



Club Operations

AAF Buffalo emphasizes how we operate our club, both from a board and member standpoint, as we believe it is critical to driving successful programming and enhancing membership value. We have taken this approach for multiple years now, and continuously strive to improve for the betterment of our members. This club year, our goal was to use our strong financial state to invest in membership software to aid in membership tracking and further enhance our targeted communications. We also emphasized development of our board members via assigned committees, and actively pursued training opportunities for executive board leadership succession planning.

Long-Range Planning

Goal: Expand leadership opportunities and empower committee chairs to maximize the value and benefits available to members to increase the value of club membership for both professional and student members.

Methods to Achieve Goal: Immediately following the turn of the board term year in June, our president and treasurer met to create a projected budget for the 2019-20 club year (*exhibit 1*).

The purpose of this meeting was not only to establish operating budgets for our executive board, but to develop and share committee budgets at the board planning session and retreat in July. This is only the second year we've done this in our history, building upon its inception the previous summer.

Our treasurer assessed each of the last three years' expenses to determine which financial trends were stable, were growing, or revealed opportunity by being previously under-funded. This information is crucial to evaluate and share when planning for the upcoming year for a variety of reasons, but a few key ones rise to the top. Primarily, this method empowers committee chairs by knowing from day one the

amount of available funds they'll have to support all their initiatives, both existing and newly created, as well as promotional support for them. Secondly, this planning would allow our executive board to monitor expenses and committee performance more closely as well as the ability to project year-end financials. Committee chairs are now put in a position to proactively plan rather than react to spur-of-the-moment opportunities to enhance membership value. To actively monitor our approach, the treasurer updates committee chairs on their spending semi-annually, and details committee spending monthly as part of our board meetings (*exhibit 2*).

When preparing for the new year, everything we planned related back to the AAF's core values: networking and collaboration, education, professional development, government relations, public service, and diversity. We continued initiatives and introduced new ones to strengthen those pillars with special dedication to government relations and diversity, one area that is too often ignored in our industry.

For diversity, we continued our fourth year partnering with Buffalo Prep, a local organization that provides educational programs to local high school students with economically challenged and diverse backgrounds.

We held a student engagement day where students toured three local advertising agencies to learn about careers in our field (*exhibit 3*). A scholarship specifically for one of these students who plans to study advertising or marketing in college will be awarded in Spring 2020 for the fourth year (*exhibit 4*).

This year we again strengthened our government relations involvement with our annual Advertising Week. We successfully approached the City of Buffalo to receive a declaration from Mayor Byron Brown, designating Advertising Week in Buffalo, a relationship we've established for the last five years, as well as earned the support of Erie County for the second straight year to complement our city declaration (*exhibit 5*).

Results: Committee chairs confidently increased spending to improve existing events as well as create an entirely new event. Our programming committee continued organizing our annual programming that includes the backbone of our club year, our Spotlight Speaker Series, which is a four-part series with an

operating budget of up to \$10,000. They also created an entirely new event called Laugh Ad Loud, an amateur standup comedy event meant to act as another fundraiser for the club (*exhibit 6*).

Our education committee also took full advantage of knowing its designated budget in order to amplify an existing student event. Our BrandHack competition, where student teams compete in designing multiple pieces of collateral for a local non-profit to use free of charge, is always well-attended by students, totaling approximately 20 each of its first three years. The competition was previously incentivized by only trophies and minimalistic gift cards to a local coffee shop. This year, the committee reallocated scholarship funds by altering the large amount we were giving to another competition in order to incentive the winning team with a \$500 grand prize. This resulted in the competition being maxed out at 25 students and the highest quality work produced in its four years of existence (*exhibit 7*).

Budgeting and committee leadership efforts have increased member attendance for both professional and student events. Increased promotional spending showed what would be a continuing trend when “The Big Tip-Off,” our yearly kick-off event in August, registered records for both attendance, 205 persons, and money raised for our scholarship fund, \$5,320.88 (*exhibit 8*).

Our Buffalo Prep Student Engagement Day saw 15 students tour three different ad agencies: a large, full-service agency; a smaller creative agency; and a creative production agency. Students participated in an array of industry-related activities, including a branding project, brainstorming and pre- and post-production work.

Goal: Plan out the calendar of events for the 2019-20 club year and announce the schedule at The Big Tip-Off in late-August before the start of the new year.

Methods to Achieve Goal: Looking to generate buzz to go with our membership year launch, our executive board met with our programming committee multiple times throughout the summer months. In its fourth year, our Spotlight Speaker Series was set to continue being the big value draw for our members. We again successfully secured quality speakers early enough during the summer to promote the speaker

series as a member benefit. We packaged a speaker series pass at a discounted price, enabling members to purchase tickets for all four events. The series pass was available only to club members for purchase before the first event in October to help drive early membership purchases. Our committee recruited the following speakers: Keni Thacker (diversity and inclusion in advertising), Rob Baiocco (creative; Brooklyn-based agency owner), Liz Jackson (persons with disabilities in the creative community), Stefan Bucher (creative/branding; LA-based agency owner) (*exhibit 9*).

Our efforts did not stop with professional events only. The education committee was involved as well, and finalized their programming plans heading into the new year so we could relay our programming schedule in its entirety.

Results: This culminated in our announcement at “The Big Tip-Off,” as we planned. We printed and distributed postcards with the entire programming schedule on them (*exhibit 10*) and posted membership recruitment posters around the venue (*exhibit 11*). We reached over 200 attendees with agency bartenders from 10 of the top agencies in Western New York that night in our efforts to kickoff the year. Our first two Spotlight Speakers of the year were a success in the fall, totaling over 60 attendees each, with Rob Baiocco setting a new fall record with over 80 in attendance. In its fourth year, the Series Pass again sold over 20 times, marking the third time we’ve achieved this feat and representing the enthusiasm in our market for these events and the value it carries for our members.

Meeting Members’ Needs

Goal: Increase value for our members by introducing a new membership platform, holding exclusive member-only events, and creating other member discounts and perks.

Methods to Achieve Goals: Our executive board established the need to invest in membership management software during the 2018-19 club year with the goal of implementation in 2019-20. During late-spring and early-summer 2019, our executive board, with efforts led by our VP of Communications, vetted several different vendors specializing in low cost member signup and self-managed services. After

multiple demos, we agreed to invest in Join It, an Eventbrite partner that would allow us to integrate with the event management tool we already use (*exhibit 12*). From a member's standpoint, our investment allows for a robust profile and easier ticket purchasing.

We have always offered substantial member discounts for all of our events, ensuring the discount gap is wide enough that members feel like their membership is valuable in multiple ways (*exhibit 13*). We continue to realize successes with our member exclusive Skillshops (*exhibit 14*). We hold these workshops periodically 2-4 times every year about various topics where members can hone their skills on a topic they already know or are introduced to learnings on another industry topic they may not have exposure to. In late March, we hosted a Skillshop on *Building a Music Festival 101* with the host of a newly created local music festival. In May and October, we focused on content with *The Value of Influencer Marketing* and Content Strategy Development. In January, we hosted a *Tips for Direct Mail Campaigns Skillshop* with one of our vendor members.

We also continually promote our members and their companies. Each month, members can submit news about their company to be published in our monthly email newsletter along with recently posted job openings. This exposure has made our monthly newsletter more than a news outlet that can be easily overlooked, enhancing it as a true resource (*exhibit 15*). For our corporate members, we extended opportunities for Instagram Story Takeovers where they could use our profile to showcase their own company (*exhibit 16*).

