
WASHINGTON DC



**ADVERTISING
DAY** ON
THE **HILL**

SPONSORSHIP GUIDE

ADVOCACY & ACTION: ADVERTISING DAY ON THE HILL

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Advocacy & Action: Advertising Day on the Hill is an exciting event designed to dramatically demonstrate to lawmakers the power and passion of the advertising industry's grassroots network—the members of the American Advertising Federation's local clubs and federations from across the country. Attendees at the 2013 Conference came from 27 different states and 13 of AAF's 15 Districts. Sponsoring Advocacy & Action will give your company the unique opportunity to participate in and help AAF to grow this important event. A portion of your sponsorship dollars will be distributed across the country to local AAF members, helping to defray the cost of their participation, thereby increasing attendance and further highlighting the influence of the advertising industry's grassroots presence.

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MARCH 12, 2014 • WASHINGTON DC

ADVOCACY & ACTION: ADVERTISING DAY ON THE HILL

SCHEDULE & AGENDA

TUESDAY, MARCH 11, 2014 • 7:00PM

NETWORKING DINNER

The Advocacy & Action conference activities will begin with a networking dinner, allowing attendees the opportunity to make new, and renew older, acquaintances and contacts. The featured speaker will be a well known news personality/pundit who will give the audience an overview of the current political situation in Washington and an update on the timely issues of the day. The 2013 speaker was Katy Bachman, *Adweek's* Washington, DC correspondent.

McDermott Will & Emery • 500 N. Capitol Street

WEDNESDAY, MARCH 12, 2014 • 8:30AM–1:30PM

ADVOCACY & ACTION CONFERENCE

Speakers at the Advocacy & Action conference will be key players in making and implementing the laws that most directly impact the advertising industry. Speakers will include representatives of Congressional leadership as well as senior members of the tax writing and commerce committees—the two committees with the most direct jurisdiction over the advertising industry. We will draw our speakers from both sides of the aisle, as well as both sides of the Capitol. 2013 speakers included FTC Chairwoman Edith Ramirez and Rep. Pat Tiberi (R-Ohio), chairman of the House Ways and Means Revenue Subcommittee.

McDermott Will & Emery • 500 N. Capitol Street

WEDNESDAY, MARCH 12, 2014 • 1:30PM–5:00PM

ADVERTISING DAY ON THE HILL

AAF's unique strength in Washington, D.C. comes from being a grassroots organization. We represent all aspects of the advertising industry from all parts of the country. That strength will be unleashed as conference attendees head to Capitol Hill to meet with their elected representatives. Senators and Representatives take notice when constituents care enough to come to meet with them in Washington, D.C. A strong showing of the AAF grassroots will send a message that further underscores the positions being advocated.

U.S. Capitol • Congressional Office Buildings

WEDNESDAY, MARCH 12, 2014 • 5:00PM–6:00PM

CONGRESSIONAL RECEPTION

AAF's Advocacy & Action: Advertising Day on the Hill will conclude with a reception in one of the Congressional Office Buildings bringing together conference attendees with lawmakers and their staffs in an informal social setting. While not a policy event, the strong attendance by industry professionals from around the country at the reception will send a memorable message to our Hill guests about the power and passion of the AAF grassroots.

U.S. Capitol • Congressional Office Buildings

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SPONSORSHIP LEVELS

For more information please contact Clark Rector at (202) 898-0089 or via e-mail at crector@aaf.org.

PLATINUM SPONSORSHIP: \$35,000

- Opportunity to welcome attendees and introduce a featured speaker
- Five invitations to the Networking Dinner
- Five registrations for the Advocacy & Action Conference and Advertising Day on the Hill
- Five invitations to the Congressional Reception
- Premium position full-page 4-color ad in conference program
- Input into the conference agenda
- Logo recognition in all promotional materials, signage and AAF website
- Sponsor acknowledgment from the podium during the dinner and conference
- Corporate website link from AAF event website page

GOLD SPONSORSHIP: \$25,000

- Opportunity to introduce a featured speaker
- Three invitations to the Networking Dinner
- Three registrations for the Advocacy & Action Conference and Advertising Day on the Hill
- Three invitations to the Congressional Reception
- Full-page 4-color ad in conference program
- Input into the conference agenda
- Logo recognition in all promotional materials, signage and AAF website
- Sponsor acknowledgment from the podium during the Dinner and Conference
- Corporate website link from AAF event website page

SILVER SPONSOR: \$10,000

- One invitation to the Networking Dinner
- One registration for the Advocacy & Action Conference and Advertising Day on the Hill
- One invitation to the Congressional Reception
- Full-page 4-color ad in conference program
- Company listing on all promotional materials, signage and AAF website
- Sponsor acknowledgment from the podium during the Dinner and Conference

INDIVIDUAL ATTENDEE: \$250

- One invitation to the Dinner
- One registration for Advocacy & Action Conference and Advertising Day on the Hill
- One invitation to the Congressional Reception

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ADVOCACY & ACTION: ADVERTISING DAY ON THE HILL

RESERVATION FORM

Please send completed form to Clark Rector at crector@aaf.org, or fax to (202)898-0159.

SPONSORSHIP	COST	SPONSORSHIP	COST
<input type="checkbox"/> Platinum	\$35,000	<input type="checkbox"/> Silver	\$10,000
<input type="checkbox"/> Gold	\$25,000	<input type="checkbox"/> Individual	\$250
		TOTAL AMOUNT DUE:	

Name: _____ Title: _____

E-Mail: _____ Phone: _____

Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Sponsorship coordinator, if different from person making the reservation:

Name: _____ Title: _____

E-Mail: _____ Phone: _____

ADVOCACY & ACTION: ADVERTISING DAY ON THE HILL

PAYMENT FORM

Please send completed form to Clark Rector at crector@aaf.org, or fax to (202)898-0159, or mail to, AAF, 1101 Vermont Avenue NW, Suite 500, Washington, DC 20005.

COMPANY NAME

Total Amount Due: \$ _____ Check Enclosed (payable to AAF) Visa MasterCard American Express

Card Number: _____

Expiration Date: _____ Security Code (on back of card): _____

Card Holder Name: _____

Card Holder Billing Address: _____

City: _____ State: _____ Zip Code: _____

Card Holder Signature: _____ Date: _____

Email Receipt to: _____

CANCELLATION POLICY

Requests for cancellation of sponsorships must be made in writing and received by the AAF by February 25, 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 February 25, 2014 will not be refunded.

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GUEST LIST

Please send completed form to Clark Rector at crector@aaf.org or fax to (202) 898-0159.

DINNER GUESTS

CONFERENCE & RECEPTION GUESTS

Name: _____

Name: _____

Company: _____

Company: _____



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PROGRAM AD

PROGRAM AD DEADLINE: FEBRUARY 21, 2014

MECHANICAL REQUIREMENTS

Full-Page Bleed: 5.75" x 8.75"

Full-Page Trim: 5.5" x 8.5"

ACCEPTED MATERIALS

All ads should be submitted as a PDF with the following specifications:

High-resolution (300 dpi) with all fonts embedded and with printer's marks and bleeds

All elements should be in CMYK mode

Please label the file with your [[company/client name]]_GAC14.pdf

SEND PROGRAM ADS TO:

Adrienne Lipscomb at alipscomb@aaf.org

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