

aaf pittsburgh



# Pittsburgh Ad Week Sponsorship Opportunities

## About Us

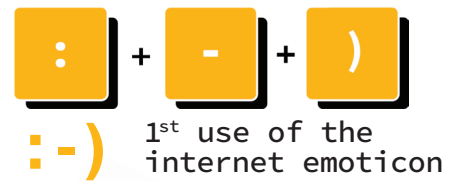
- AAF Pittsburgh is the hub for all things advertising in western Pennsylvania. We support and connect the advertising industry through collaboration, education, events, networking and thought leadership. AAF Pittsburgh represents an engaged, diverse and growing audience of advertising professionals in the Pittsburgh area.

## Who We Are

- A not-for-profit organization representing advertising agencies, corporate marketing departments, freelancers, advertising professionals and students.
- Part of the American Advertising Federated (AAF) - Founded in 1905, this national organization includes 200 local chapters and over 40,000 members.

## History of Pittsburgh

THE AD CLUB IS 100 YEARS OLD IN PITTSBURGH THIS YEAR!



2,436 Active Subscribers



1700 +



2,500+ Followers



2,602 Total Followers

# Pittsburgh Ad Week Sponsorships

Join American Advertising Federation Pittsburgh, our members and the creative community at large to celebrate our 100th anniversary with Pittsburgh Ad Week, featuring engaging panel discussions, networking events and more!



## Title Sponsor (1 available) \$15,000

- Recognition as official “Title Sponsor” of Pittsburgh Ad Week with company logo featured on all event signage and marketing materials
- Opportunity to have a company representative serve as “Welcome Host” during Opening Ceremonies
- Recognition as “Title Sponsor” on the AAF Pittsburgh website
- Opportunity to have a company representative participate in media events and interviews for Pittsburgh Ad Week
- Guaranteed promotional table during Pittsburgh Ad Week events (manned by sponsor)
- Inclusion in the Pittsburgh Ad Week social media campaign
- Ability to provide promotional items in attendees’ swag bag
- Back cover full page color ad in printed program
- Full page “Welcome Letter” by company representative in printed program
- Full page color ad in 2023 American Advertising Awards program
- Exclusive discounted sponsorship opportunities for 2024 Hall of Fame event



## Platinum \$10,000

- Recognition as “Platinum Sponsor” of Pittsburgh Ad Week with company logo featured on event signage and marketing materials
- Opportunity to have a company representative speak during Opening Ceremonies or relevant panel discussion
- Guaranteed promotional table during Pittsburgh Ad Week events (manned by sponsor)
- Recognition as “Platinum Sponsor” on the AAF Pittsburgh website
- Inclusion in the Pittsburgh Ad Week social media campaign
- Ability to provide promotional items in attendees’ swag bag
- Full page color ad in prominent position in printed program



## ★ **Gold \$6,000**

- Recognition as “Gold Sponsor” of Pittsburgh Ad Week with company logo featured on event signage and marketing materials
- Opportunity to have a company representative speak during relevant panel discussion
- Guaranteed promotional table during Pittsburgh Ad Week events (manned by sponsor)
- Recognition as “Gold Sponsor” on the AAF Pittsburgh website
- Inclusion in the Pittsburgh Ad Week social media campaign
- Ability to provide promotional items in attendees’ swag bag
- Full page color ad in prominent position in printed program

## ★ **Silver \$4,000**

- Recognition as “Silver Sponsor” of Pittsburgh Ad Week with company logo featured on event signage and marketing materials
- Recognition as “Silver Sponsor” on the AAF Pittsburgh website
- Inclusion in the Pittsburgh Ad Week social media campaign
- Ability to provide promotional items in attendees’ swag bag
- Full page color ad in printed program

## ★ **Bronze \$2,000**

- Recognition as “Bronze Sponsor” of Pittsburgh Ad Week with company logo featured on event signage and marketing materials
- Recognition as “Bronze Sponsor” on the AAF Pittsburgh website
- Inclusion in the Pittsburgh Ad Week social media campaign
- Ability to provide promotional items in attendees’ swag bag
- Half page color ad in printed program

## — **Opening Ceremonies Sponsor (1 available) \$3,000**

- Recognition as “Opening Ceremonies Sponsor” of Pittsburgh Ad Week with company logo featured on event signage and marketing materials
- Opportunity to have a company representative speak during Opening Ceremonies
- Recognition as “Opening Ceremonies Sponsor” on the AAF Pittsburgh website
- Ability to provide promotional items in attendees’ swag bag
- Full page color ad in printed program



### — **Education Sponsor (1 available) \$5,000**

- Recognition as “Education Sponsor” of Pittsburgh Ad Week with company logo featured on event signage and marketing materials for all programs/events
- Opportunity to have a company representative speak during relevant panel discussion
- Recognition as “Education Sponsor” on the AAF Pittsburgh website
- Ability to provide promotional items in attendees’ swag bag
- Full page color ad in printed program

### — **Program Sponsor (6 available) \$1,000**

- Recognition as “Program Sponsor” of Pittsburgh Ad Week with company logo featured on event signage and marketing materials for sponsored program/event
- Recognition as “Program Sponsor” on the AAF Pittsburgh website
- Ability to provide promotional items in attendees’ swag bag
- Half page color ad in printed program

### — **Entertainment Sponsor \$2,500**

- Recognition as “Entertainment Sponsor” of Pittsburgh Ad Week with company logo featured on event signage and marketing materials for entertainment-focused events
- Opportunity to have a company representative speak during an entertainment-focused event
- Recognition as “Entertainment Sponsor” on the AAF Pittsburgh website
- Ability to provide promotional items in attendees’ swag bag
- Full page color ad in printed program

**Discounted Ticket Packages Available for Sponsors.  
Media Sponsorship Opportunities Available!**

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For more information or to become a Pittsburgh Ad Week sponsor, please contact:

**Audra Mitchell**  
Sponsorship Committee Chair  
audragmitchell@gmail.com

**Evie DeSarno**  
Executive Director  
evie@aaftpgh.org

#### **About Us**

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