

2023-2024 AAF National Club Achievement Competition

Category of Entry: Club Operations

Introduction: Recognizing the importance of a strong foundation for Ad 2 Amarillo's continued success, our goals for the year have been carefully crafted to ensure financial security and effective leadership. By building a diverse and motivated board, we aim to drive innovation and growth within our organization. By closely monitoring our expenses and sticking to our budget, we are laying the groundwork for sustainable growth and success. We know an Ad 2 club can't run without money and people. So this year's goals were put in place to ensure we have money in the bank and a board of directors eager to lead Ad 2 Amarillo to success for years to come.

Goals:

- 1. Find five new board members + engage them in the way they feel inspired and equipped to fulfill their role**
- 2. Audit Finances + Restructure budget and stick to it more closely**
- 3. Increase fundraiser ad sales by 50% and set up future fundraising committees for success.**
- 4. Encourage active participation from the board during District and National meetings, leadership opportunities, and events.**

Operations Goal 1: Find five new board members + engage them in the way they feel inspired and equipped to fulfill their role

Methods to Achieve Goal 1: *Identify potential board members, meet with them one-on-one, place them in a board position that will best fit them, and treat them like the humans they are.*

Execution of Goal 1: Ending the 2022-2023 term we had five board members planning to return for the 2023-2024 term: Past President, President, VP, Public Service Chair, and a DE&I Chair. With two members falling off the board between terms and previously vacant positions, we had five positions to fill: Secretary, Membership, Education, MARCOM, and a Public Service Co-Chair. In order to fill these



positions the current board started identifying prospective members and throughout May, June, and July, the Board President met with eight prospective board members for coffee. During the discussions, they got to know each other, discussed why the AAF and Ad 2 exist and what they do, and talked about the positions available and the requirements of each. Through this process three of the five vacant positions were filled: Public Service Co-Chair, MARCOM, and Secretary. We also found a fourth board member who wanted to serve as the Treasurer, a position we had never had before.

We kicked off the 2023-2024 term with a board retreat for our nine board members. During our board retreat, we did icebreaker activities, discussed preferred communication methods (EXHIBIT 1.1), and dove into all things AAF and Ad 2 (EXHIBIT 1.2) to educate new board members on all things American Advertising Federation and Ad 2.

When monthly board meetings began, our President knew she needed to make things more personal so the lines of communication were always open and so board members were comfortable expressing concerns or personal struggles. At the end of the day, we wanted our board to know that while this was a professional commitment, life still happens outside of Ad 2. The President scheduled life and work updates on every agenda (EXHIBIT 1.3) so each board member had an opportunity to talk about life outside of Ad 2. This practice has created so many opportunities for us to celebrate life wins like job promotions, engagements, new family pets and so much more! It has also created open channels of communication for life's struggles like parents being put on hospice, work overloads in professional settings, breakups, etc. The board has built lasting interpersonal relationships and the communication has given the Executive Committee impactful insight into how to distribute the workload. For example, when our Public Service chair told us she was going to be covering for her boss on maternity leave, we knew that she would likely have reduced bandwidth for Ad 2 projects. The board was able to adjust and plan accordingly during that time to reduce the chance of burnout for all who were involved.

Results of Goal 1: We started the year with nine board members, since the start of the year we have lost two board members, both due to personal reasons, and added one new through networking



opportunities. The loss of board members was an easier conversation due to the prior knowledge of their lives, and the two are still members who attend events and are interested in joining the board again in the future. Currently, our board is sitting at eight members (EXHIBIT 1.4). Through our recruitment efforts at the beginning of the term, we found two committee members for Public Service and a potential board member for the 2024-2025 term.

In the future, we plan to continue to have one-on-one conversations with prospective board members but we are going to start earlier and we hope to start with a larger pool of potential candidates. We are starting to finally have brand recognition in Amarillo after a couple of years of existence, so I think an open call for board members has the potential to be successful at the start of the next term. We did not fill all the board positions this current term and have a great group of engaged board members who are eager to learn and grow our club.

Operations Goal 2: Audit Finances + Restructure the budget and stick to it more closely

Methods to Achieve Goal 2: *To be financially responsible for our club and set Ad 2 Amarillo up for future success – auditing our current financials, creating a budget, and sticking to it were imperative.*

Execution of Goal 2: The first thing we did to set ourselves up for future financial success was recruit a Treasurer to join the Ad 2 Board. Before this term, we shared a treasurer with AAF Amarillo which was very helpful as we have shared bank accounts and limited board members, but it was not always the most effective. With our own treasurer, we have someone constantly looking at the cash flow in our account. Our treasurer ensures that checks coming to our shared PO Box with AAF Amarillo are being deposited into our account, when appropriate.

