

EXPOSURE

ADDYAWARDS2009

GREATER FREDERICK ADVERTISING FEDERATION 2009 ADDY SPONSORSHIP OPPORTUNITIES

The Greater Frederick Advertising Federation enhances the advertising and communications industry by providing quality support to the diverse community of individuals dedicated to their profession, whose contributions are vital to the region's economy and culture.

Why Sponsor?

Your organization will receive exposure to a targeted audience of industry professionals, strengthening your presence in the marketplace and identifying you as an industry leader. When you partner with GFAF, you will be working with your peers, reaching potential clients, and making an investment in the industry. Sponsoring gives your organization an immediate and guaranteed way to reach the select group of more than 100 advertising industry professionals who make up GFAF's membership.

GFAF Sponsorship offers your company the chance to:

- Promote your company and build brand awareness.
- Showcase your product or services to the area's top designers, printers, photographers, writers, and others!
- Get to know your customers and future customers better.
- Network with your peers.
- Evaluate the competition.
- Get immediate and personal feedback about your product or service by attending the event.

GFAF Sponsorship

P.O. Box 3968, Frederick, MD 21705

email gfaf@GreaterFrederickAdFed.org

www.greaterfrederickadfed.org



2009 GFAF ADDY AWARDS SPONSORSHIP OPPORTUNITIES

This is the one event attended by both the advertising community AND their clients. You will not only reach the advertising community but their guests as well – 270 attendees and growing!!!

SPECIFIC BENEFITS INCLUDE:

- **Advertising space in the event program.** Print advertisements are one of the most important ways that attendees follow up with sponsors after the event, as they frequently take home the program and review it with their peers.
- **Logos placement.** Logos of Platinum, Gold, and Silver sponsors logos are prominently displayed on the GFAF ADDY Web site, In the Loupe e-newsletter for a full year, and on all ADDY promotional materials.
- **Marketing contacts.** The current database of current GFAF members provided to you electronically for marketing purposes.
- **Exposure.** You'll have an opportunity to present your products and services by placing items in the gift bags.

NEW BENEFITS!

PLATINUM \$5,000 (Limited to 1)

- NEW** • **FREE** tickets (1 table of 8) and preferred seating at the awards ceremony. (VALUE \$400)
- NEW** • **FREE** ADDY entries (3 single entries) into the 2009 ADDY Awards*. (VALUE OF UP TO \$210)
*NOT INCLUDING LATE BIRD ENTRIES
- Limo ride to and from the awards ceremony. (VALUE \$500)
- Back cover advertising in the ADDY program (full-color). (VALUE \$275)
- Acknowledgement as a sponsor on the evening of the awards ceremony.
- Recognition as the 2009 ADDY Platinum sponsor on all promotions.
- NEW** • Recognition as a sponsor on all GFAF programs/events through June 2009.
- NEW** • Receive 20 complimentary tickets to any of the 2008/09 GFAF programs/events through June 2009*. (VALUE OF UP TO \$500) *NOT INCLUDING THE ADDY AWARDS OR BUS EXCURSIONS
- Logo printed on all ADDY 2009 collateral materials.
- Featured listing in the GFAF e-newsletter and on the GFAF Web site from date signed contract is received until March 2009.
- **FREE** Web site link to your company's home page from GFAF ADDY Web site.
- NEW** • 50% OFF membership to the GFAF for one year. (VALUE OF UP TO \$1100)
- Electronic database of GFAF members for marketing purposes.
- **FREE** listing and company description in the ADDY program.
- Logo and web site printed on gift bag given to ADDY attendees.
- Opportunity to place two items (provided by you) in 270 gift bags.

GOLD \$2,500

- FREE tickets (4) and preferred seating at the awards ceremony. (VALUE \$220)
- Premium placement of full-page advertisement in the ADDY program (full-color). (VALUE \$275)
- Acknowledgement as a sponsor on the evening of the awards ceremony.
- NEW** • Receive 5 complimentary tickets to any of the 2008/09 GFAF programs/events through June 2009*. *NOT INCLUDING THE ADDY AWARDS OR BUS EXCURSIONS (VALUE OF UP TO \$125)
- NEW** • 50% OFF membership to the GFAF for one year. (VALUE OF UP TO \$1100)
- NEW** • **FREE** Web site link to your company's home page from GFAF ADDY Web site.
- Recognition as a Gold sponsor in all ADDY promotions.
- Logo printed on all ADDY 2009 collateral materials.
- Electronic database of GFAF members for marketing purposes.
- Opportunity to place one item (provided by you) in 270 gift bags.