Results: We again have nearly 300 members, and all of them have a profile within Join It (*exhibit 17*).

This led to better event registration overall where our board has access to more registrant info, especially large events like the American Advertising Awards. In doing so, we were able to follow-up more closely with a survey for everyone, leading to a record number of responses totaling 96. Two of our Skillshops sold out at 20 attendees each, while the other two nearly did with at least 15 at each. Some attendees signed up to become AAF Buffalo members because they wanted to attend the member-only Skillshop.

Our email newsletters reached 2,105 people with a 23.5% open rate and included submissions from 13 different agencies to share news about their companies.

Leadership Organization & Development

Goal: Identify future club leaders to set a succession plan for 2020-21 and beyond.

Methods to Achieve Goals: To start the year, our executive board members held one-on-one conversations with new board members to understand their goals for being on the board. An incredibly important task as our board replaced 6 of 18 members due to term turnover. These discussions were the first step in identifying what new board members wanted out of their tenure on the board. From there, we used our learnings from the one-on-ones and current board member feedback to assign committee roles for the year. We asked that those who have a strong desire to be on the executive board first take on the role of a committee chair. Each of our two vice presidents oversaw multiple committees and worked closely with the committee chair. We emphasized this type of training this year as we knew both vice presidents' terms were set to expire June 2020, and we'd need qualified and motivated replacements for such crucial executive board spots. These committee roles were presented at the board retreat in our agenda slide deck (*exhibit 18*). Chairs were tasked to schedule consistent meeting days and times for each month, planning ahead for the whole year to promote and maintain consistent committee attendance. This practice is similar to what we do for our monthly board meetings. During our monthly executive board meetings, we are then able to check in on the progress of our committees and identify committee chairs interested in serving a larger role in running the club.

Results: This succession plan-focused board planning has paid dividends as this club year enters its final quarter. At March's board meeting, our president and current executive board were able to announce and then vote as a board on planned successors for both our Vice President of Programming and Vice President of Communications. This is major and important for our organization, as it allows for an onboarding process where the current leaders can train those incoming for an entire three months. Our President and

Treasurer are planned to remain the same. This also led to a trickle-down effect on the rest of board leadership committee chair positions. At the same meeting, we announced succession plans for each of our committee chair spots, leading to a unified leadership core going forward. The overall process has led to well-attended monthly meetings, and committee chairs being able to provide a monthly report at board meetings, which set the stage for these transitions.

Goal: Create an environment where board members are active and engaged throughout the year and supported in their ideas and execution.

Methods to Achieve Goals: As a fully volunteer organization, it can be difficult to motivate board members to have a role and do their part to make the club successful. Our executive leadership team made it a goal to build upon the foundation previous year's successes have laid. As part of our board member kickoff, we held our annual planning retreat meeting where roles were assigned and plans were set for the year. The following week, we held a team building event as our entire board conquered two ropes courses complete with a zipline finale (*exhibit 19*). We found this exercise to bring our board members closer together and led to more comfortable ice breakers with new members. We've also emphasized process playbooks for our programming to put new members in a position to quickly become event organizers while learning from other board member mentors (*exhibit 20*). Finally, we have an extensive talent pool interested in joining our board. For those that we couldn't accommodate due to capacity, our executive board maintains communication with them for when spots do open up.

Results: We have seen great results from incorporating our methods to create a better environment for board members. In a year where a third of our board was completely new, the club has continued its successes by planning full yearly schedules, holding cornerstone events, and introducing new member value increasing benefits. We were able to replace two contributors that had to depart from the board mid-term due to unforeseen circumstances, and keep operating at a capacity of 18. Our board remains very engaged and works incredibly hard to top each milestone from previous years, resulting in growing

membership and event attendance.

Fiscal Management

Goal: Maintain strong financial health while ensuring value to our members.

Methods to Achieve Goals: Our organization has a goal to break even for every event. Event leads work with their committee chairs to set a budget and ticket prices for each event. This empowers committee chairs to have autonomy after they have already discussed their budget with our treasurer and executive board. Each month, our treasurer then updates the rest of the board on fiscal activity for the month via a treasurer's report presented at each board meeting. A second area we expanded upon this year were our club sponsorships (*exhibit 21*). At our kickoff meeting, we established a goal to increase sponsorship dollars for the year by 20% to at least \$3,000 (*exhibit 22*). Our sponsorship committee addressed this in full force by completely revamping our media kit as a whole to aid in areas like show book ad sales (*exhibit 23*), as well as expanding our sponsorship portfolio to include higher end opportunities than we previously offered at \$5,000 and \$10,000 levels (*exhibit 24*). We named each sponsorship after a famous piece of architecture around Buffalo.

Results: Approaching the end of our 2019-20 club year, our financial status is as strong as ever. The club account balance as of mid-March 2020 stands at \$89,467.63, which positions us to continue taking value enhancing risks, introducing new events, and growing budgets year over year. We shattered our sponsorship goal, bringing in a record total of \$11,500. This included a record number of sponsorships, totaling 10 from 8 different companies: two Electric Tower Sponsors (\$2,500), two Rath Building (\$1,250), two Darwin Martin House (\$500), and four event-specific (various amounts). We also sold another five show book ad upgrades, bringing in an extra \$900 of revenue.

Exhibit 1: Club Committee Budgets Slide from Retreat Slide Deck

COMMITTEE BUDGETS

American Advertising Awards (ADDYs)	\$53,500
Programming	\$18,000
Education	\$6,000
Communications	\$3,400
Membership / Sponsorship	\$2,100



Exhibit 2: Treasurer's Report



Treasurer's Report
January and February 2020
6pm @ Crowley Webb

	Revenue *	Expenses **	Total Assets Month End
January / February 2020	\$ 65,802.00	\$ 25,751.82	\$ 105,337.10
Event Recaps	Revenue	Expenses	Variance
SkillShop - CompuMail 16 Tickets Sold	\$ 140.00	\$ 17.43	\$ 122.57
BrandHack 62 Tickets Sold	\$ 12.11	\$ 600.25	\$ (588.14)
Preview Night 23 Tickets Sold	\$ 275.00	\$ 630.00	\$ (355.00)
2020 ADDYs*** 454 Tickets Sold!!	\$ 59,732.28	\$ 22,511.12	\$ 37,221.16
Membership (295 Members) 236 pro, 59 Student members	\$ 4,819.90	\$ 30.00	\$ 4,789.90
Sponsorship Revenue	\$ 1,250.00	\$ -	\$ 1,250.00

*Revenue includes only income from January-February

**Expenses include: Meeting Expenses, Administrative Costs, Comms, Printing, Judging Weekend and other Fees

***ADDYS expenses are not all accounted for yet, venue, food, and AV expenses totalling ~\$14,800 will be added in the coming days.