With our new Treasurer position filled, we needed to perform an internal financial audit. Our second annual Affiliate Investment payment from AAF Amarillo was going to be delayed and we needed to assess our financial situation and how we would survive the year. Through this audit process, we discovered our AAF chapter had received some money on our behalf through our shared PO Box and the



card reader that both clubs use for events. This money, though collected months prior, had yet to be deposited into the Ad 2 bank account making our balance significantly lower than it should have been.

After the audit, our Treasurer began communications with the AAF Amarillo Treasurer and followed up to ensure that we got the money deposited into the Ad 2 Amarillo account (EXHIBIT 2.1).

After our audit was complete and we had a better understanding of our starting balance, we got to work on creating a budget. Our previous budget's layout was useless (EXHIBIT 2.2). We were inexperienced when creating it and we didn't have money in the past or club history "actuals" to reference when planning how much to budget for different line items. This year's budget is so much more user-friendly (EXHIBIT 2.3). The Treasurer and Board President have been able to update actuals and reference them before planning events and club travel.

Results of Goal 2: As a result, we have a better understanding of our current financial situation. Our bank account has over \$4,000 in it for the first time with a clear budget of how we plan to maintain that but also maintain club operation. Additionally, we have been able to help fund some of the travel expenses to District 10, Central Region, and AAF National events, something we previously didn't have the budget to do.

Operations Goal 3: Increase fundraiser ad sales by 50% and set up future fundraising committees for success.

Methods to Achieve Goal 3: *To resolve the issues from previous years, the Ad 2 Amarillo President and Fundraising Chair chose to completely overhaul the process for this fundraising program. Originally an AAF Amarillo fundraiser, the Broadway Show Program Fundraiser (or "Broadway"), raised funds for AAF through selling program ads for theater shows at the Amarillo Civic Center.*

Execution of Goal 3: Upon the fundraiser's return from COVID, we knew we would need to diversify our outreach and get Broadway to a better place. Working off an outdated and incomplete list of



past advertisers, Ad 2 Amarillo started a new spreadsheet with more information that we could pass down to future fundraising chairs.

To begin the overhaul process, Ad 2 started a brand new spreadsheet with new information such as a Contact Name, Email Address, board member assigned to reach out, and when and if the business last advertised (EXHIBIT 3.1). The old information from AAF only included business names, physical addresses, and whether or not they purchased an ad in 2018-2019 (EXHIBIT 3.2). The Ad 2 Amarillo President went through half a dozen local programs to find businesses that advertised for the arts in a different capacity, though many of the businesses were duplicates we were able to add some new to our prospective list (EXHIBIT 3.3). Another column that proved helpful was assigning a single person to carry out each inquiry to businesses instead of mass emails or multiple people contacting a single advertiser (EXHIBIT 3.4). AAF sent two mass emails out to their membership about Broadway, but neither resulted in any new advertisers (EXHIBIT 3.5).

To build additional collateral for long-term success, the Ad 2 Fundraising Chair wrote email templates (EXHIBIT 3.6) for new advertisers, returning advertisers, and follow-up emails. This gave us a unified voice in our outreach to businesses, and we know the emails can be easily reused in the future. Ad 2 leadership did not want to bring new board members or committee members into this fundraiser until details like the email templates and contact spreadsheet were resolved. It is our goal to bring an additional board member or committee member to help this upcoming year, and eventually run Broadway.

Results of Goal 3: The 2023 Broadway Fundraiser totaled \$9,075, an 89% increase from 2022. The new spreadsheet proved to be an effective tool for tracking businesses, sales representatives, and ad sales. Ad 2 received commission on new ad sales only, so it was important to see when the last ad was purchased. The notes section added an opportunity to note if a business was unable to purchase an ad this year but was interested in receiving information in the future. The addition of templates and historical knowledge made us more comfortable expanding the fundraising committee for the 2024 Broadway season so a committee wasn't starting from scratch every year.



Operations Goal 4: Encourage active participation from the board during District and National meetings, leadership opportunities and events.

Methods to Achieve Goal 4: *Support board members in attending all events hosted by District 10, the Central Region, AAF National, and Ad 2 National with financial support for travel and strong recruitment for participation in virtual events.*

Execution of Goal 4: Ad 2 Amarillo is a new club but didn't plan on letting that get in the way of our involvement and participation on the District, Region, or National Level.