SILVER \$1,000

- FREE tickets (2) to the awards ceremony. (VALUE \$110)
- Full-page advertisement in the ADDY program (black and white). (VALUE \$175)
- Acknowledgement as a sponsor on the evening of the awards ceremony.
- NEW** • **FREE** Web site link to your company's home page from GFAF ADDY Web site.
- Recognition as a Silver sponsor in all ADDY promotions.
- Logo printed on all ADDY 2009 collateral materials.
- Electronic database of GFAF members for marketing purposes.
- Opportunity to place one item (provided by you) in 270 gift bags.

Thank you to the following businesses who have already stepped up to the SILVER level sponsorship:
Frederick Christian Fellowship and Plamondon Companies.

BRONZE \$500

- FREE ticket (1) to the awards ceremony. (VALUE \$55)
- Half-page advertisement in the ADDY program (black and white). (VALUE \$100)
- Acknowledgement as a sponsor on the evening of the awards ceremony.
- Name printed on all ADDY 2009 collateral materials.
- Opportunity to place one item (provided by you) in 270 gift bags.

Thank you to the following business who has already stepped up to the BRONZE level sponsorship:
LTD Creative.

FRIEND \$250

- 1/4 page advertisement in the ADDY program (black and white). (VALUE \$75)
- Acknowledgement as a sponsor on the evening of the awards ceremony.
- Name printed on all ADDY 2009 collateral materials.
- Opportunity to place one item (provided by you) in 270 gift bags.

Thank you to the following businesses who have already stepped up to the FRIEND level sponsorship:
**Aaron Haslinger Photography, Edenton Retirement Community, Howard Burns Trio,
Kurt Holter Photography, and Shoestring Communications.**

SUPPORTER \$100

- Acknowledgement as a sponsor on the evening of the awards ceremony.
- Opportunity to place one item (provided by you) in 270 gift bags.

PRINTER SPONSORSHIP OPPORTUNITIES

COLLATERAL PRINTING SPONSOR

PRINTING PACKAGE INCLUDES:

- 300 Call for Entry Invitations
- 300 Rsvp Cards
- 300 RSVP Envelopes
- 300 Tickets
- 300 Mailing Labels
- 300 Mailing Envelopes or Container

SPONSORSHIP BENEFITS INCLUDE:

- FREE tickets (4) and preferred seating at the awards ceremony.
- Premium placement of full-page advertisement in the ADDY program (full-color).
- Acknowledgement as a sponsor on the evening of the awards ceremony.
- Individual membership to the GFAF for one year (\$90 value).
- Database of GFAF members for marketing purposes, provided electronically.
- Recognition as Collateral Printer sponsor in all promotions.
- Logo printed on all ADDY 2009 collateral materials.
- Opportunity to place one item (provided by you) in 270 gift bags.

PROGRAM PRINTING SPONSOR

PRINTING PACKAGE INCLUDES:

- 300 Programs, 5.5" X 8.5" Publication, full-color cover, 68 pages cover to cover, 56-60 pages b/w, 4-8 pages full-color

SPONSORSHIP BENEFITS INCLUDE:

- FREE tickets (4) and preferred seating at the awards ceremony.
- Premium placement of full-page advertisement in the ADDY program (full-color).
- Acknowledgement as a sponsor on the evening of the awards ceremony.
- Individual membership to the GFAF for one year (\$90 value).
- Database of GFAF members for marketing purposes, provided electronically.
- Recognition as Program Printer sponsor in all promotions.
- Logo printed on all ADDY 2009 collateral materials.
- Opportunity to place one item (provided by you) in 270 gift bags.

PRINTER SPONSORSHIP OPPORTUNITIES CON'T

WINNERS BOOK PRINTING SPONSOR

PRINTING PACKAGE INCLUDES:

- 300 Winners Books, 5.5" X 8.5" Publication, full color cover, full-color interior, 24-28 pages cover to cover

SPONSORSHIP BENEFITS INCLUDE:

- FREE tickets (2) to the awards ceremony.
- Full-page advertisement in the ADDY program (black and white).
- Acknowledgement as a sponsor on the evening of the awards ceremony.
- Electronic database of GFAF members for marketing purposes.
- Recognition as Winners Book Printer sponsor in all promotions.
- Logo printed on all ADDY 2009 collateral materials.
- Opportunity to place one item (provided by you) in 270 gift bags.