***ADDYS line does not include forwarding expenses or forwarding revenue

Exhibit 3: 2019 Buffalo Prep Student Engagement Day

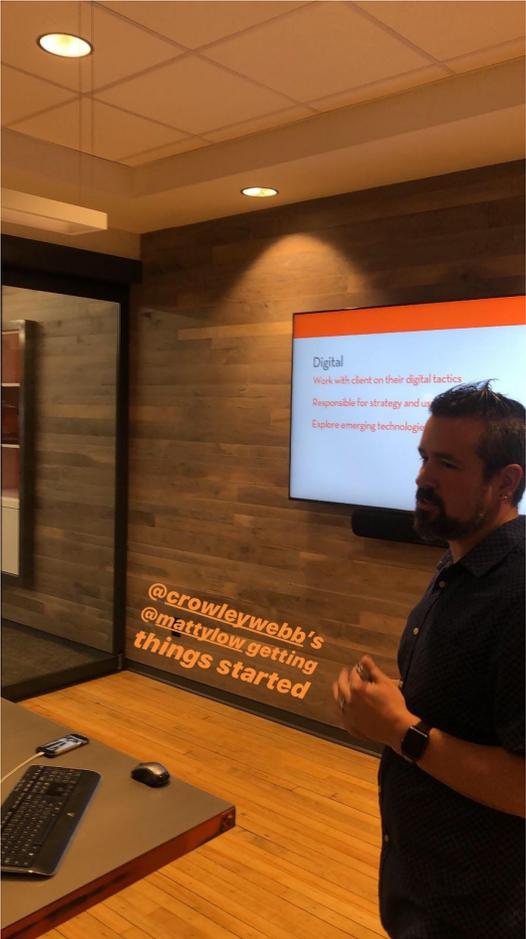




Exhibit 4: Buffalo Prep 2019 Future Marketer Scholarship Awardee



aaf_buffalo • Following
Kleinhans Music Hall



aaf_buffalo Congratulations to our Class of 2019 Future Marketer Scholarship Recipient @pabloguzman8! Good luck at Pace University in the Fall. Thanks @buffalo.prep for all the great work you do and allowing us the opportunity to contribute to the future of our industry! 🎓 #aafbuffalo #scholarship #advertising #congratulations

46w



Liked by gduant and 46 others

MAY 4, 2019

Add a comment...

Post

Exhibit 5: Advertising Week in Buffalo Mayoral & County Executive Declarations





- COUNTY OF ERIE - STATE OF NEW YORK -
- OFFICE OF THE COUNTY EXECUTIVE -
- EXECUTIVE PROCLAMATION -

HONORING AAF BUFFALO

WHEREAS, AAF Buffalo is a local chapter of the American Advertising Federation, the nation's oldest and most recognized organization in the advertising industry. The organization is designed to promote and foster interaction among the graphic arts and marketing communication professionals in the Western New York area; and

WHEREAS, with over 300 professional, student and corporate members, AAF Buffalo strives to bridge the gap between passions, occupations and experience levels to create a single unified community that provides national industry involvement with a local focus; and

WHEREAS, AAF Buffalo offers a variety of events and initiatives year-round, including national speakers, member-only SkillsHops, networking events, student scholarship programs, the American Advertising Awards and much more; and

WHEREAS, AAF Buffalo strives to provide current information about developments within the advertising/graphic design, visual arts, interactive development, print production, broadcasting and publication industries so as to further encourage excellence by those engaged in said fields while encouraging interest among students; and

WHEREAS, AAF Buffalo is instrumental to supporting and connecting the advertising industry in Western New York, creating opportunities for marketing-savvy minds and creative professionals to strive personally and professionally.

NOW THEREFORE, in honor of Ad Week, I am proud to recognize and thank the entire AAF Buffalo chapter for serving our community.



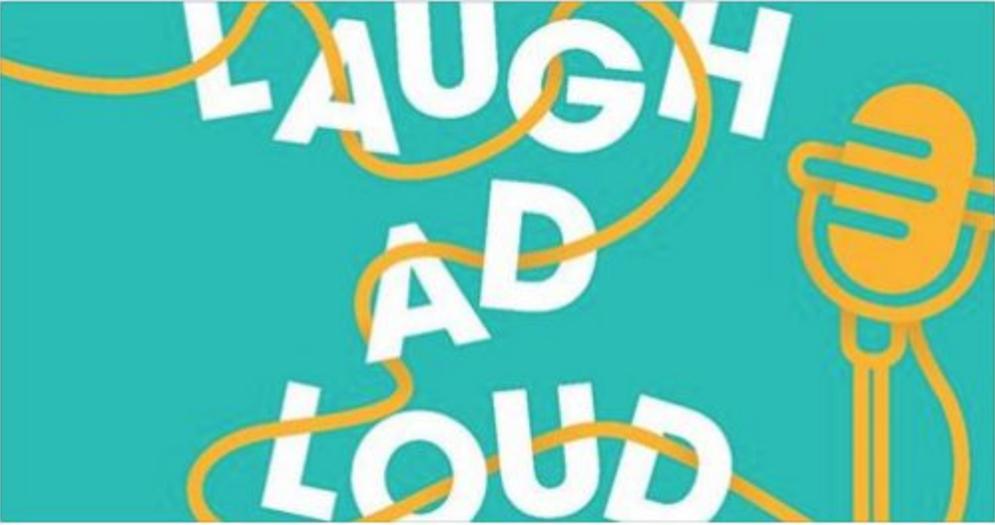
Given under my hand and the Privy Seal of the County of Erie, State of New York in the City of Buffalo this seventh day of October in the year two thousand and nineteen.

County of Erie, State of New York

By:

Mark C. Poloncarz, Erie County Executive

Exhibit 6: Laugh Ad Loud Facebook Event



The banner features the text "LAUGH AD LOUD" in large, white, bold, sans-serif capital letters, stacked vertically. The letters are partially wrapped by thick, orange, looping lines that resemble a microphone cord. To the right of the text is a stylized orange microphone icon.

APR 23 Laugh Ad Loud - 2020
Public · Hosted by AAF Buffalo

[✉ Invite](#)

[🕒](#) Thursday, April 23, 2020 at 6:00 PM – 8:00 PM EDT

[📍](#) Shea's Smith Theatre
658 Main St, Buffalo, New York 14202 [Show Map](#)

[🎫](#) Tickets
via Eventbrite [Find Tickets](#)

Exhibit 7: BrandHack 2020 Recap Blog and Photos of Teams

[ABOUT](#) [MEMBERSHIP](#) [EVENTS](#) [SPONSORSHIPS](#) [AWARDS](#) [JOBS](#) [STUDENTS](#) [BLOG](#) [CONTACT](#) [JOIN!](#)



[EVENT TICKETS](#) [JOB BOARD](#)

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[t](#)
[✉](#)
[↶](#)
[in](#)

BRANDHACK 2020: FAMILY PROMISE OF WESTERN NEW YORK

The fifth installment of our BrandHack event featured a local non-profit looking for a new postcard, brochure, and social media campaign to generate awareness for their organization. Family promise of Western New York is an emergency shelter for homeless families. They help families experiencing homeless stay together during tough times. This event was hosted at Daemen College in Amherst, New York.

Five teams of students from Daemen College, Buffalo State College, Villa Mariam and Hilbert College were tasked with creating these final deliverables.



Leading the teams were seasoned professionals from the area – Samantha Lonczak from Fifteen, Caroline Jette from Delaware North, Andrea LoPiccolo from Fifteen, Holly Norris from White Bicycle, and Cody Andrees from the martin group. These designers and art directors provided guidance and advice for the teams from brainstorming and development through execution.

The format remained the same from 2019. Teams had five hours to organize and create their ideas before pitching them to our two judges, as well as the representatives from Family Promise of Western New York.

Our professional judge for this year's event, President and CEO of Luminis Tim Bouchard, offered his expertise throughout the event, and made sure the teams were on track and accomplishing what they had to on the tight deadline. While representing Family Promise of Western New York, Annalyse Paulsen provided the students with valuable information as to the various needs of FPWNY, as well as their process for working with various individuals.

