



2023-2024 Club Achievement
Membership Development & Communications

OVERVIEW

Utilizing technology for growth emerged as a major player for AAF Austin's strategy during the 2023-2024 period, steered by a board and executive committee marked by continuity and experience, with many members serving for a second term. Despite encountering challenges, the team's collaborative approach ensured inclusivity and impact. A key operational enhancement was the implementation of a comprehensive CRM system, which streamlined membership management and communications, reinforcing AAF Austin's commitment to fostering a vibrant and interconnected advertising community and setting the stage for continued growth and excellence.

MEMBERSHIP

Goal: Develop Membership Deck

Many members were not aware of the entire worth of the AAF, according to a 2022 program that gave an overview of the organization's perks. Thus, the Membership team created a thorough deck to address this.

Achievement:

The deck was introduced along with the increased membership fee in February 2023. It emphasizes the significant advantages of membership, including our signature events, diversity and education programs, networking events, and the many goods and services that AAF offers nationally. Both individual members and organizations interested in company membership can customize it to their liking. *(Exhibit A)*

Goal: Increase Membership We ended the 2023 board year in June with 1020 members and 26 companies.

AAF Austin is always striving to increase the club's membership, especially in light of the previous two years'

fall in membership. It continues to grow every month throughout 2023 -2024

Achievement:

April 2022: 1020 Individual Members // 24 Company Members

February 2023: 1142 Individual Members // 29 Company Members

Our individual memberships had an increase of 12%. Our company memberships had an increase of 20% (*Exhibit B*)

Goal: Involvement

This year, we aimed to provide as much value as possible to members by increasing awareness and usage of membership benefits as well as encouraging more participation in AAF Austin events and programs.

Achievement:

Hosted 15+ events consisting of happy hours, excellence awards, educational, diversity, and professional development opportunities. In addition to our AAF Austin events, the club also planned for Advent10n in Austin (April 12, 2023)

- **Ad 2 Austin Trivia Night** | March 30th, 2023 | In-Person Event
- **Advent10n** | April 12th - 15th, 2023 | In-Person Event
- **32 Under 32** | May 4th, 2023 | In-Person Event
- **Inclusion Solution Series: Your Role in the Workplace Inclusion** | June 15th, 2023 | In-Person
- **AAF Cannes Lions with UKAEG** | July, 2023 | In-Person Event
- **Beat the Heat with Austin Monthly** | July 20th, 2023 | In-Person Event
- **How to Win in Local Advertising** | August 17th, 2023 | In-Person Event
- **NFL Happy Hour** | September 7th, 2023 | In-Person Event
- **Coffee and Tacos** | October 5th, 2032 | In-Person Event
- **Big Wigs** | October 25th, 2023 | In-Person Event
- **Fostering Collaboration in Creative Communities** | November 15th, 2023 | In-Person Event
- **Xmas Office Holiday Party, Sponsored by PopShorts** | December 7th, 2023 | In-Person Event

- **GSD&M Diverse Partner Summit** | December 6th, 2023 | In-Person & Virtual Event
 - **American Advertising Awards** | February 17th, 2024 | In-Person Event
 - **AAF Austin + UK AEG “Roundtable” SXSW UK House** | March 11th, 2024 | In-Person Event
 - **E4 Youth** | May 2024 | In-Person Event
 - **Government Relations** | May 2024 | In-Person Event
-

COMMUNICATIONS

Goal: Launch New AAF Austin Website for Communication and Updates

Our aim is to launch and develop the AAF Austin website, integrating improvements identified through member feedback, to include more technical updates made by our technical lead Jenero Diaz. These enhancements prioritize clarity and user experience, aligning with our organization's values and branding guidelines. By continuing to develop and restructure the content and design, we'll ensure ongoing important announcements are being shared to our community.

Achievement:

By creating a new AAF Austin Technical committee, dedicated to updating the website, we'll continue to innovate and to serve our community (*Exhibit C*)

Goal: Streamline Internal Communications

The Communications team initiated the year with a revamped structure, segmenting responsibilities across branding, email, Eventbrite, and social media, led by experienced returning board members. However, as the year progressed, changes in job circumstances for some members demanded a shift in operations. During this transition, our dedicated committees stepped up to maintain momentum, ensuring continuity in our communications strategy while we embarked on the search for a new board member to join the team. The dedication of two team members, Cori Baker and Kari Antczak from SWNG productions kept us looking great with high end videos and recaps of our events encouraging more attendance and community engagement.