District 10 is extremely active, hosting 3-4 in-person events annually, monthly AAF Presidents calls, and other online events. Ad 2 Amarillo has proudly had representation at every one of these events. In April 2023, three board members attended Advent10n (EXHIBIT 4.1). In June 2023, three board members attended Club Officer Training in Dallas (EXHIBIT 4.2). In January 2024, two board members attended the District's President's Mid-Year in Houston (EXHIBIT 4.3). Not only have we been present for every district event, our President has perfect attendance for the District 10 AAF Presidents calls, which are optional for Ad 2 Presidents, and the quarterly District 10 Ad 2 Presidents calls. For virtual events like "10 Questions with District 10" we have had six members in attendance for one and four in attendance for another.

Additionally, our Immediate Past President holds the role of District 10 Ad 2 Representative where she serves by assisting with the district Club of Achievement competition, leading Ad 2 programming during district events, and more. We have two members serving on the District committee that created the District 10 Next Wave Award and are currently planning the inaugural Next Wave Awards Ceremony to be hosted at Advent10n 2024 in April.

This year was a Central Region Conference year, so our President traveled to Des Moines, Iowa, and was the only Ad 2 President/member from any district to attend the conference.

Our participation didn't stop at the district or regional level. In March 2023, we virtually attended the AAF Day at the Capital (EXHIBIT 4.4). In June 2023, two board members attended ADMERICA in



St. Louis, Missouri (EXHIBIT 4.5). At this conference, our board members provided two raffle prize packages and assisted in selling raffle tickets during Ad 2 National’s biggest fundraiser of the year (EXHIBIT 4.6). Throughout the fall we had eight board members on the Ad 2 National Mid-Year Retreat planning committee. We joined the Ad 2 National executive committee for bi-monthly planning calls and worked together to plan the event. In October, we hosted the Ad 2 National Mid-Year Retreat in Amarillo and had five members in attendance for the conference (EXHIBIT 4.7-4.8). On top of attending National events in person, our Board President has attended all the President’s Idea Exchange (PIE) Calls hosted by AAF National and all the monthly Ad 2 National Leadership Roundtable calls. When appropriate, she was joined by other Ad 2 Amarillo board members for relevant topics to their board positions. Additionally, our Immediate Past President serves as the Ad 2 National Secretary. This role is the first of a four-year commitment. The addition of a National perspective has kept the board up-to-date on events and initiatives happening at the national level and continues to emphasize the larger network of Ad 2. She also mentors multiple clubs across the nation, bringing in the successes and learnings from Ad 2 Amarillo.

Results of Goal 4: As a result we had the following participation during events

- AAF Day at the Capital - 1
- District 10’s Advent10n - 3
- ADMERICA - 2
- “10 Questions with District 10” – June - 6 | November - 4
- District 10’s Club Officer Training - 3
- PIE Call – August - 1 | October - 1 | January - 1
- Central Region Conference - 1
- Ad 2 National Mid Year Retreat - 5
- District 10’s President’s Mid-Year - 2

Additionally, members of our board have represented us while holding the following positions on the district and national level in the 2023-2024 year.



- District 10 Ad 2 Representative - 1
- District 10 Club Achievement Chair - 1
- District 10 Next Wave Award Committee - 2
- District 10 Advent10n Planning Committee - 1
- Ad 2 National Executive Committee - 1
- Ad 2 National Mid-Year Retreat Planning Committee - 8
- Ad 2 National Mid-Year Retreat Host City - 1

We will have a presence at Advent10n 2024 in Dallas and ADMERICA 2024 in Salt Lake City, Utah.

Moving forward, we plan to continue to attend all virtual events and increase the number of board members who attend in-person events.

Conclusion: As our fourth year as a club is coming to an end, we are excited about the growth we have experienced and the progress we are making as a board. By setting clear goals and working collaboratively towards achieving them, Ad 2 Amarillo is well-positioned financially with a plan in place that should sustain the club. With the addition of every eager board member, Ad 2 Amarillo is one step closer to reaching new heights and becoming an influential force in the Amarillo community.

EXHIBITS

EXHIBIT 1.1 - Board member's favorite candy & preferred method of contact

Isabelle - charleston chews + text ^{NO} call
 Xaylen - chips- muchies spicy + text " unless urgent call
 Jessie - Sweet tarts hard balls + text NO call
 Liz - sour patch kids + text NO call
 Anna - Raisinettes + text call if needed
 Megan - sour head xtreme Rainbow strips + anyway

EXHIBIT 1.2 - Sample Slides from Board Retreat presentation

Structure

The organization is comprised of

- 148 Local Chapters (including Ad 2) throughout the U.S.
- Districts - 15
- Regions - 3
- National - 1 Office