Each team beat the clock and produced some well-executed, unique work along the way. Congrats to all the students and captains for producing another great event!



WINNER: Hilbert College captained by Holly Norris
Check out the work!

[← RECAP: PREVIEW NIGHT](#)

CATEGORIES

- ADDYS
- AdLab
- AdVENTising
- Advice
- AdWeek
- Announcements
- Blog
- Board
- Events
- Industry Updates
- Latest News
- Skillshop
- Social Media
- Speaker
- Speaker Series
- Students
- Stuff









Exhibit 8: The Big Tip-Off Fundraiser



aaf_buffalo • Following
Soho Buffalo, NY

aaf_buffalo Our celebrity guest bartenders killed it last week at the Big Tip Off. Thank you again to all who came out for a great cause. See you next year! 🍹🍷🍺 #aafbuffalo #buffaloadvertising #forthekids

30w



Liked by gdurant and 76 others

AUGUST 21, 2019

Add a comment...

Post



aaf_buffalo • Following
Soho Buffalo, NY

aaf_buffalo Our celebrity guest bartenders killed it last week at the Big Tip Off. Thank you again to all who came out for a great cause. See you next year! 🍹🍷🍺 #aafbuffalo #buffaloadvertising #forthekids

30w



Liked by gdurant and 76 others

AUGUST 21, 2019

Add a comment...

Post

Exhibit 9: Spotlight Speaker Series



 aaf_buffalo • Following ⋮

 aaf_buffalo Right behind Coachella as one of the most anticipated lineups of the year, we're excited to unveil our Spotlight Speaker Series for 2019-2020. Link in bio for  . #aafbuffalo #buffaloadvertising

27w

 chpassarell awesome lineup!!! ♡

27w Reply

 Liked by sbartels47 and 23 others

SEPTEMBER 11, 2019

Add a comment... Post







EVENT TICKETS JOB BOARD

SPOTLIGHT SPEAKER SERIES

2019-2020 SPOTLIGHT SPEAKER SERIES

AAF Buffalo's **Spotlight Speaker Series** is an evolution of our popular AdLab events. In its fourth year, this four-part guest speaker series is designed to provide professionals and students in Western New York an invaluable opportunity to learn and draw inspiration from industry veterans from other markets.

Members: Grab your ticket to all four speakers for one low price, but quickly READ BELOW about our new ticket purchasing process.

To purchase member-priced tickets:

1. Click the green "Tickets" button
2. Click "Enter promotional code" in the top right corner
3. Type in the email associated with your **Join It** profile where it says "Access code"
4. Hit your enter key and wait for the page to load

2019-20 Spotlight Speaker Series:



Keni Thacker

October 10, 2019

"What's Culture Got To Do With #?"

It's time to rethink the way us as advertisers think about diversity and inclusion. This presentation is an in-depth conversation of the way of diversity, culture, and inclusion can improve the advertising workspace and where creative impactful improvements can be made.

Bio

There are five types of thinkers: creative thinkers, analytical thinkers, intuitive thinkers, logical thinkers, and visionary thinkers. Keni is a pioneer of change and is committed to expanding diversity efforts, and the impact he has made on future leaders does not go unnoticed. A true exemplar of leadership, Keni an award-winning influencer and diversity advocate devoted to

outreach programs and mentorship. On February 8th, 2017, he launched the Young Commodores program at J. Walter Thompson now Wunderman Thompson, a diversity initiative that provides college and high school advertising students with an opportunity to apply what they are learning in the classroom to real-life advertising and business. In 2017, he was named as one of the 4A's 100 People That Make Advertising Great and this year has been featured as one of NY Magazines Champions of Inclusion.

Websites: kenithacker.com + kreativ.com | TW: [@kenithacker](https://twitter.com/kenithacker)

Get tickets, now!



Rob Baiocco

November 12, 2019

Rob is the Co-Founder and Chief Creative Officer of The BAM Connection, a branding, advertising and content creation agency in the digital hotbed of Dumbo Brooklyn. The agency's philosophy is "Simplicity Liberates Creativity." As CCO, Rob oversees the creative vision for all work across a wide variety of categories including spirits, healthcare, tech, toys, medical marijuana and social responsibility. Some of BAM's clients include: [yellow tail] Wine, for which BAM created the 2019 Super Bowl Commercial, Redemption Whiskey and their "Spirit Perseveres" campaign, TheraTear Eye Drops, and Keystone Canine Remedies, where the agency has been out front in the new world of cannabis marketing.

Website: thebam.com | TW: [@thebamconnect](https://twitter.com/thebamconnect) | IG: [thebamconnection](https://www.instagram.com/thebamconnection)



Liz Jackson

April 2, 2020

Liz Jackson is the founder of The Disabled List, a design organization that engages in disability as a creative practice. She is also a curator at Critical Axis, a community-driven project that collects and analyzes disability representation in media. In 2018, Jackson created The WITH Fellowship, which partners disabled creatives with top design studios and creative spaces for three-month fellowships. You can learn more about Liz in her personal website, The Girl with the Purple Cane.

Website: thegirlwiththepurplecane.com + disabledlist.org

TW: [@lizajackson](https://twitter.com/lizajackson) + [@disabledlistorg](https://twitter.com/disabledlistorg) | IG: [@lizajackson](https://www.instagram.com/lizajackson) + [@disabledlistorg](https://www.instagram.com/disabledlistorg)



Stefan Bucher

May 19, 2020

Stefan G. Bucher is the creative director of 344 Design, an independent consultancy that assists clients in arts, media, and publishing with efficient brand strategies that engage audiences through smart, delightful design solutions. He has created work for clients including Saks Fifth Avenue, David Hockney, Judd Apatow, Tarsem Singh, B26LA, and NASA's Jet Propulsion Laboratory. He is the author of seven books, including the best-selling "344 Questions: The Creative Person's Do-It-Yourself Guide to Insight, Survival, And Artistic Fulfillment." You can find his work at 344design.com.

Website: 344design.com | TW: [@stefangbucher](https://twitter.com/stefangbucher) | IG: [@stefangbucher](https://www.instagram.com/stefangbucher)