Achievement:

The Communications team set up a new system for organizing event promotions by creating a form for event planners to fill out well before their events. They also asked these planners to provide their own creative materials to help reduce the team's workload. However, facing challenges, it became clear more support was needed. We

Goal: Expand External Communications and Personal Outreach

Our objective is to effectively leverage our email database and social media channels for disseminating AAF Austin news, events, and program details to our members. We recognize the importance of establishing a Customer Relationship Management (CRM) system as a critical asset for enhancing awareness and fostering better communication and partnerships. Additionally, we emphasize the value of personal engagement, with our Presidents taking the initiative to personally meet and express gratitude to new members through lunch meetings whenever feasible.

Achievement:

- Supported 13 events consisting of happy hours, excellence awards, educational, diversity, and professional development opportunities (*Exhibit G*)
- Increased reach and engagement with followers (*Exhibit H*)
- Prompt follow-up with new and renewing company members to solicit their participation and sponsorship (*Exhibit I*)
- Development of new recruitment collateral for both individual and corporate membership and partnership
- Membership Deck
- Partnership Deck
- CRM (*Exhibit J*)

BIG WIGS**Goal: Celebrate The Unsung Heroes of the Austin Advertising Community**

Big Wigs is about paying homage to the talented professionals behind the scenes who aren't typically recognized for their hard work and achievements. This celebration of our members has been a well-attended fan-favorite event for many years. The fact that we celebrate the members themselves vs. their work increases engagement.

Achievement:

- 207 attendees
- This was the second time AAF Austin offered NFTs as a digital award to supplement the physical awards. This was an incredible innovation for the chapter (*Exhibit L*)
- 16 individual promotion emails and posts for Big Wigs (*Exhibit M*)
- Heavily publicized each phase of the event across our own website and social media channels, including Facebook, LinkedIn, and Instagram (*Exhibit N*)
- Overwhelmingly positive feedback from attendees

Goal: Make a Profit

Second only to the American Advertising Awards, AAF Austin's Big Wigs event is one of the club's most attended and most profitable. It includes and unites all groups within our industry: agencies, vendors, and educators.

Achievement – Sales:

- Gross sales of \$10,612 with a Net Profit of \$6,700
- Excellent support network of sponsors and in-kind donations.

In our Membership and Communication efforts, our main goal is to inform both members and non-members about the extensive benefits offered by AAF. Our programs are crafted to welcome individuals from various backgrounds and professional levels within the advertising sector. By doing so, we aim to uplift and enlighten the Austin community, laying down a robust groundwork for future growth and development.

Through these initiatives, we are dedicated to creating an environment that fosters inclusivity and promotes the

sharing of knowledge and resources. By engaging a diverse group of advertising professionals, we ensure that our community is well-equipped and informed, setting the stage for continued success in the years to come.

EXHIBITS

Exhibit A – Membership Deck

aaf
austin

Partnership Deck



AAF National

Founded in 1905, The American Advertising Federation is the oldest national advertising trade association in the U.S. With nearly 50,000 active members across 200 local chapters, we are also the largest.

Home to the American Advertising Awards (ADDYs) as well as the Advertising Hall of Fame, AAF is the premier advertising organization for brands, agencies and studios.

aaf
austin

aaf austin | 2

AAF Austin

Professionals from the top agencies in Austin
Members of the American Advertising Federation



AAF Austin | 3

Thought Leadership Panels

A wide-ranging series of advertising and marketing topics with a focus on thought leadership, technology and diversity. Panels can be in the AM@Breakfast Series (held on evenings with menus ranging from bars/restaurants, office spaces) or official event spaces.



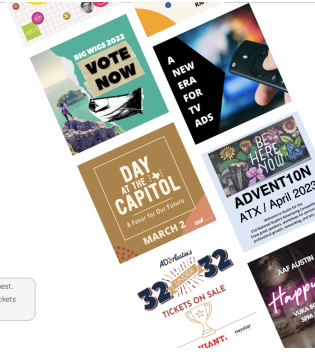
- Presenting (Title) Sponsor** **\$2.5K**
- Opportunity to place 1 member of your company on stage. Either as the host or on the panel.
 - Company name in title of event
 - Opportunity to provide branded items upon entrance/exit
 - Drink special named after your company
 - Names and information of attendees available upon request
- Bar Sponsor** **\$1K+**
- Drink Special named after your company
 - Opportunity to provide signage at all bars
 - Opportunity to provide branded items for bar service (plates, napkins, etc.)
 - Thank you during the opening ceremonies

AAF Austin | 7

AAF Austin - Events

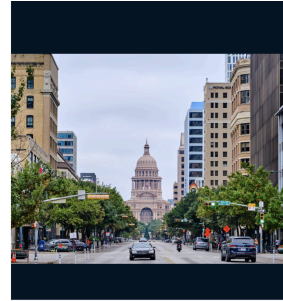
- Big Wigs**
 - Individual achievement awards
- American Advertising Awards**
 - Campaign achievement awards
- Day at the Capitol**
 - A day for advocating policy at the Capitol
- Ad 2 - 32 Under 32**
 - Celebrating the 32 fastest rising people in Austin media under the age of 32
- 6 Hours**
 - Monthly gatherings of like minded individuals
- Thought Leadership Panels**
 - Guest speakers join us for an evening for forward thinking around a given topic.