Thank you to Go To Digital, who has stepped up to the ADDY WINNERS BOOK PRINTER level sponsorship.

STUDENT ADDY PRINTER SPONSOR

PRINTING PACKAGE INCLUDES:

- 60 Student ADDY CFE Posters — 12x18 or 11x17 4/c
- 250 CFE Postcards — 4x9 4/c
- 50 Letters to Instructors — simple 8.5x11 b/w letter
- 50 Mailing Labels — 4/c

SPONSORSHIP BENEFITS INCLUDE:

- FREE ticket (1) to the awards ceremony.
- Half-page advertisement in the ADDY program (black and white).
- Acknowledgement as a sponsor on the evening of the awards ceremony.
- Recognition as Student ADDY Printer sponsor in all promotions.
- Opportunity to place one item (provided by you) in 270 gift bags.

Thank you to Printing Services Inc., who has stepped up to the STUDENT ADDY PRINTER level sponsorship.

GFAF CORPORATE SPONSORSHIP

Company: _____

Address: _____

City / State / Zip _____

Contact: _____ Phone: _____

Fax: _____ E-mail: _____

Sponsorship Level:

- | | |
|---|--|
| <input type="radio"/> Platinum ADDY Sponsor \$5,000 | <input type="radio"/> Gold ADDY Sponsor \$2,500 |
| <input type="radio"/> Silver ADDY Sponsor \$1,000 | <input type="radio"/> Bronze ADDY Sponsor \$500 |
| <input type="radio"/> Friends ADDY Sponsor \$250 | <input type="radio"/> Supporter ADDY Sponsor \$100 |
| <input type="radio"/> Collateral Printing ADDY Sponsor \$2,500 | <input type="radio"/> Program Printing ADDY Sponsor \$2,800 |
| <input type="radio"/> Winners Book Printing ADDY Sponsor SOLD \$1000 | <input type="radio"/> Student ADDY Printer Sponsor SOLD \$500 |
| <input type="radio"/> In Kind Donation _____ | (Value) _____ |

I have enclosed my check payable to the Greater Frederick Advertising Federation in the amount of \$ _____ or Please send invoice

Please mail to:

GFAF
P.O Box 3968
Frederick, MD 21705

Please note: To have your name/logo included in all promotions, your sponsorship agreement must be completed no later than November 3, 2008



ADVERTISING ORDER

Company: _____
Address: _____
City / State / Zip _____
Contact: _____ Phone: _____
Fax: _____ E-mail: _____

I agree to place the following size ad in the 2006 ADDY Program:

- | | | | |
|-----------------------|--------------|-----------------|-------|
| <input type="radio"/> | Full Page Ad | (4.5" x 7") | \$175 |
| <input type="radio"/> | 1/2 Page Ad | (4.5" x 3.375") | \$100 |
| <input type="radio"/> | 1/4 Page Ad | (4.5" x 1.55") | \$75 |

ARTWORK: Publication size is 5.5" by 8.5". Ad sizes specified above. Files should be submitted hi-res (pdf, .tif or .eps), digitally or on CD. Embed all fonts and supply a hard copy print-out if sending ad on CD.

SEND ARTWORK TO: Lisa Gorham, Jean Peterson Design, 3 West Church Street, Frederick, MD 21701
or e-mail to: lisa@jeanpetersondesign.com by January 30, 2009.

I have enclosed my check payable to the Greater Frederick Advertising Federation
in the amount of \$ _____ or Please send invoice

Please mail to:
GFAF
P.O. Box 3968
Frederick, MD 21705

Please note: To have your name/logo included in all promotions, your sponsorship
agreement must be completed no later than November 3, 2008

PROGRAM AD SIZES

1/4 Page Ad
4.5" x 1.55"

Full Page Ad
4.5" x 7"

1/2 Page Ad
4.5" x 3.375"

ARTWORK: Publication size is 5.5" by 8.5". Ad sizes specified above. Files should be submitted hi-res (pdf, .tif or .eps), digitally or on CD. Embed all fonts and supply a hard copy print-out if sending ad on CD.

SEND ARTWORK TO: Lisa Gorham, Jean Peterson Design, 3 West Church Street, Frederick, MD 21701
or e-mail to: lisa@jeanpetersondesign.com by January 30, 2009.