Exhibit 10: Programming Schedule Postcard



2019/20 AAF BUFFALO EVENT SCHEDULE

→ AD WEEK EVENT • STUDENT EVENT

AUGUST

THE BIG TIP OFF

SEPTEMBER

ANNUAL MEETING

COLLEGE AGENCY TOUR *

OCTOBER

BUFFALO PREP DAY

SKILLSHOP

CONTENT STRATEGY *

SPEED NETWORKING

OG ROUNDTABLE CHAT *

SPOTLIGHT SPEAKER

KENI THACKER *

PORTFOLIO SERIES PART 01

PRO PANEL *

NOVEMBER

SPOTLIGHT SPEAKER

TBD

DECEMBER

JINGLE BOWL

JANUARY

SKILLSHOP

FEBRUARY

BRANDHACK *

ADDYS PREVIEW NIGHT

MARCH

ADDYS

DON NICHOLS

SCHOLARSHIP COMPETITION *

APRIL

SPOTLIGHT SPEAKER

LIZ JACKSON

PORTFOLIO SERIES PART 02

THE REVIEW *

SKILLSHOP

MAY

SPOTLIGHT SPEAKER

STEFAN BUCHER

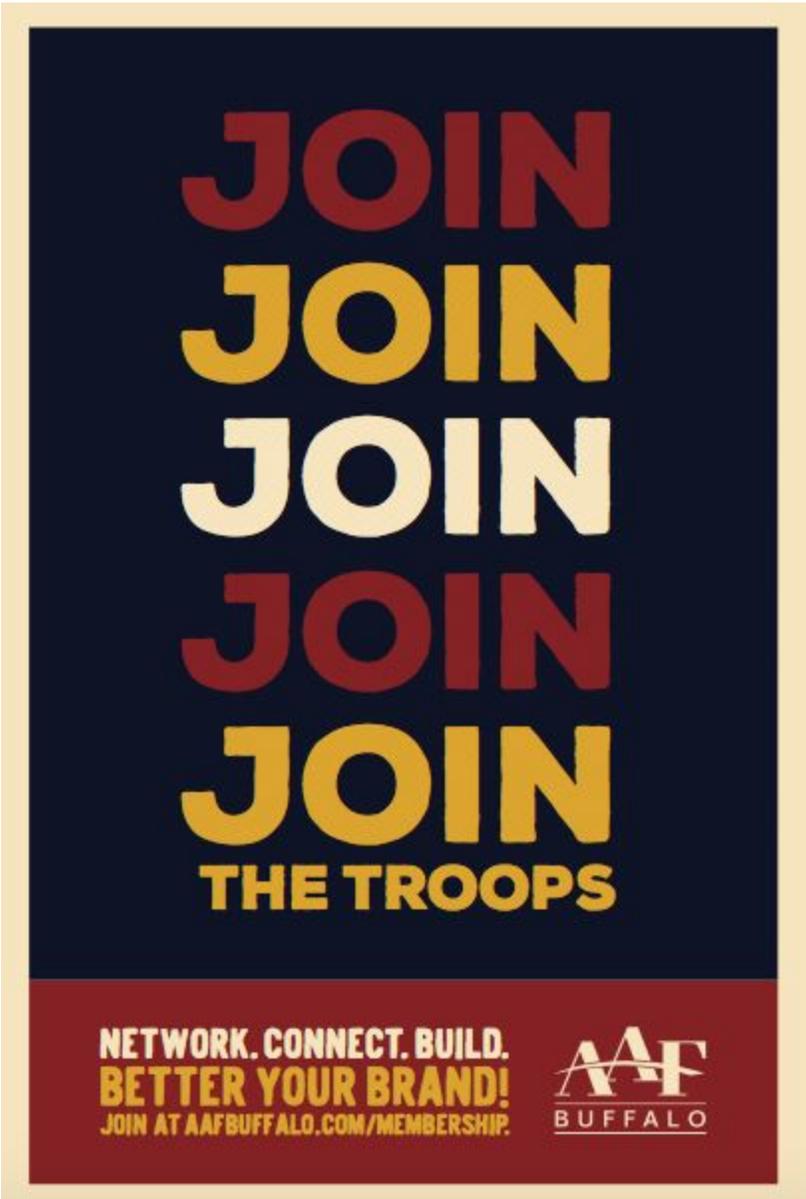
JUNE

MEMBER APPRECIATION

LEARN. BUILD. GROW. CREATE.
BETTER YOUR BRAND!
JOIN AT AAFBUFFALO.COM/MEMBERSHIP

AAF
BUFFALO

Exhibit 11: Membership Recruitment Posters





LEARN. NETWORK. HAVE FUN.
BETTER YOUR BRAND!
JOIN AT AAFBUFFALO.COM/MEMBERSHIP.



Exhibit 12: Join It - AAF Buffalo Membership Page



AAF Buffalo needs you!

LEARN. NETWORK. HAVE FUN. BETTER YOUR BRAND!



JOIN AT AAFBUFFALO.COM/MEMBERSHIP







AAF Buffalo

ABOUT

AAF Buffalo is an organization designed to promote and foster interaction among the graphic arts and marketing communication professionals in the Western New York area. We strive to provide current information about developments within the advertising/graphic design, visual arts, interactive development, print production, broadcasting and publication industries so as to further encourage excellence by those engaged in said fields while encouraging interest among students.

MEMBERSHIP OPTIONS

\$100.00	Individual
JOIN	<small>EXPIRES ON AUGUST 31, 2020 ONE-TIME BILLING</small>
<small>Open to any individual. Non-transferable. Includes all voting rights as an AAF Buffalo member; special member rates to events, programs, etc.; eligibility to enter the annual American Advertising Awards; and more.</small>	
\$250.00	3-Person Corporate
JOIN	<small>EXPIRES ON AUGUST 31, 2020 ONE-TIME BILLING</small>
<small>Open to any company with one to four employees. Company-owned memberships are transferable within the company; request for transfer must be received in writing at the above AAF Buffalo address. Includes up to three individual memberships. All must be employees of the same company. This corporate membership also includes credit toward an ad in the annual American Advertising Awards show book equal to the 1/4 page ad rate.</small>	
\$450.00	5-Person Corporate
JOIN	<small>EXPIRES ON AUGUST 31, 2020 ONE-TIME BILLING</small>
<small>Open to any company with five or more employees. Company-owned memberships are transferable within the company; request for transfer must be received in writing at the AAF Buffalo address. Includes five individual memberships. All must be employees of the same company; additional equivalent memberships are available at the discounted rate of \$80/year, please add these with the Corporate individual option. Corporate membership also includes credit toward an ad in the annual show book equal to the 1/2 page ad rate.</small>	
\$800.00	10-Person Corporate
JOIN	<small>EXPIRES ON AUGUST 31, 2020 ONE-TIME BILLING</small>
<small>Open to any company with ten or more employees. Company-owned memberships are transferable within the company; request for transfer must be received in writing at the AAF Buffalo address. Includes ten individual memberships. All must be employees of the same company; additional equivalent memberships are available at the discounted rate of \$80/year, please add these with the Corporate individual option. Corporate membership also includes credit toward an ad in the annual show book equal to the full page ad rate.</small>	
\$1100.00	15-Person Corporate
JOIN	<small>EXPIRES ON AUGUST 31, 2020 ONE-TIME BILLING</small>
<small>Open to any company with 15 or more employees. Company-owned memberships are transferable within the company; request for transfer must be received in writing at the AAF Buffalo address. Includes fifteen individual memberships. All must be employees of the same company; additional equivalent memberships are available at the discounted rate of \$80/year, please add these with the Corporate individual option. Corporate membership also includes credit toward an ad in the annual show book equal to the full page ad rate.</small>	
\$80.00	Educator
JOIN	<small>EXPIRES ON AUGUST 31, 2020 ONE-TIME BILLING</small>
<small>This is open to any individual full-time educators, verification is required. Non-transferable. Includes all voting rights as an AAF Buffalo member; special member rates to events, programs, etc.; eligibility to enter the annual American Advertising Awards; and more.</small>	
\$15.00	Student
JOIN	<small>EXPIRES ON AUGUST 31, 2020 ONE-TIME BILLING</small>
<small>Open to all full-time students currently attending college. Provide local address, phone, etc. Includes free entry to a number of student events, eligibility for scholarships, eligibility to enter the American Advertising Awards in student categories, and more. Student members are not eligible to vote. Excludes AAF benefits and privileges. Membership required to attend Portfolio Review.</small>	