Custom sponsorship packages are available for all events upon request. All sponsorships include logo placements and varying level of VIP tickets and online promotion.



2024 Events Calendar Q1

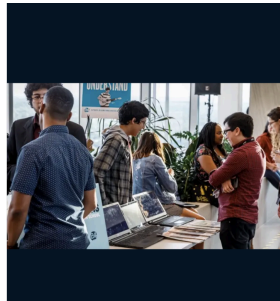
- January**
- AAF Austin Official 2023 Kickoff - "Happy Hour (Happy Hour)"**
Dive into the new advertising year with AAF Austin's Official 2023 Kickoff happy hour! This annual gathering is a staple in Austin's ad scene, offering professionals a relaxed setting to connect, reflect on past successes, and discuss the promising horizon ahead. With drinks in hand and the city's best ad minds around, it's the perfect occasion to strengthen ties and set the tone for another year of advertising brilliance in Austin. Cheers to forging bonds and crafting masterpieces in 2023!
- February**
- Inclusive Imagery: Branding in the Era of Social Consciousness (Panel)**
Navigate the nuanced landscape of modern advertising with "Inclusive Imagery", a panel discussion centered on diversity and inclusion. As the call for social consciousness intensifies, discover the strategies and insights top brands employ to communicate authentically and inclusively. Join industry experts as they delve into the challenges, triumphs, and transformative power of advertising that truly represents the diverse world we live in. Embrace the future of branding where every voice finds a resonance.
- March**
- Day at the Capitol**
Annual event to help educate our ad community on how we work with representatives on advertising related policy.
- 5:00PM - 7:00PM



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2024 Events Calendar Q2

- April**
- Austin AdScope: Behind the Campaigns (Panel)**
Discover the heartbeat of Austin's advertising industry in a comprehensive showcase featuring the city's premier agencies. Dive into a detailed exploration of their most successful recent campaigns, gaining insights into team compositions, creative processes, and budget allocations. This gathering not only celebrates the successes but also fosters an environment of learning and collaboration.
- May**
- Ad2 Annual Awards Event**
Elevate your AAF Austin collaboration with existing event at Capital Factory. **Headlining Success: Houston Metrics in Advertising (Panel)**
In today's rapidly evolving advertising landscape, traditional metrics no longer capture the full scope of campaign success. Dive into the contemporary indicators that brands and agencies use to measure success and ROI. Explore how innovative metrics, fueled by digital transformation and shifting consumer behaviors, are shaping the way we identify and strategize. Engage with industry thought leaders as they unpack the nuances of modern measurement and chart the course for the future of advertising analytics.
- June**
- Austin Ad Splash (Happy Hour)**
Get ready for the best party of the summer. Austin's ultimate poolside gathering for advertising professionals. Dive into refreshing conversations, make a splash with new collaborations, and soak up the sun with the city's ad elite. With cool waters and cooler ideas, this is where summer and business seamlessly blend.



AAF Austin | 10

Happy Hours

Monthly networking nights at bars and restaurants around Austin open to all AAF Members and Ad2 Members free of charge. Relaxing, "come-and-go as you please" events that are sponsored by local agencies, publishers and tech companies.

AAF AUSTIN - PAWS IN PRISON

Happy Hour
AT STAR BAR

Presenting (Title) Sponsor - MEMBER 1ST **\$1.5-3K**

- Opportunity to place 1 member of your company on stage and address the audience for ~1-2 min.
- Company name in title of event
- Opportunity to provide branded items upon entrance/exit
- Drink special named after your company
- Names and information of attendees available upon request

AAF Austin | 8

AMERICAN ADVERTISING AWARDS
BEYOND THE MACHINE
A Celebration of Advertising Creativity

American Advertising Awards

The American Advertising Awards is the advertising industry's largest and most representative competition, attracting over 40,000 entries every year in local AAF (Club Ad Club) competitions.

