



2027 American Advertising Awards

March 6

Sponsorship Opportunities



About AAF Baton Rouge (AAF-BR)

A hub for all things advertising in Greater Baton Rouge and Southeast Louisiana.

1,700+
social media
followers

We support and connect the advertising industry through collaboration, education, events, networking, and leadership.

Representative of an engaged, diverse, and growing audience of advertising professionals in the Greater Baton Rouge area.

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

675+
email
recipients

AAF-BR members represent a diverse and dynamic industry, including:

- Agencies
- Client Companies
- Trade Organizations
- Community Services
- Marketing Services Suppliers
- Media Firms
- Marketing Research Companies
- Independent Professionals
- Business Owners
- Agency Professionals
- Production Professionals
- Corporate Marketers
- Marketing Professionals
- Creative Professionals
- PR Specialists
- Media Experts
- Digital Experts
- CEOs
- VPs
- Directors
- Managers
- Creative Directors
- Account Managers
- Media Directors
- Media Sales
- Educators
- Students
- Writers
- Artists
- Web Designers

300+
awards show
attendees

Mission & Impact

AAF-Baton Rouge is an affiliate of the American Advertising Federation, the only national organization representing the interests of the entire advertising community. We consist of local professionals based in the fields of advertising, sales promotion, public relations, marketing, production, social media, web development, printing and the buying or selling of advertising.

Our mission statement is: Serving, Connecting and Developing Advertising Professionals.

For decades, the AAF-BR has been a valuable and dedicated community partner. We organize club-wide food drives, produce public service advertising campaigns and provide scholarships and a variety of educational opportunities for LSU, Southern University, Nicholls State University and other local students.

Our club achievements include over 20+ wins as the District 7 Division III Club of the Year, and a five-time winner of the AAF National Division III Club of the Year.

Each year our club also recognizes some of the best creative work at its annual American Advertising Awards, with winning entries advancing to the district and national level competitions. This is our largest event each year which would not be possible without the generous support from our sponsors.

Thank you for supporting the vision, the craft, and the community behind AAF-BR.



About the American Advertising Awards

As a three-tiered, nationwide competition presented by the American Advertising Federation (AAF), the American Advertising Awards attracts over 40,000 entries every year, nationwide. The mission of the competition is to recognize and reward the creative spirit of excellence in the art of advertising.

At the first tier, Greater Baton Rouge regional entrants vie to #WinAnAddy and receive recognition as the very best in the market. At the second tier, local winners move on to compete at the District level, against winners from Alabama, Mississippi, Tennessee, Georgia, and south Louisiana. District winners are then forwarded to the national stage.

The Greater Baton Rouge competition is presented by the AAF-BR chapter, which brings together the region's advertising and marketing elite, including larger agencies, in-house departments, small local shops, freelancers, photographers, and more. The American Advertising Awards show in Baton Rouge aims to celebrate our city as a hub of creativity, innovation, and business.

**This year's show will be held March 6, 2027
at the LSU Union Ballroom.**



Why sponsor the American Advertising Awards?

The American Advertising Awards provide unprecedented access to agencies, companies, influencers, and individuals across advertising, marketing, and business communities in the Greater Baton Rouge area—all for a fraction of the cost of a standalone marketing campaign.

Sponsorship is ideal for

- Local Businesses
- Paper Companies
- Print Shops
- Production Studios
- Media Production
- Advertising Media Outlets
- Print and Digital News Outlets
- Radio Stations
- Advertising Platforms
- Recruitment Agencies
- Office and Technology Services
- Office and Art Supply Stores
- Freelance Creative Services
- Restaurants
- Caterers
- Event Spaces
- Entertainment Services
- Networks
- Research & Analytics Firms
- Consultants
- Computer and Technology Products
- Leisure & Sports Businesses
- Merchandise & Promotional
- Fashion, Clothing & Grooming