WESTERN REGION CENTRAL REGION EASTERN REGION

| | | |
|------------|-------------|-------------|
| DISTRICT 1 | DISTRICT 4 | DISTRICT 11 |
| DISTRICT 2 | DISTRICT 7 | DISTRICT 12 |
| DISTRICT 3 | DISTRICT 8 | DISTRICT 13 |
| DISTRICT 4 | DISTRICT 9 | DISTRICT 14 |
| DISTRICT 5 | DISTRICT 10 | DISTRICT 15 |

aaf

The Ad 2 + AAF

- Bridge between college and a senior club
- Growth catalyst for local clubs
- Leadership experience for young professionals
- Providing PURPOSE through the Public Service Campaign + Competition
- Investing in the young professionals in local markets

ad 2 national

EXHIBIT 1.3 - Life updates on Board Meeting Agenda

- Homework – read books from last year! :)
- S.M.A.R.T. goals - Updates?

Life Check-Ins

- ★ Chay
- ★ Emily
- ★ Haley
- ★ Isabelle
- ★ Jessie
- ★ Liz
- ★ Megan
- ★ Xaylen

Important Upcoming Dates:

- January 24th - AAF Lunch - Haley Door Greeter
- January 27th - Leadership training - Houston
- February 21st - AAA set up, help needed
- February 22nd - AAA gala, clean up help needed

EXHIBIT 1.4 - Picture of board minus two members at AAF Amarillo's American Advertising Awards





AAF for advertising professionals 32 and under

EXHIBIT 2.1 - Email from Ad 2 Treasurer to AAF Treasurer

Ad 2 Membership Dues - \$465.00 total needed from AAF

Dual Members- 6x15 = \$90

Rush
Nelson
Matlack
Joseph
Jones
Brady

Ad 2 only - 3x100 = \$300

Britto
Ensor
Parsons

Student - 1x75 = \$75

Grayson

- Not Paid - to be followed up with

Silva
Arvello
Dietz

Follow up from our last email:

We did get our travel stipend so thank you for that, but are still missing year 2 investment and spot on money from April headshots event.

EXHIBIT 2.2 - 2022-2023 Budget

| July 31st, 2022 - Balance | | \$1,135.32 | | | | | |
|--|--------------------|------------|------------|---|-----|--|--|
| Anticipated Deposits | | \$678.00 | | | | | |
| Event | Expenses | Income | Actual | Notes | | | |
| Ad 2 MYR | \$150 | | 0 | 2 registrations (or an extra to D10) | | | |
| D10 President's Leadership | \$100 | | 200 | 2 registrations | | | |
| Ad 2 National Dues | \$90 | | 85 | \$6 x 15 people minimum/roster | | | |
| D10 Books Submission | \$40 | | 40 | \$8 x 5 | | | |
| AAA Entries | \$100 | | 0 | | | | |
| Advent10n | \$350 | | 0 | 1 registration | | | |
| AdMerica | \$500 | | 595 | | | | |
| GAP Fund Donation | \$100 | | 0 | | | | |
| AAF National Dues | \$330 | | 330 | \$22 x 15 people minimum/roster | | | |
| D10 Travel Money | | \$250 | 250 | | | | |
| AAF Amarillo Investment | | \$1,000 | 1000 | | | | |
| Late Sponsorship check | | \$125 | | | | | |
| Membership Dues | | \$500 | | 10 Dual & 3 full returning, and a goal of one more member | | | |
| Website Expenses | \$181 | | 210 | Comes out Jan 31st | | | |
| Domain Name | \$15 | | 15 | January 4th | | | |
| Event | Expenses | Actual | | | | | |
| Q1 Networking Event | \$400 | \$0 | | | | | |
| Q2 Trivia Night | \$700 | \$383 | | | | | |
| Q3 Media Meet & Greet | \$400 | \$0 | | | | | |
| Q4 Headshots | \$600 | \$995 | | | | | |
| Final Anticipated Balance - July 31st 2023 | | | \$2,978.32 | | | | |
| Event | Event Income | Actual | | | | | |
| Q1 Networking Event | \$0 | 0 | | | | | |
| Q2 Trivia Night | \$300 | 75 | | Missed expenses from budget: | | | |
| Q3 Media Meet & Greet | \$0 | 0 | | Name Tags | 50 | | |
| Q4 Headshots | \$600 | 909 | | Mosaic Star Ad | 250 | | |
| | | | | AAF national book submission | 250 | | |
| Event | Sponsorship Income | Actual | | | | | |
| Q1 Networking Event | \$400 | 0 | | | | | |
| Q2 Trivia Night | \$500 | 275 | | | | | |
| Q3 Media Meet & Greet | \$600 | 0 | | | | | |
| Q4 Headshots | \$750 | 250 | | | | | |