AAF Austin | 6

- \$10K**
- Presenting (Title) Sponsor**
- Premier logo placements
 - Full-page placements in printed guidebook*
 - Up to 15 minutes on stage
 - Names and information of attendees available upon request
- \$8K**
- Dinner Sponsor**
- Branded napkins for the night
 - Opportunity to provide branding for Food Stations
 - Half-page placements in printed guidebook*
- \$5K**
- Bar Sponsor**
- Drink special named after your company
 - Opportunity to provide branded items for bar service (plates, napkins, etc.)
 - Thank you during the ceremony
- \$3K**
- After Party Sponsor**
- Shout out at beginning and end of event
 - Opportunity to provide branded items and/or promotional material to attendees
 - Last touch
- \$3K**
- Photo Booth Sponsor**
- Branded photos for both print and email
 - Opportunity to provide branded props
- \$3K**
- DJ or Band Sponsor**
- Branded photos for both print and email
 - Opportunity to provide branded props
- \$2-4K**
- Supporting Sponsors**
- Logo placements in printed materials and guidebook*
 - Tickets (amount based on spend level)
- *Sponsors included in printed guidebook due by 1/25. Full-page, half-page and quarter-page placements available starting at \$3K+ package levels.

AAF Austin | 6

Big Wigs

Big Wigs, the AAF Austin award ceremony that celebrates the individuals who make Austin's advertising scene happen. This event is not about the creative work—it's about the when, where and how the creative work gets to market. It's about the whistles it takes to bring the greatest campaigns to light. The event attracts large crowd of Austin advertising pros will gather to celebrate the achievements of some of their finest team players.

AAF Austin | 5

- \$6K**
- Title**
- Premier logo placements
 - Name in title of event
 - Up to 15 minutes on stage
 - Names and information of attendees available upon request
- \$4K**
- Dinner**
- Branded dishes for the night
 - Opportunity to provide branding for the food area
 - Opportunity to provide items for food service (plates, napkins, etc.)
 - Opportunity to have a booth for "wed" items near the food area
- \$3-5K**
- Photo Booth**
- Branded photos for both print and email
 - Opportunity to provide branded props
- \$4K**
- Bar**
- Branded drink(s) of the night
 - Opportunity to provide branding to the bar area
 - Opportunity to provide branded items for bar service (plates, napkins, etc.)
- \$3K**
- Entertainment**
- Include on stage
 - Opportunity to brand the entertainment space
- \$3K**
- Safe Ride**
- Shout out at beginning and end of event
 - Opportunity to provide branded items and/or promotional material to attendees
 - Last touch booth with branded uber vouchers
- \$1K**
- General**
- Logo placements
 - Two tickets

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Exhibit B – Individual Membership Growth

AAF Austin Board Meeting Dashboard										
	A	B	C	D	E	F	G	H	I	J
			August 2022	September 2022	October 2022	November 2022	December 2022	January 2023	February 2023	
2	5 min	Open meeting								
3		Call meeting to order								
4		Approve minutes from previous month	approved	approved	approved	approved	approved	approved	approved	approved
5		Review financials	approved	approved	approved	approved	approved	approved	approved	approved
6		2022-2023 budget			approved via email	Sent				
7		taxes			Need to vote via email	Sent			----- filing electronically (now that IRS no longer accepts via USPS)	-----
8	5 min	Scorecard								
9		Bank balance	\$32,000.00	\$31,000	\$26.8K	\$47k*	\$13K	\$20.6K	\$32.6K	\$49.6K
10		A/R	\$0.00	\$4,000	Carla to follow up/confi		0	0		
11		Total members	1020	1059	1060		1031	1038	1126	1142
12		Company members	24		24		26	27	28	29
13		New Partnerships		1	4		0	1	0	2+
14	10 min	Goals check in (on-track, off-track, done)								
15		Operations (presidents, admin) membership renewals hire new ED	on track	on track	on track	on track	on track	on track	on track	on track
16		Ad 2 (Victoria)	on track	on track	on track	absent	on track	on track	on track	on track
17		AAA's (Stacy) increasing ROI for sponsors increasing recruitment in membership through event increasing communication	on track	on track	on track	on track	on track	on track		DONE
18		Advent10n (Emily V., Emily K.) recruitment	on track	on track	on track	on track	on track	on track	on track	on track

Exhibit C – New Website



Exhibit G – *Events & Opportunities*

Presented by AAF Austin and airtory

Fostering Collaboration in Creative Communities

Join us for a discussion where creative advertisers converge to explore the intricacies of synergistic creation.