Sponsor Levels	Presenting	Diamond	Platinum	Gold	Silver	Bronze
	\$5,000	\$4,000	\$3,000	\$2,000	\$1,000	\$500
Availability	1	3	5	8	10	12
Visibility & Recognition						
PREMIUM VISIBILITY pairing sponsor name with the event	✓					
PHOTOS: Logo on event photo prints	✓	✓				
STAGE: On-stage acknowledgment	✓	✓	✓			
LOGO: Tiered logo placement on print collateral	✓	✓	✓	✓	✓	
WEBSITE: Tiered recognition with logo	✓	✓	✓	✓	✓	✓
EMAIL: Tiered inclusion in promotion & thank you emails	✓	✓	✓	✓	✓	✓
SOCIAL MEDIA: Dedicated sponsor recognition posts	3	3	2	1	1	1
PRINT AD: Ad in the AAA Winners Book (ad submitted)	Double-page	Full-page	Half-page	Half-page	Quarter-page	Listing
WINNERS BOOK: Printed acknowledgment	✓	✓	✓	✓	✓	✓
VIDEO: Recognition in reel played at the event	60-second	30-second	30-second	15-second	Logo only	
Access & Relationship Building						
EVENT TICKET(S): Admission to the AAA Awards Show	15 VIP	10 VIP	10 VIP	5 VIP or 8 GA	4 GA	2 GA
SEATING: Seating access	VIP Table	VIP Table	VIP Table	VIP Table	General	General
AAF-BR LUNCHEON TICKET(S): Free guest ticket	5	4	3	2	1	
Engagement Opportunities						
MEETING: 60-second video ad at the February luncheon	✓					
SPEAKING: On-stage presence at the awards show	✓	✓				
BOOTH: Activation opportunity to host a sponsored booth	✓	✓				
BRANDED ITEMS: Distribution opportunity of takeaways	✓	✓	✓			

In-Kind Sponsor

LAGNIAPPE SUPPORTER

Recognized for providing in-kind support or enhancing the AAF-BR experience with your contributions. Includes name listing in event materials and social media thank-you. Media sponsorship opportunities also available. In-kind donation value goes toward sponsorship levels.

- Event Tickets
- Print Ad
- Video Ad
- Stage
- Social Media
- Guest at Luncheon
- Website
- Email
- Logo Placement

Bar Sponsor Upgrade

\$500 Addition

Scale up your sponsorship level choice, and receive Your Level plus Bar Sponsor title.

- Prominent logo placement at the bar
- Named signature cocktail
- Availability: 3

Micro-supporting Sponsor

\$250

- Cross-platform digital logo recognition
- Quarter-page ad

Winners Book Listing

\$25

- Freelance directory recognition

Award Show Winners Book

Ad Space

- Full page: **\$500**
- 1/2 page: **\$300**
- 1/4 page: **\$200**

Customized Sponsorship Packages

Please contact us to discuss tailored opportunities to better align with your marketing and engagement goals.

For more information or to become a sponsor, contact us:

americanadvertisingawards@aafbr.org
Emma Little, *Awards Co-Chair, AAF BR*
Bridget DeSilva, *Awards Co-Chair, AAF BR*
Kris Bordelon, *President, AAF BR*

Terms and Condition of Sale

THIS AGREEMENT is made between The American Advertising Federation of Baton Rouge, hereinafter referred to as “AAF-BR,” and the customer, either directly or through its advertising agency, both of which are hereinafter collectively referred to as “sponsor,” on the date indicated on the reverse.

PAYMENT: Sponsor agrees to pay AAF-BR the aggregate amount set forth on the face of this agreement. Sponsor and its advertising agency shall be liable jointly and separately for payments due and performance required hereunder. If sponsor fails to pay any amounts when due, sponsor agrees to pay all costs incurred by AAF-BR in collecting the amounts due to AAF-BR, including reasonable attorney’s fees expended in collecting sums due whether incurred before trial, during trial, or in any appeal there from, as well as any other out-of-pocket expenses expended by AAF-BR in collecting such sums (“Collection costs”). Any and all amounts due AAF-BR, including collection costs, if any, may at the option of AAF-BR bear interest starting 30 days after invoice at a rate of 1% per month or at the rate which is the maximum rate of interest allowed under the law of the state of which this Agreement is made if such a rate is less than 1% per month.

ARTWORK: Sponsor agrees that it will provide all logos/artwork necessary to satisfy the sponsor agreement camera-ready in accordance with the instructions of AAF-BR on or before the date(s) established by AAF-BR as the closing date of the event promotions required publications dates begin to take effect. In the event the sponsor fails to provide such artwork or logo to AAF-BR, AAF-BR in its sole discretion shall print a copy previously approved by sponsor (if available), design, scan, or layout artwork/logo from its nearest secondary source, or publish a non-revenue producing public interest logo or artwork. There shall be no reduction in the amount due AAF-BR hereunder in the event a sponsor fails to provide artwork/logo before the deadline referenced above.