EXHIBIT 2.3 - 2023-2024 Budget

| Estimated Income | | | Estimated Expenses | | | | |
|-----------------------------------|--------------|-----------------|--------------------------------|----------|-----------------|---------------|-------------------|
| Dues | | | Dues & Fees | | Misc. | | Actual |
| <i>Returning Members</i> | | | National Dues (\$6 pp) | \$120.00 | Nametags | \$50.00 | \$25.20 |
| Dual (\$50 pp) | \$300.00 | | AAF Dues (\$22 pp) | \$440.00 | AAA Entry | \$0.00 | |
| Ad 2 Only (\$125 pp) | \$375.00 | | Club Achievement | | Mosaic Star Ad | \$250.00 | |
| Students (\$75 pp) | \$75.00 | | District (\$8 each) | \$40.00 | Website hosting | \$330.00 | |
| <i>New Members</i> | | | National | \$250.00 | Domain Name | \$15.00 | |
| Dual (\$50 pp) | \$100.00 | | Event Expenses | | Print Materials | \$50.00 | |
| Ad 2 Only (\$125 pp) | \$375.00 | | <i>Headshots</i> | | | | |
| Students (\$75 pp) | \$150.00 | | Food & Beverage | | \$750.00 | | |
| Event Income | | | Advertising | | \$100.00 | | |
| <i>Ticket Sales</i> | | | Trivia/Other Event | | | | |
| Headshots | \$1,000.00 | | Food & Beverage | | \$100.00 | | |
| Trivia/other event | \$200.00 | | Advertising | | \$50.00 | | |
| <i>Sponsorships</i> | | | DE&I Panel Gifts | | \$100.00 | | |
| Headshots | \$1,000.00 | | Conferences | | | Actual | |
| Trivia/other event | \$300.00 | | D10 trainings x2 (\$25/50 pp) | | \$200.00 | \$498.89 | |
| Fundraising | | | Advent10n (pres + mosaic star) | | \$600.00 | | |
| Broadway | \$500.00 | | Admerica (pres + PS team) | | \$1,200.00 | | |
| | | | CRC/Summit | | \$400.00 | \$425.14 | |
| Other | | | | | | | |
| AAF Investment | \$2,000.00 | | | | | | |
| D10 Travel Stipend | \$250.00 | | | | | | |
| 2023 Club winnings | \$300.00 | | | | | | |
| Income Total | | | Expense Total | | | | \$5,045.00 |
| \$6,925.00 | | | | | | | |
| Conferences Breakdown | | | | | | | |
| event | | \$ | item | | | | |
| D10 Club Officer - Dallas | | \$120.69 | gas | | | | |
| | | \$50.00 | admission | | | | |
| D10 MYR - Houston | | \$263.20 | Flight | | | | |
| | | \$65.00 | admission | | | | |
| total | | \$498.89 | | | | | |
| Dues from AAF as of 9/5/23 | | | | | | | |
| dual | \$90 | | | | | | |
| Ad 2 only | \$200 | | | | | | |
| student | \$75 | | | | | | |
| | \$365 | | | | | | |
| Dues from AAF as of 10/9 | | | | | | | |
| Ad 2 only (3 andrews and | | | | | | | |
| Q2 Trivia Night | \$500 | 275 | | | | | |
| Q3 Media Meet & Greet | \$600 | 0 | | | | | |
| Q4 Headshots | \$750 | 250 | | | | | |