Ashley Lapin



Jane Harvey



Kana Livolsi



Fostering Collaboration in Creative Communities

NOV 15TH
5:30 PM
VUKA
BOLDIN CREEK

MADE POSSIBLE BY:



PRESENTED BY AAF AUSTIN & BIG TUNA INTERACTIVE

MORNING MINGLE Meetup

FEB 22
8-10AM

EASY TIGER
SOUTH LAMAR

COMPLIMENTARY
BEVERAGES & SNACKS

3508 S LAMAR
AUSTIN, TX 78704



START YOUR DAY RIGHT: NETWORKING & BREAKFAST



HOW TO WIN IN LOCAL ADVERTISING

in Austin

Happy Hour + Small Bites

Followed by a Panel Speaker Session

August 17th

Hosted by:



aafaustin Austin, Texas

aafaustin We're back for another epic night of lively discussion, networking and great intel on advertising in the metropolis we call home!

As Austin's population continues to grow, how do local advertisers, marketers and agencies navigate our boomtown landscape?

How can established brands and hot startups best use their valuable (and limited) budgets across all effective advertising channels?

When: August 17th 5-8pm
Where: Vuka, North Lamar, 5540 N Lamar Blvd, Austin, TX 78756
What: Panel Speakers, Networking, Food, Drink and Free Parking.

Tickets are limited, so secure your space now! Link in bio to register!

#ataaaf #austinadvertising #networkingevent

27 w

joshfraga Can't wait!
27 w Reply

3 August 2023

Liked by dthackatx and 41 others

Add a comment...

aafaustin Austin, Texas

aafaustin Come and "Beat the Heat" - Thursday July 20th at Easy Tiger South (3508 South Lamar) from 6-8pm.

Our friends @austin_monthly and @txmusicmag are sponsoring a happy hour for all advertising pros in Austin. We can't wait to see you. To share a refreshing drink and even cooler networking!

Free for AAF members \$15 for non-members.

Tickets are limited. Sign up now!

Link in Bio

#advertisingagencies #aafaustin #austincreatives #austnadvertising

Edited: 30w

xdicator103 DM it on @Texasfam
30 w Reply

immojustkiddin
30 w Reply

Liked by stonaghespeirs and 26 others

11 July 2023

Add a comment...

aafaustin Austin, Texas

aafaustin

JULY 20TH 6PM - 8PM

BEAT THE HEAT Happy Hour

SPONSORED BY

TEXAS MUSIC austin

aafaustin Austin, Texas

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#advertisingagencies #aafaustin #austincreatives #austnadvertising

Edited: 30w

xdicator103 DM it on @Texasfam
30 w Reply

immojustkiddin
30 w Reply

Liked by stonaghespeirs and 26 others

11 July 2023

Add a comment...



aafaustin
Austin, Texas

aafaustin We had an excellent turnout for our Beat the Heat event sponsored by @austin_monthly and @txmusicmag! 🥰 Don't miss our next event, How to Win in Local Advertising in Austin, on August 17th. You won't want to miss it! Link in bio

#advertisingagencies #aafaustin #austincreatives #austinadvertising

Edited · 28 w

huntgathercreate Thanks for hosting! Looking forward to the next one 🥰
28 w Reply

masifoto Such a fun event! Thanks for hosting y'all!
28 w Reply

its_abhi_raj_009 Promote it on 🙌 @texas.vibe_
28 w Reply

ail_474725 PROMOTE IT ON 🙌 @TEXAS_VIBES__
28 w Reply

Liked by stucknonon and 36 others
26 July 2023

Exhibit H – Communications // Reach & Engagement



aafaustin

Following

Message



440 posts

1,271 followers

470 following

AAF Austin

Community organisation

AAF Austin connects passionate, creatively-driven advertising professionals to foster innovation within the local communication arts industry.

linktr.ee/adfedAustin

Followed by [leslie.wingo](#) and [stjohnstudiosatx](#)



Big Wigs 2021



Ntl Club Aw...