PROOFS: AAF-BR will attempt to provide a proof of all uses of sponsor’s logo or artwork if requested in writing. If AAF-BR does not receive acceptance of proof within 48 hours, AAF-BR may publish any materials using the sponsor’s artwork/logo without further revision of AAF-BR.

CANCELLATION: Unilateral cancellation of the

sponsorship package by the sponsor, in whole or in part, is not permitted, either before or after the scheduled closing date of event sponsorship. Changes in information, such as logo colors, addresses, or phone numbers, etc., shall not affect the obligation of the sponsor. Upon signing this agreement, the sponsor shall be obligated to pay all sums due hereunder.

LIABILITIES: Sponsor shall, at its sole cost and expense, indemnify, hold harmless and defend AAF-BR, any other publications, republishers, sponsors, eventowners, partners, sellers, distributors, agents, employees, from any and all liabilities, damages, costs, claims, ad expenses, including but not limited to attorney’s fees and judgments of any kind or amount alleged to have arisen, directly or indirectly, out of or resulting from the performance of this Agreement. This includes, without limitation, any claims for personal injury, death, or damage to property sustained by Sponsor or its agents, employees, contractors, or invitees. AAF-BR shall not be responsible for lost, stolen, or damaged property of the sponsor or its representatives, employees, or invitees.

SPONSOR ADVERTISEMENT SPACE ON SITE: AAF-BR reserves the right to limit the amount of space allocated for advertisement, activity, promotion, etc. on site during the event in which the sponsor is participating.

SPONSOR ACTIVITY ON SITE: AAF-BR reserves the right to limit or demand a cease in activity on site that is in conflict with the event standards, in conflict with sponsorship guidelines such as merchandise stands that are not approved or are in conflict with the mission and values of the organization. Any sponsor found to be participating in such activity shall be asked to cease immediately. Sponsors who continue to such activity will be escorted off site without any refund of fees or reduction or returns in sponsorship revenue.

WEATHER/NATURAL ACTS OF GOD: AAF-BR shall not be held responsible for any acts of God including weather or terrorist activities that may inhibit, delay, or permanently cancel the event in which the sponsor has agreed to participate in. AAF-BR shall defer and work closely with the appropriate security authorities to ensure the safety of all participants should an act occurs during the event. If an act should occur prior to the event, AAF-BR will do everything possible to reschedule events that may have been canceled due to natural acts of God.

Event cancellations due to natural acts shall only occur if the State’s Department of Emergency Preparedness, FEMA, or other local, state, or federal agency deems it necessary and unsafe to proceed with the event. If a date cannot be found suitable to all participants steering, AAF-BR shall have the sole authority to reschedule at a date it feels appropriate. Any sponsor choosing not to participate after a rescheduling of events shall not be refunded any fees.

DISASTER PLANNING: AAF-BR shall take appropriate measures to ensure that it has the appropriate disaster training necessary to react to any disaster occurring on or near the site that may affect the safety of participants.

FULFILLMENT: AAF-BR shall, to the best of its ability, perform to the best of its ability to perform and provide all benefits as outlined in the sponsorship agreement. In the event, some benefits are unable to be satisfied due to weather, physical limitations, or danger to the public or staff, AAF-BR reserves the right to postpone or cancel such benefits without recourse or refund to the sponsors. AAF-BR shall conduct a fair debate and discussion with all parties involved to reach a mutual agreement that is satisfactory to meet the needs of the sponsorship agreement and/or its representatives.

WAIVER: The other party of the same or any other provisions of this Agreement shall not consider a waiver by either party of any default or breach by the other party a waiver of any subsequent default or breach.

JURISDICTION: The legal areas of jurisdiction shall be in the parish, city, and state where the Agreement is drafted, the home base of AAF-BR unless otherwise noted and arranged prior to the signing of the Agreement. If a court of competent jurisdiction finds any provision of this agreement to be unenforceable, the remainder of the agreement shall remain enforceable.



baton rouge

aafbr.org