Exhibit 13: Discounted Member Pricing Example

COMPLETED

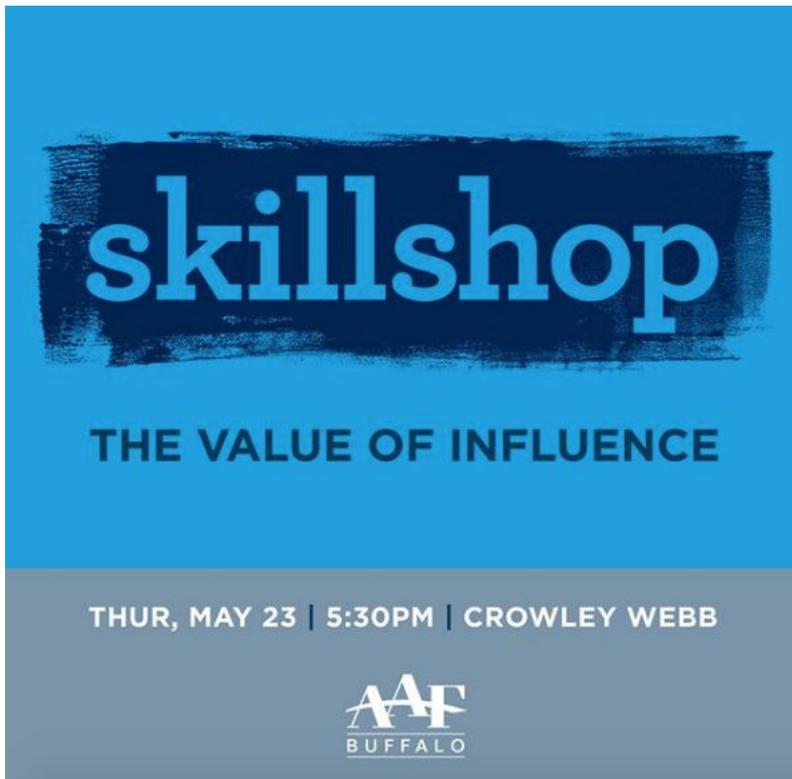
Spotlight Speaker Series: Rob Baiocco

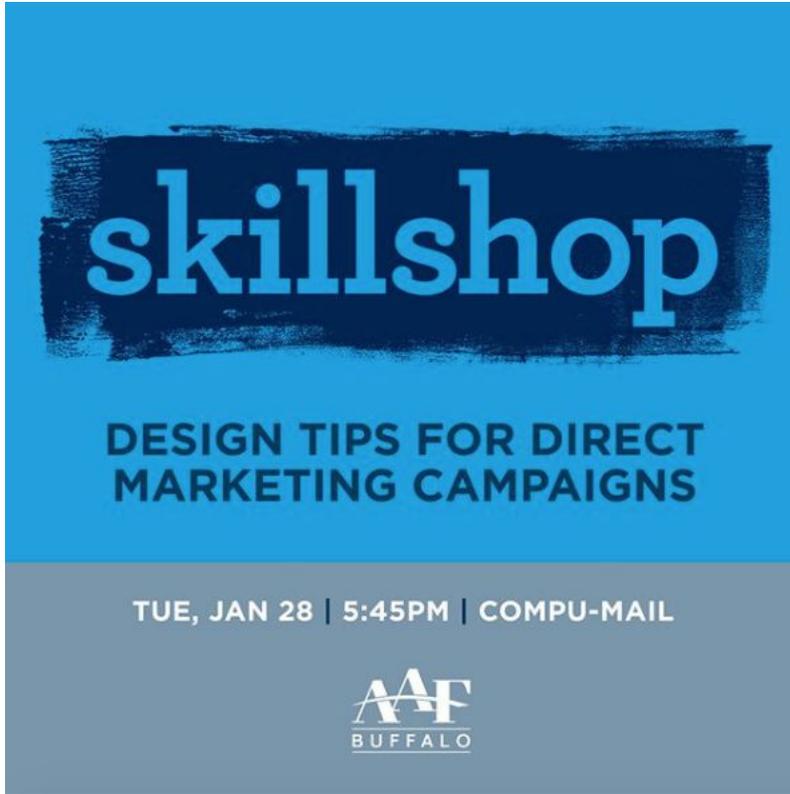
Big Ditch Brewing Company | 55 East Huron Street | Buffalo, NY 14203
Tuesday, November 12, 2019 from 5:30 PM to 7:00 PM (EST)

View

EDIT	DESIGN	MANAGE			
Sales by Ticket Type					
Event Dashboard	Ticket Type	Price	Sold	Status	End Sales
Payments & Payouts	Early Bird: Student Member	\$10.00	0/90	Hidden	11/6/19 4:00 PM
Order Options ▼	Early Bird: Student Non-Member	\$20.00	0/90	Hidden	11/6/19 4:00 PM
Invite & Promote ▼	Early Bird: AAF Buffalo Member	\$20.00	25/90	Hidden	11/6/19 4:00 PM
	Early Bird: Non-Member	\$40.00	7/90	Hidden	11/6/19 4:00 PM

Exhibit 14: Member-Only Skillshops





aaf_buffalo • Following



aaf_buffalo Taking a break from your regularly scheduled ADDYs programming to bring you... our first Skillshop for 2020!

Join us January 28th for Design Tips for Direct Marketing. Hear about the benefits of personalization, industry-specific formatting techniques, and more. Tickets available on our website at AAFBuffalo.com/events.

10w



Liked by [luminustim](#) and 17 others

JANUARY 9

Add a comment...

Post

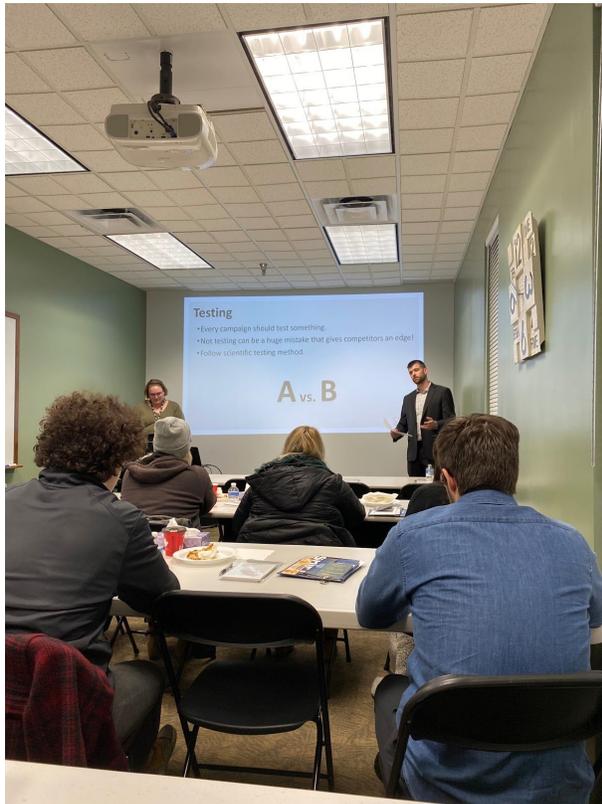


Exhibit 15: Newsletter / Agency News and Story Submission Web Form

Here's What You Missed

- [Recap: Keni Thacker in the Spotlight Speaker Series](#)
- [Recap: Student Portfolio Series Part 1](#)
- [Recap: Top Buffalo Ad Professionals Join AAF Panel](#)
- [Recap: Fall Agency Tour for Students](#)
- [Former AAF Buffalo President Tim Bouchard Named Buffalo 40 Under 40](#)
- [The Martin Group's Employee Spotlight](#)
- [October Promotions at Crowley Webb](#)
- [From Block Club: How to Decode What Your Designer Is Saying](#)
- [Meet One of the Financial Services Teams at FARM](#)
- [Get to Know the New Digital Director at 19 Ideas](#)

Share your industry news. [Submit a story](#) to be considered for future editions of our newsletter.