Day @ Capitol



Big Wigs 2019

POSTS

REELS

TAGGED

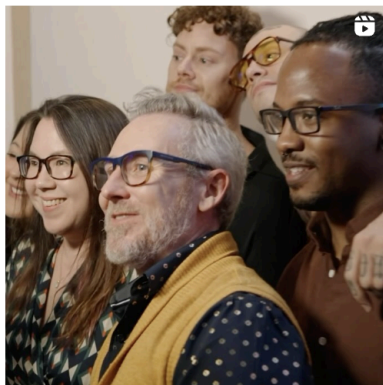


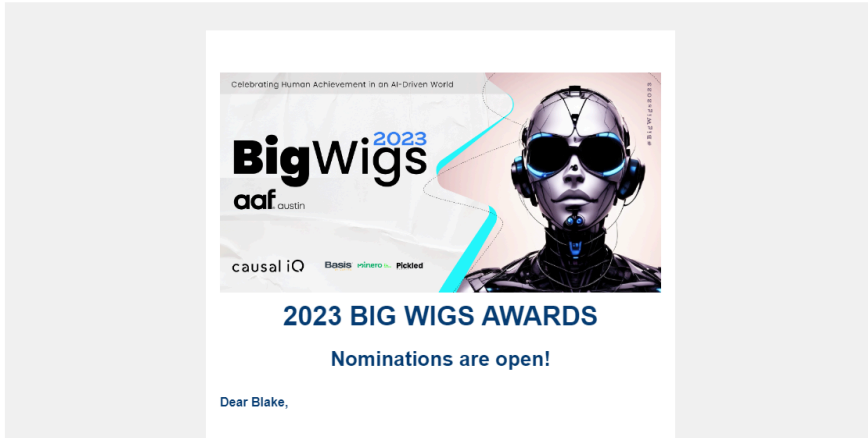
Exhibit I – Communications // Follow-Ups

2023 Big Wigs Nominations are Open! [Inbox x](#)



AAF Austin info@aafaustin.org via gmail.mcsv.net
to me

Fri, Sep 15, 2023, 2:28 PM



Last chance for tickets! Big Wigs Awards, Oct. 25th [Inbox x](#)



AAF Austin info@aafaustin.org via gmail.mcsv.net
to me

Tue, Oct 24, 2023, 11:18 AM





AAF Austin

Tomorrow! Join us for the Morning Mingle Meetup presented by AAF Austin and Big Tuna Interactive! 🍳🥞

To: Kat Thay,

Reply-To: AAF Austin

Trash - kat@thekatalyst.pro February 21, 2024 at 6:51 AM



This message is from a mailing list.

Unsubscribe



Hey Kat.

🍳 Join us for a delightful start to your day at the Morning Mingle Meetup, presented by AAF Austin and Big Tuna Interactive! Embrace the vibrant atmosphere of Austin, Texas, and connect with fellow professionals in the advertising and marketing industry.

🥞 Sip on a complimentary beverage and savor a delicious breakfast item as you engage in meaningful conversations, exchange ideas, and foster valuable connections. Whether you're a seasoned professional or just starting your career, this event provides the perfect opportunity to network and build lasting relationships within the industry.

📅 Save the date for this enriching experience on February 22, from 8:00 AM to 10:00 AM, Easy Tiger South Lamar. Immerse yourself in a welcoming environment where creativity and collaboration flourish.

Exhibit J – Communications // CRM

Hi, AAF Austin! You can now [update your marketing preferences](#) in Personal Preferences to get helpful tips, updates on new features and exclusive offers.


Contacts / Organizations Search Pipedrive + 🔗 ? 💡 AA

People + Organization 243 organizations AAF Austin ...

Organizations All 1 9 A B C D E F G H I J K L M N O P Q R S T U V W X Y

<input type="checkbox"/>	Name ^	Label	Address	People	Closed deals	Open d	⚙️
<input type="checkbox"/>	10 Pillar			0	0	1	
<input type="checkbox"/>	10 Pillar Productions			4	0	0	
<input type="checkbox"/>	97 Degrees West			1	0	0	
<input type="checkbox"/>	97 Degress West			0	0	1	
<input type="checkbox"/>	Acuity Ads			1	0	1	
<input type="checkbox"/>	Ad Results Media			1	0	1	
<input type="checkbox"/>	Alchemy Events			1	0	1	
<input type="checkbox"/>	Amobee			1	1	1	
<input type="checkbox"/>	Ampersand			1	0	1	
<input type="checkbox"/>	Ampersand Agency			3	0	0	
<input type="checkbox"/>	Amplify Credit Union			2	0	0	
<input type="checkbox"/>	Amy Wick Marketing			1	0	1	
<input type="checkbox"/>	API			1	0	0	
<input type="checkbox"/>	Apollo Partners CO.			1	0	0	

Exhibit K – Communications // Partnership Deck




Partnership Deck

AAF National

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AAF Austin

Professionals from the top agencies in Austin
Members of the American Advertising Federation

Newsletter: 2,500 recipients

[/aafaustin](#) [/adfedaustin](#)

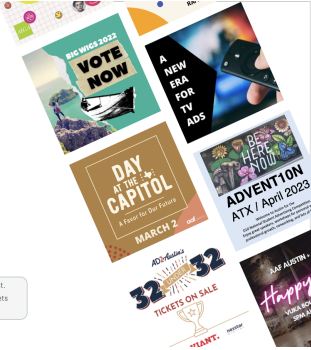
[/AAFAustin](#) [/company/austin-ad-fed](#)