EXHIBIT 3.1 - Spreadsheet with the overhaul complete

| Account | Last Purchased Ad | Rep | Status | SIZE | COST | Creative Status | Invoice Status | Org Contact | Email Address |
|----------------------|-------------------------------|-----|-----------|-----------|------|-----------------|----------------|-------------------------------|--------------------------------------|
| Opera | 22-23 Full Page (TRADE) | CC | No | | 0 | | | Civic Center | |
| Symphony | 22-23 1/2 Page (TRADE) | CC | | | 0 | | | Civic Center | |
| Ballet | 22-23 2 Full Pages (TRADE) | CC | | | 0 | | | Hayden Dockery | hadockery@sbgvtv.com |
| Musical | 22-23 Full + 1/2 Page (TRADE) | CC | | | 0 | | | Civic Center | |
| PBS | 19-20 Full Page | CC | | | 0 | | | Jill Frank | |
| Botanical Garden | 18-19 Full Page | HM | Follow... | | 0 | | | Kaitlin Brown | kaitlin@abgardens.org |
| VB/Tourism* | 19-20 | HM | Yes! | 1/2 Page | 450 | Ad In | | Stephanie or Amy | stephanie@visitamarillo.com; amy@ |
| Chamber | 18-19 Full Page | HM | No | | 0 | | | Penni Bently/Sydney Frye | penni@amarillo-chamber.org; sydney |
| College | 19-20 Full Page | HM | | | 0 | | | | |
| Tri-State Exposition | | HM | No | | 0 | | | Segayle Foster | segayle@tristatefair.com |
| Honey Farm | | HM | Emailed | | 0 | | | Paige & George Nester | creekhoushoneyfarm@gmail.com |
| | 18-19 1/2 Page | HM | | | 0 | | | | ldcdlc@arn.net |
| Courtyard* | | HM | Yes! | Full Page | 675 | Ad In | Emailed Client | Alexandra Bennet | alexandra.bennett@aimhosp.com |
| Greenways | 19-20 1/2 Page | HM | Emailed | | 0 | | | Muff London | mlondon@greenwaysofamarillo.com |
| Johnston Co | | HM | Follow... | | 0 | | | Jarrett Jonston | jarrett@jarrettjohnston.co |
| Outfitters | | HM | No | | 0 | | | Reed | sales@polocallegend.com |
| Advocate Program | | HM | Emailed | | 0 | | | Katie Austin | kaustin@nyap.org |
| | | HM | Yes! | 1/2 Page | 450 | inserti... | Sending Che... | Michelle Parsons | michelp@pops-mail.net |
| Plus | | HM | Follow... | | 0 | | | Scott Latham | scott@pppama.com |
| Amarillo | | HM | No | | 0 | | | Bernie DeBrango | bernie@sirspeedyamarillo.com |
| | | HM | No | | 0 | | | Anna Snipes | annas@sodpoodles.com |
| Amorillo* | | HM | Yes! | OBC | 1050 | Ad In | Sending Che... | Elizabeth Rush | elizabeth.rush@cisonic.com |
| | 19-20 Full Page | HM | | | 0 | | | Muff London | mlondon@greenwaysofamarillo.com |
| | | HM | Follow... | | 0 | | | Larry Gaian | larryg@spoton.com |
| Toyota* | 18-19 Full Page (As Street G | HM | Yes! | Full Page | 675 | Sent ... | Sending Che... | Sydney Baton | sbaton@street-toyota.com |
| | | HM | Follow... | | 0 | | | Cindy Carver/Christopher Torr | cindy@ucidigital.com; christopher@uc |
| Permarket | 19-20 1/2 Page | HM | No | | 0 | | | Sandie Firestone | sfirestone@unitedtexas.com |

EXHIBIT 3.2 - Original spreadsheet from AAF

| Account | SIZE | COPY IN | Paid | COST | BILLING INSTRUCTIONS | | \$ PD To MH |
|-----------------------|------------|---------|---------|---------|---|-----|-------------|
| ALT | 1/2 page | comp | | 0 | comp | | |
| Ama Botanical Garden | full page | copy in | Paid | \$800 | kaitlin@abgardens.org Kaitlin Brown | new | \$ 80.00 |
| Amarillo College | full page | copy in | Paid | \$800 | AC- College Relations, Penny Massey, PO box 447, Amar, Tx 79178 | | |
| Amarillo CVC | full page | COPY IN | Paid | \$800 | Amarillo CVC, Dan Quandt, POBox 9480, Amarillo, Tx 79105 | | |
| ANB | BACK COVER | COPY IN | Paid | \$1,300 | karen.isern@anb.com | | |
| AQHA | full page | COPY IN | Paid | \$800 | AQHA, Anna Morrison, 1600 Quarter Horse Dr, Amar, Tx 79104 | new | \$ 80.00 |
| Buzula | full page | COPY IN | Paid | \$800 | Buster Foster | | |
| Cenveo | full page | COPY IN | | \$800 | Cenveo, William Estep 109 S. Fillmore, Amar Tx 79101 | | |
| Eat Rite | 1/2 page | COPY IN | Paid | \$500 | Eat Rite 2425 W. I-40, Amarillo, Tx 79109 lddclic@arn.net | | |
| Education Cr Un | full page | COPY IN | | 0 | comp | | |
| Edward Jones | full page | COPY IN | Paid | \$800 | Edward Jones, Kent Bowen, 5600 Bell Ave #109 Ama Tx 79109 | | |
| First Presbyterian | 1/2 page | | Paid | \$500 | Cara Hunt carah@firstpres.com 373-4242 | | |
| Firstbank Southwest | full page | COPY IN | Paid | \$800 | FBSW, Martha Del Toro, 2401 S. Georgia, Amar, Tx 79120 | | |
| Fite IT | full page | COPY IN | Paid | \$800 | Fite IT, 1506 S. Tyler, Amarillo, Texas 79101 | new | \$ 80.00 |
| Greenways | 1/2 page | COPY IN | Paid | \$500 | Greenways, Muff London, 6003 Tuscany, Amar Tx 79119 | | |
| Happy State Bank | 1/2 page | COPY IN | | \$500 | Happy State Bank, Cari Roach, 701 S. Taylor, LB 120, Amar Tx 79101 | | |
| Insur. Placement Spec | 1/2 page | COPY IN | Paid | \$500 | Horace L Melton, 9000 W. Sundown Lane, Amarillo, Texas 79119 | new | |
| KAMR | full page | COPY IN | Paid | \$800 | KAMR, Brandy Sanchez, 1015 S. Fillmore, Amarillo, Tx 79101 | | |
| KVII | full page | COPY IN | | 0 | comp | | |
| LSB | 1/2 page | comp | | 0 | comp | | |
| Malouf's | full page | COPY IN | Paid | \$800 | Malouf's Fabrics 503 W. 11th, Friona, Texas 79035 | | |
| Mullin Hoard & Brown | full page | COPY IN | Paid | \$800 | Mullin, Hoard & Brown, Jerry Wyckoff, jwyckoff@mhba.com | | |
| My Place | full page | COPY IN | Paid | \$800 | Johansson and associates 301 S. Polk Ste 540 Amar Tx 79101 | | |
| NewsChannel10 | 1/2 page | | Paid | \$500 | Add to Benny Stallings quarterly bill | | |
| No Box Creative | full page | COPY IN | | \$800 | No Box Creative, Kim May, 1001 SE 3rd, Amarillo, Texas 79102 | | |
| Panhandle PBS | full page | COPY IN | Paid | \$800 | Panhandle PBS, Jill Frank, PO Box 447, Amar, Tx 79178 | | |
| PPHM | full page | COPY IN | Paid | \$800 | BILLED | | |
| Scarborough | full page | COPY IN | in kind | \$800 | Scarborough Specialties, Dustin Cole, 1601 S. Harrison, Amar Tx 79102 | | |