Check out What's out There

Some jobs are just too good to pass up. Start the search and get ready to apply. Visit our site to view the most **[recent openings and internships](#)** available and find your dream job that's just waiting for you.

Hiring? [Submit listings](#) for your available job or internship opportunities.

[See All Jobs](#)

AAF BUFFALO NEWSLETTER MAILING LIST

Our monthly newsletter is a direct source of all things advertising and media in the greater Buffalo-Niagara region. Get recent stories from our blog, information on upcoming events, and links to recent industry news. Our goal is to bring you important and interesting information so you don't miss out on any fun, but if you do, we'll be sure to recap it for you!

Signup for our mailing list:

First Name:

Last Name:

Email address:



Submit a story of your own!

Any noteworthy industry news regarding new hires, company growth, client stories, will be considered for our Newsletter when submitted through our submission form or you can email pr@aabuffalo.com in your distribution list! Please make sure all parties involved are aware / consent to the use of their name and/or images in the newsletter. The communications committee has the right to select the best submissions for inclusion each month.

Your story must be about an AAF corporate or individual member.

Your Name (required)

Your Company

Your Email (required)

Submission Title (required)

Your Story Link (required)

Your Story Description

Image associated with this story (limit 5MB)

 No file chosen

Are you an AAF Buffalo member? (required)

Yes

No



Exhibit 16: Corporate Instagram Takeovers



AAF aaf_buffalo • Following ...

AAF aaf_buffalo Hey friends, @CrowleyWebb here. Tomorrow we're taking over AAF's insta stories to share more about...well, that's up to you. Wondering what it's like to work at an ad agency? Trying to figure out the first step in a website rebuild? Curious how Matt Low takes his coffee in the morning? (Okay, probably not.) We'll be here, bright and early to answer any question you throw our way. In the meantime, feel free to drop a question in the comments and we'll tag you in our story with the answer tomorrow. See you then! #aafbuffalo #takeover

43w

AAF aaprilbee @mattylow either has a

♥ Comment Share Bookmark

Liked by sbartels47 and 56 others

MAY 21, 2019

Add a comment... Post



AAF aaf_buffalo • Following ...

AAF aaf_buffalo We (@delawarenorth) are taking over AAF Buffalo's Instagram story on Wednesday! We'll be bringing you thumb-stopping content such as:

- 🏢 A look inside our offices – both here and around the world! (Swipe to see a few of the iconic places where we operate!)
- 👉 An introduction to our Creative Studio
- 🌈 A few of our recent projects
- ⚡ And more!

See you Wednesday! . #takeover #aafbuffalo #hq #worldwidereach

39w

AAF jeffbucki ♥

♥ Comment Share Bookmark

Liked by jmminderler and 54 others

JUNE 18, 2019

Add a comment... Post



aaf_buffalo • Following
Memory Lane



aaf_buffalo Did you know that before @quinlancompany became the agency it is today, it was part of a larger advertising agency that was so huge, it had its own private plane? Yeah, we didn't think so. Check out AAF's story as we spill all the tea ☕ of Quinlan's past. #takeover #aafbuffalo

4w



249 views

FEBRUARY 18

Add a comment...

Post

Exhibit 17: Join It Member Profile and Backend Integration with Eventbrite



Josh Gumulak Active
josh.gumulak@gmail.com

Edit Email | Change Status | Transfer

MEMBERSHIP TYPE	MEMBERSHIP ID
Board Member	None
JOINED	EXPIRATION DATE
September 2, 2019	August 31, 2020

UPDATE MEMBERSHIP SETTINGS

FIRST NAME	LAST NAME	COMPANY
Josh	Gumulak	Gelia

JOB TITLE

Account Executive

@joshgumulak joshgumulak

INSTAGRAM

@joshgumulak

EDIT MEMBERSHIP INFO



ORDERS PLACED

22 orders placed

APPLICABLE CODES

1 applicable code - [View codes](#)

Exhibit 18: Committee Structure Slide from Retreat Slide Deck

COMMITTEES

American Advertising Awards (ADDYs)	Programming	Education	Communications / Design / PR	Membership / Sponsorship	Achievement Awards
Lauren	Paige	Casey	Greg (Chair/C)	Ally	Greg
Katie	Alex	Katie	Ally (VP)	Chris P	Josh
Josh	Josh	Ian	Lauren (C)	Josh	Paige
Alex	Ally	Dave	Paige (PR)	Alex	Alex
Ally	Megan	Paige (VP)	Katie (AD)	Jeff (2)	Ally
Caitlin	Caitlin	Josh	Megan (AD)	McKenna (2)	Lauren
Shannon	Chris P	Sam (2)	Casey (AD)		Casey/Katie
Maura (2)	Jeff (1)	Philip	Dave (V)		
	McKenna (1)		Sam (AD) (1)		
	Colleen (2)		Colleen (W/C) (1)		
			Maura (C) (1)		
			McKenna (P) (3)		



Exhibit 19: Board Retreat Ropes and Zipline Course Outing



Exhibit 20: Event Playbook Document Example

1 2 3 4 5 6 7

BRANDHACK PLAYBOOK

Everything you need to know to setup and run the BrandHack event is contained in this sacred document. Godspeed.

NEEDS

- **6 hours booked for event space** (coworking or university art classrooms work well) with
 - Multiple power outlets for laptops etc
 - Projector or TV for presentations
 - Big working tables / enough chairs
- **Food**
 - Breakfast
 - Lunch
- **Prizes**
 - 1st place trophies (up to 6 to accommodate up to 5 students + 1 pro)
 - <https://www.k2awards.com/products/sky-is-the-limit-trophy-rf1358/>
 - Inscription =
AAF BUFFALO
BRAND HACK 2017
1ST PLACE
 - 2nd place gift cards (up to 6, been doing \$10 Amazon cards)

PARTICIPANTS

- **1-2 Event Organizers**
- **1 Non-Profit Contact:** whoever they deem the point of contact is for this event, they will attend as a 3rd judge.
- **2 Judges:** Preferably local Creative Director or Associate Creative Director level
- **(X) Professional Team Captains:** Any professional Designer or Art Director. Base the number needed off the anticipated team attendance (i.e. last year +1 team would likely work) and try to have backups incase you need them.
- **(X) Teams of 4-5 students** (team count is dependant on event growth and club marketing efforts).

Exhibit 21: Sponsors Event Board and Sponsorship Webpage

AAF
BUFFALO

ADDYS PRESENTING SPONSOR

FARM

ELECTRIC TOWER SPONSORS

 **VSP Graphic Group**
COMMERCIAL GRAPHICS MEDIA PRODUCTION

dixon schwabl 
INSPIRED + INTEGRATED + IDEAS

RATH BUILDING SPONSORS

 **EVANS**
BANK


displays & designs, inc.

DARWIN MARTIN HOUSE SPONSORS

CBRE | Buffalo
Part of the CBRE affiliate network



EVENT SPONSORS

 **EVANS** BANK  **FIFTEEN**



AAF Buffalo, 2019 & 2017 American Advertising Federation Club of the Year, supports and connects advertising professionals in Western New York. Through collaboration, education, networking, and events, we offer creative thinkers and marketing-savvy minds the opportunity to do more and get better. Seasoned experts are able to share experiences and keep up with the latest trends. Students are provided access to the resources they need to enter the workforce.