AAF Austin - Events

- Big Wigs**
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- Thank you during the opening ceremonies

\$2.5K **\$1K+**

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2024 Events Calendar 01

January

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BOOK EVENT: TBD

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2024 Events Calendar 02

April

Austin AdScope: Behind the Campaigns (Panel)

Discover the heartbeats of Austin's advertising industry in a comprehensive showcase featuring the city's premier agencies. Dive into a detailed exploration of their most successful recent campaigns, gaining insights into team compositions, creative processes, and budget allocations. This gathering not only celebrates the successes but also fosters an environment of learning and collaboration.

May

AAE Annual Awards Event

Kickstart AAF Austin's collaboration with existing event at Capital Factory. Redefining Success: Modern Metrics in Advertising (Panel)

In today's rapidly evolving advertising landscape, traditional metrics no longer capture the full scope of campaign success. Dive into the contemporary indicators that brands and agencies are leveraging to gauge impact and ROI. Explore how innovative metrics, fueled by digital transformations and shifting consumer behaviors, are shaping the way we quantify and strategize. Engage with industry thought leaders as they unlock the nuances of modern measurement and chart the course for the future of advertising analytics.

June

Austin Ad Splash (Happy Hour)

Get ready for the best party of the summer. Austin's ultimate poolside gathering for advertising professionals. Dive into refreshing conversations, make a splash with new collaborations, and soak up the sun with the city's ad elite. With cool waters and cover ideas, this is where summer and business seamlessly blend.

Happy Hours

Monthly networking nights at bars and restaurants around Austin open to all AAF Members and AAE Members free of charge. "Relaxing, come out-to-go as you please events" that are sponsored by local agencies, publishers and tech companies.

\$10

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AAF AUSTIN - PAWS IN PRISON

Happy Hour

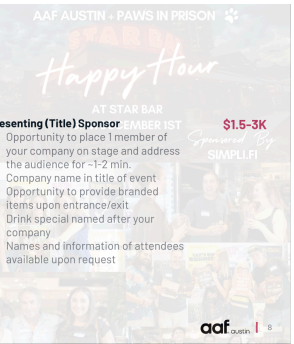
AT STAR BAR

Presenting (Title) Sponsor: HANBER 1ST **\$1.5-3K**

- Opportunity to place 1 member of your company on stage and address the audience for ~1-2 min.
- Company name in title of event
- Opportunity to provide branded items upon entrance/exit
- Drink special named after your company
- Names and information of attendees available upon request

\$5

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American Advertising Awards

The American Advertising Awards is the advertising industry's largest and most representative competition, attracting over 40,000 entries every year in local AAF Club (Ad Club) competitions.

\$10K **\$5K** **\$5K** **\$5K** **\$3K** **\$3K** **\$3K** **\$2-4K**

Presenting (Title) Sponsor

- Full page placement in printed guidebook*
- Up to 5 minutes on stage
- Names and information of attendees available upon request

Dinner Sponsor

- Branded napkins for the night
- Opportunity to provide branding for Food Stations
- Half-page placement in printed guidebook*

Bar Sponsor

- Drink special named after your company
- Opportunity to provide branded items for bar service (plates, napkins, etc.)
- Thank you during the ceremony

After Party Sponsor

- Shoot out at beginning and end of event
- Opportunity to provide branded items and/or promotional material to attendees
- Last touch

Photo Booth Sponsor

- Branded photos for both print and email
- Opportunity to provide branded props

DJ or Band Sponsor

- Branded photos for both print and email
- Opportunity to provide branded props

Supporting Sponsors

- Log placements in printed materials and guidebook*
- 1 credit (amount based on spend level)

*Sponsors included in printed guidebook due by 1/25. Full-page, half-page and quarter-page placements available starting at \$3K+ package levels

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Big Wigs

Big Wigs, the AAF Austin award ceremony that celebrates the individuals who make Austin's advertising scene happen. This event is all about the creative work that goes into the "when, where and how" the creative works get to market. It's about the village it takes to bring the greatest campaigns to light. The event attracts large crowd of Austin advertising pros will gather to celebrate the achievements of some of their finest team players.