EXHIBIT 3.5 - Mailchimp email to AAF membership

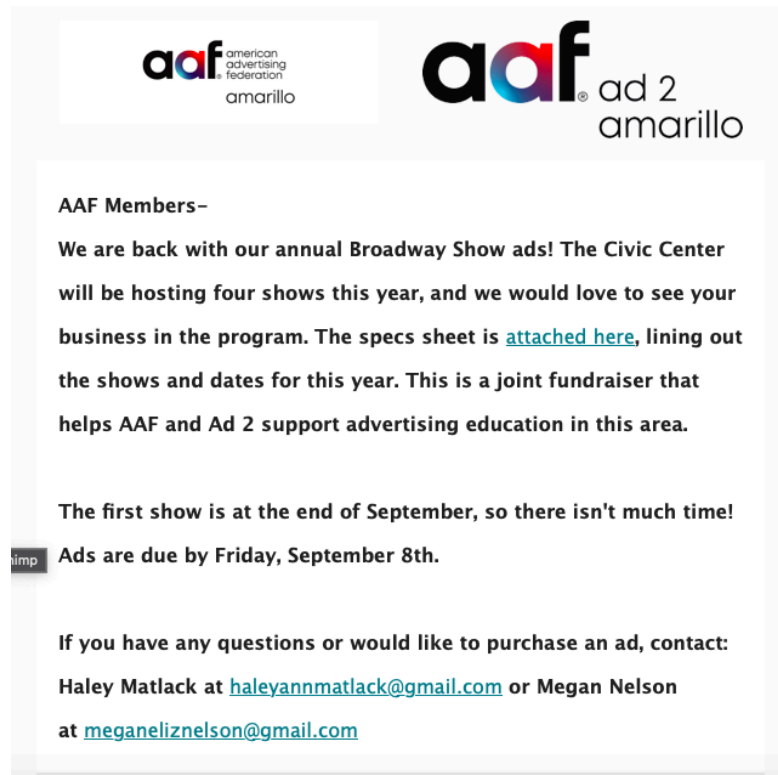




EXHIBIT 3.6 - Email templates created

OPTION 1 (Purchased an ad previously, but not last year)

Subject line: Broadway Spotlight Ads

Hello [insert contact name],

I am working with the Amarillo Chapter of the American Advertising Federation this year to sell ads in the Broadway Spotlight shows at the Civic Center. This is a joint fundraiser that helps AAF raise funds to support advertising education in this area.

[COMPANY] previously purchased an ad in [PREVIOUS AD YEAR], and we wanted to see if you were interested in advertising with us again! There are four shows this year with an average of 1,600 people in attendance at each show, and we would love to have your business back.