We serve all of our members; primarily with extensive informative and fun events. These events are managed by a volunteer board who are committed to making every event meaningful, making membership worthwhile, and making Buffalo better.

Why partner with AAF Buffalo? We know people.

Our Reach:

- Strong Membership: AAF Buffalo has over 300 dues-paying members
- 79% of AAF Buffalo's professional members make purchasing decisions or recommendations for their company or clients
- Active Social Media Pages:
 - Facebook: 2,100+ Likes/Page followers
 - Twitter: 3,750+ followers
 - Instagram: 1,000+ followers
- Robust Email Database: 2,100+ addresses that receive club info regularly on upcoming events
- American Advertising Awards: An annual sell-out event, with attendance surpassing 400 attendees
- Active event attendance: 1,349 attendees to events in 2018; 1,202 attendees in 2017

[AAF Buffalo sponsorship opportunities](#) | [AAF Buffalo Media Kit - 2018](#)

In addition to our focus on professional development and networking events, AAF Buffalo also works to give back to the community. Each year we award thousands of dollars in scholarships to area students and donate hundreds of pounds of food to the Food Bank of WNY. The support of our sponsors help expand our ability to give back to the community.

We take pride in our profession, our region, and our work—and we want everyone to know it. We strive to keep membership valuable and affordable, and we truly hope you'll partner with us! If you are considering a sponsorship with AAF Buffalo, please fill out the form below to request more information.

Get involved by contacting us today!

Name (required)

Company

Email (required)

Phone Number

Message

[SUBMIT](#)

ADDYs Presenting Sponsor



Rath Building Sponsors



Darwin Martin House Sponsors



Event Sponsors



2019-20 CHAPTER GOALS

MEMBERSHIP

Increase memberships by 15% = 45 member increase = 340 members

STUDENT INVOLVEMENT

Create a Student Committee
Create an *active* school / professor network

SPONSORSHIP

Increase sponsorships by 20% to \$3,000 total

AMERICAN ADVERTISING AWARDS ENTRIES

Increase entries by 10% = 50 entry increase = 555 entries

WIN BACK-TO-BACK CLUB OF THE YEAR



Exhibit 23: Media Kit Intro Page



ABOUT AAF BUFFALO

AAF Buffalo supports and connects the advertising industry in WNY. Through collaboration, education, networking, and events, we offer creative thinkers and marketing-savvy minds the opportunity to do more and get better.

WHO WE ARE

- A not-for-profit representing advertising agencies, in-house marketing departments, freelancers, educators, and students.
- Part of the American Advertising Federation (AAF)—a national organization made up of 200 local chapters and approximately 40,000 members.
- The 2019 & 2017 AAF National Club of the Year for efforts related to club operations, membership development, event programming, diversity and multicultural initiatives, public service, and advertising education.

MEMBERSHIP GROWTH

YEAR	2012	2013	2014	2015	2016	2017	2018	2019
PAID MEMBERS	160	174	176	194	222	300	301	358

OUR REACH

- 1,239 attendees to AAF Buffalo events in 2018-19 club year
- 450 attended this year's American Advertising Awards, a sell-out
- Robust email contact list of 2,100+ subscribers
- Active social media presence resulting in 20% of traffic referrals to aafbuffalo.com
- **Twitter:** 3,700+ followers
- **Instagram:** 1,200+ followers
- **Facebook:** 2,300+ followers
- **LinkedIn company page:** 250+ followers (created in 2017)
- **LinkedIn group page:** 1,700+ followers

Exhibit 24: 2019-20 Sponsorship Opportunities



ALL YEAR-LONG SPONSORS RECEIVE

- Unlimited postings to the AAF Buffalo job board
- Logo inclusion on aafbuffalo.com, event sponsor boards, and email communications
- Social media mentions thanking you for your support
- First chance to schedule an Instagram Story feature to promote your projects and workplace culture

	CITY HALL	CENTRAL TERMINAL	ELECTRIC TOWER	RATH BUILDING	DARWIN MARTIN HOUSE
	\$10,000	\$5,000	\$2,500	\$1,250	\$500
Memberships	15-person corporate	10-person corporate	5-person corporate	3-person corporate	1 individual
Networking Event Tickets (per event)	10	4	2	1	1
ADDY Tickets	10	6	4	2	0
ADDY Showbook Ad Size	Full	Full	Full	Half Page	Quarter Page
Job Board Banner Ad	3 months	2 months	1 month	2 weeks	X
Opportunity to host a members-only "pitch hour"	✓	✓	✓	X	X
Logo on ADDY pre-show reel/signage	✓	✓	✓	X	X
Introduce a Spotlight Speaker	✓	✓	X	X	X
Industry exclusivity (non-advertising-related businesses only)	✓	X	X	X	X
Co-Presenting Sponsor of the ADDYs	✓	X	X	X	X
Presenting Sponsor of the Spotlight Speaker Series	X	✓	X	X	X
Recruitment-focused email blast to main AAF Buffalo list	✓	X	X	X	X



ADDY® SPECIFIC SPONSORSHIPS

All ADDY sponsorships include

- Logo recognition on the event website, pre-show reel, signage, and social media
- Full-page showbook ad

SPONSORSHIP	PERKS	COST	# SPOTS
Gold & Silver Award Sponsor	<ul style="list-style-type: none"> * Logo recognition on all Gold and Silver ADDY awards * 6 ADDY Show Tickets 	\$2,500	1
Bar Sponsor	<ul style="list-style-type: none"> * Logo recognition at all bars on Show Night 	\$1,000	TAKEN
Preview Night Sponsor	<ul style="list-style-type: none"> * Logo recognition around the venue during Preview Night 	\$500	2

EVENT SPECIFIC SPONSORSHIPS

All event sponsorships include

- Logo recognition on aalbuffalo.com and event promotion materials
- Named as an event co-host on Facebook event

SPONSORSHIP	PERKS	COST	# SPOTS
Ad Week	<ul style="list-style-type: none"> * 2 tickets to every event (Skillshop, Speed Networking, Industry Panel, Spotlight Speaker: Keni Thatcher) * Listed as the "Presenting sponsor of Ad Week 2019" 	\$1,000	1
Student Portfolio Series	<ul style="list-style-type: none"> * Listed as the "Presenting sponsor of the Student Portfolio Series" * Opportunity to welcome students at Portfolio Seminar (November) and Portfolio Review (April) * Corporate representation on the pro reviewer roster (must meet experience criteria) 	\$500	TAKEN
Spotlight Speaker Keni Thatcher	<ul style="list-style-type: none"> * 2 tickets to the event * Opportunity to attend post-event dinner 	\$500	1
Spotlight Speaker (Nov)	<ul style="list-style-type: none"> * 2 tickets to the event * Opportunity to attend post-event dinner 	\$500	1
Jingle Bowl	<ul style="list-style-type: none"> * 1, 4-person team in the tournament * Verbal recognition throughout the event 	\$250 +prizes	TAKEN
BrandHack	<ul style="list-style-type: none"> * Listed as the "Presenting sponsor of BrandHack" * Logo recognition on winners' trophies * Corporate representation on the judging panel (must meet experience criteria) 	\$250	1
Spotlight Speaker (Apr)	<ul style="list-style-type: none"> * 2 tickets to the event * Opportunity to attend post-event dinner 	\$500	1
Spotlight Speaker (May)	<ul style="list-style-type: none"> * 2 tickets to the event * Opportunity to attend post-event dinner 	\$500	1