



## 2020 NSAC SPONSORSHIP OPPORTUNITIES

**What is NSAC?** The American Advertising Federation (AAF) National Student Advertising Competition (NSAC) is the premiere collegiate advertising competition, providing more than 3,000 students hands-on, practical real world experience necessary to be competitive in the ad industry. Each year a corporate sponsor provides a case study reflecting a real world situation.

**The 2020 NSAC sponsor is Adobe.** Founded in 1982, Adobe is changing the world through digital experiences helping customers create, deliver and optimize content and applications.

Students must create an integrated campaign for the client that is “pitched” to a panel of judges. The winning team in each district advances to the Semi-Finals where eight teams are chosen to compete in the Finals to be held in Palm Springs, CA at the AAF National Conference, called ADmerica, in June 2020.

Each year, AAF District 6 organizes one of the country’s largest competitions with approximately 20 college teams from Illinois, Indiana and Michigan. This energy-packed event brings together a captive target audience of over 400 college students and their families. **The competition is scheduled on April 2-3, 2020 in South Bend, Indiana.**

Sponsorship for this event provides access to some of the greatest young talent in the country along with unlimited entrance into the competition.

AAF District 6 is a 501 C 6. All sponsorships and donations can only be deducted as a business expense. Please check with your tax preparer for further details.

The American Advertising Federation (AAF), headquartered in Washington, D.C., acts as the “Unifying Voice for Advertising.” The AAF is the oldest national advertising trade association, representing 40,000 professionals in the advertising industry. The AAF has a national network of 200 ad clubs located in ad communities across the country. Through its 214 college chapters, the AAF provides 7,500 advertising students with real-world case studies and recruitment connections to corporate America. The AAF also has nearly 100 blue-chip corporate members that are advertisers, agencies and media companies, comprising the nation’s leading brands and corporations. For more information, visit the AAF’s Web site at [www.aaf.org](http://www.aaf.org)

The Sixth District of the American Advertising Federation represents thirteen affiliate advertising clubs and federations of the American Advertising Federation in Indiana, Illinois and Michigan.

**If you have questions, please contact:**

**Heather Kelley**, NSAC District 6 Coordinator and Sponsorship Chair  
[heather@marketingv2.com](mailto:heather@marketingv2.com) or call (815) 509-3363

**Make checks payable to:** AAF District 6

**Mail to:** AAF-District 6 c/o Lisa Verkamp, 2217 E Illinois Street, Evansville, IN 47711

**Please indicate the sponsorship level you are interested in and complete the required information.  
You will receive an invoice for your sponsorship.**

**SPONSORSHIP RESERVATION DEADLINE: FRIDAY, NOVEMBER 1, 2019.**



### AVAILABLE SPONSORSHIPS

**PREMIUM SPONSOR** **\$3,000** **2 available**

Sponsorship includes premium placement on signage and conference collateral, premium banner on the AAF District 6 Facebook page and website for one year and on all District 6 NSAC related pages, recognition in all Press Releases and news stories, sponsorship announcements at competition events, the opportunity for a company executive to address students at the Awards Ceremony, designated space for a company exhibit in student commons area, the opportunity to distribute company information and promotional items to students, prime booth space at the Recruiter's Expo and an invitation to the annual Judges Dinner.

**Yes, I would like to be a Premium Sponsor**

Name: \_\_\_\_\_ Email/Phone: \_\_\_\_\_

Company: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

**PRESENTING SPONSOR** **\$1,000** **3 available**

Sponsorship includes placement on signage, conference collateral and logo placement on the AAF District 6 Facebook page and website, recognition in all Press Releases and news stories, sponsorship announcements at competition events, designated space for a company exhibit in student commons area, the opportunity to distribute company information and promotional items to students, and a booth at Recruiter's Expo.

**Yes, I would like to be a Presenting Sponsor**

Name: \_\_\_\_\_ Email/Phone: \_\_\_\_\_

Company: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

**GOLD SPONSOR****\$750****4 available**

Sponsorship includes placement on signage, conference collateral and logo placement on the AAF District 6 website, sponsorship announcements at competition events, the opportunity to distribute company information and promotional items to students, and a booth at Recruiter's Expo.

\_\_\_\_\_ **Yes, I would like to be a Gold Sponsor**

Name: \_\_\_\_\_ Email/Phone: \_\_\_\_\_

Company: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

**PRESENTATION ROOM SPONSOR****\$500****2 available**

AAF District 6 NSAC boasts four competition presentation rooms. Sponsors of each room will receive premium signage at the door and will be included in announcements prior to each presentation. Your logo will appear on the District 6 website, and your company name will be printed in conference materials.

\_\_\_\_\_ **Yes, I would like to be a Presentation Room Sponsor**

Name: \_\_\_\_\_ Email/Phone: \_\_\_\_\_

Company: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

**RECRUITER'S EXPO****\$350****Unlimited**

Come early and spend the day sitting in on all the presentations and then take part in the Recruiter's Expo just prior to the awards ceremony where participating students will be directed to you. Have an exclusive audience with some of the most talented up-and-coming advertising professionals entering the workforce. Recruiters will receive booth space in the Recruiter's Expo. Sponsorship also includes the opportunity to distribute promotional materials. Lastly, your logo will appear on the District 6 website and your company name will be printed in conference materials.

\_\_\_\_\_ **Yes, I would like to participate with a table at the Recruiter's Expo**

Name: \_\_\_\_\_ Email/Phone: \_\_\_\_\_

Company: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_