If you are interested, please let me know. Ads and payment are due by Friday, September 8th.

Let me know if you have any questions!
[name]

OPTION 2 (Has never purchased an ad to our knowledge)

Subject line: Broadway Spotlight Ads

Hello [insert contact name],

I am working with the Amarillo Chapter of the American Advertising Federation this year to sell ads in the Broadway Spotlight shows at the Civic Center. This is a joint fundraiser that helps AAF raise funds to support advertising education in this area.

We would love to see [COMPANY] in this year's playbills! There are four shows this year with an average of 1,600 people in attendance at each show, and we think your business would be a great addition to our program.

If you are interested, please let me know. Ads and payment are due by Friday, September 8th.

Let me know if you have any questions!
[name]

OPTION 3 (Returning Advertiser)

Subject line: Broadway Spotlight Ads - It is time to renew!

Hello [insert contact name],

We are back with the Broadway Spotlight shows at the Civic Center, and we would love to see [COMPANY] in this year's program again! As a reminder, you purchased a [22-23 SIZE] ad in the 2022-2023 program. Would you like the same size again this year?

The Civic Center is still working with the Amarillo Chapter of the American Advertising Federation on these programs. This is a joint fundraiser that helps AAF raise funds to support advertising education in this area.

Ads and payment are due by Friday, September 8th. Let me know if you are joining us for Broadway again this year!

If you have any questions, please let me know!
[name]

ad 2 amarillo

AAF for advertising professionals 32 and under

EXHIBIT 4.1 - 3 Ad 2 members with AAF Amarillo member at Advent10n 2023



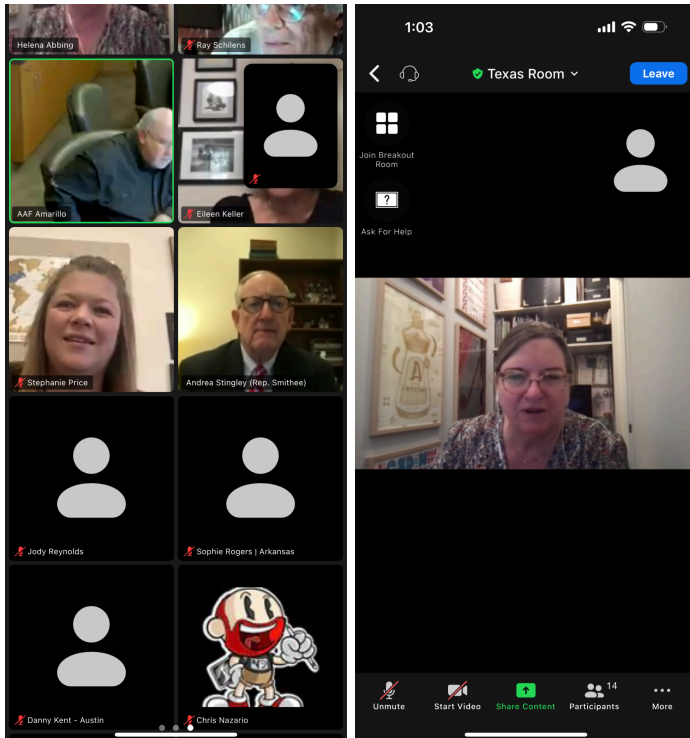
EXHIBIT 4.2 - Ad 2 Amarillo board members at District 10 Club Officer Training



EXHIBIT 4.3 - Ad 2 Board Members with AAF Amarillo board members at President's Mid-Year



EXHIBIT 4.4 - Screenshots from Texas breakout room of Day at the Capital



ad 2 amarillo

acf for advertising professionals 32 and under

EXHIBIT 4.5 - Board members at ADMERICA



EXHIBIT 4.6 - Raffle Donations for Ad 2 National fundraiser



EXHIBIT 4.7 - Registration spreadsheet for Mid-Year



MID-YEAR RETREAT
2023
 AMARILLO, TEXAS OCTOBER 27-29
 ad 2 national ad 2 amarillo

| Checked In | Club Name | First Name | Last Name |
|------------|---------------|-------------|-----------|
| Yes | Ad 2 Amarillo | Haley | Matlack |
| Yes | Ad 2 Amarillo | Isabelle | Link |
| Yes | Ad 2 Amarillo | Emily | Hernandez |
| Yes | Ad 2 Amarillo | Christopher | Torrez |
| Yes | Ad 2 Amarillo | Chalyn | McCarter |

EXHIBIT 4.8 - Photo of Ad 2 Amarillo attendees at Mid-Year Retreat