\$6K

Title

- Premier logo placements
- Name in title of event
- Up to 3 minutes on stage
- Names and information of attendees available upon request

\$4K

Dinner

- Branded dishes for the night
- Opportunity to provide branding for the food area
- Opportunity to provide items for food service (plates, napkins, etc.)
- Opportunity to have a booth for "swap" items near the food area

\$3-5K

Photo Booth

- Branded photos for both print and email
- Opportunity to provide branded props

\$4K

Bar

- Branded drinks for the night
- Opportunity to provide branding for the bar area
- Opportunity to provide branded items for bar service (plates, napkins, etc.)

\$3K

Entertainment

- Reserve on stage
- Opportunity to brand the entertainment space

\$3K

Safe Ride

- Branded info at beginning and end of event
- Opportunity to provide branded items and/or promotional material to attendees
- Last touch booth with branded color-coordinated

\$1K

General

- Logo placements
- Two tickets

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\$6K

Title

- Premier logo placements
- Name in title of event
- Up to 3 minutes on stage
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\$4K

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Exhibit L – AAF Austin Big Wigs NFT – [See the Big Wigs NFT in action here.](#)

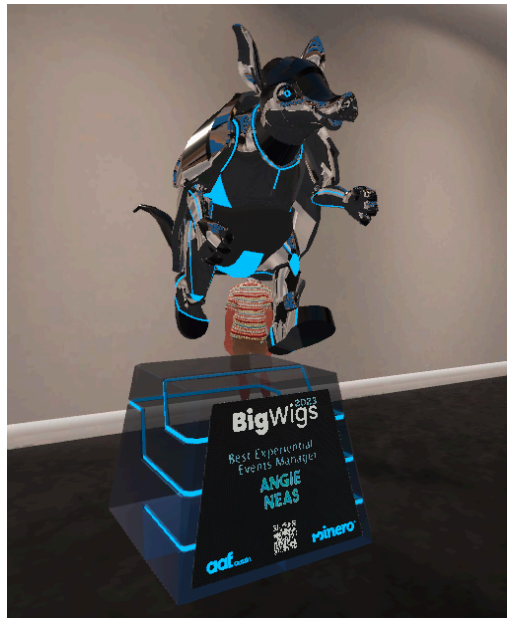
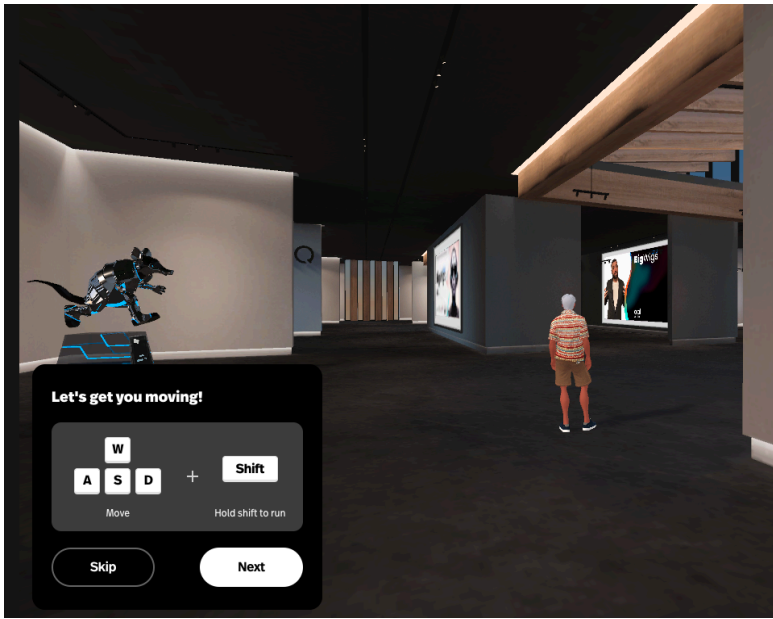


Exhibit M – Big Wigs Event // Individual Promotion



Exhibit N – Big Wigs Event // Heavy Promotion

Last chance for tickets! Big Wigs Awards, Oct. 25th [Inbox X](#)



AAF Austin info@aafAustin.org via@gmail.com mcs.v.net

Tue, Oct 24, 2023, 11:18 AM

2023 BIG WIGS AWARDS
"Celebrating Human Achievement"

Join us for a night out, celebrating the talented marketers and advertisers of Austin that AI could never replace!

Last day to get tickets!

Tomorrow
 October 25, 2023

Location: Scholz Garden, Saengerrunde Halle, 1607 San Jacinto Blvd,
 Austin, TX 78701

2023 Big Wigs Nominations are Open! [Inbox x](#)



AAF Austin info@aafaustin.org via gmail.mcsv.net
to me

Fri, Sep 15, 2023, 2:28 PM



2023 BIG WIGS AWARDS

Nominations are open!

Dear Blake,