



Chapter Operations

2025-2026 Club Achievement

Introduction

Our last four years have been **a major AAF success story**, with increasing momentum each season!

When the pandemic halted programming, our chapter's future was uncertain: We lost staff support, and membership plummeted to zero. Fortunately, a team of dedicated volunteers stepped up and crafted a plan to rebuild **even stronger than before**.

Our path forward centers on their three priorities:

- **Rebuild our board** – Assemble the **leadership team** to execute operations.
- **Restore programming** – Host valuable **programs** that achieve our mission.
- **Reinvigorate membership** – Engage **members** at events for all career levels.

Today, that work is paying off. With a strong foundation in place, we are once bringing the region's advertising community together to celebrate great work, create meaningful connections, and gain momentum for the future.

Below, learn about our OPERATIONS goals, strategies, and results for the 2025-2026 season:

Rebuild the Board

We set and achieved goals for **leadership organization and development**:

GOAL:

Increase board retention to 100% (versus 88% from 2024 to 2025 and 40% from 2023 to 2024).

RESULT:

We achieved **100% board retention**. [\[Exhibit 1.B\]](#)

METHOD:

To maximize volunteer retention—and thus cultivate expertise to execute operations—we:

a) Reduce individual workload by expanding the board.

We expanded the board from 8 to 10 members. [\[Exhibit 1.A\]](#) Because planning and populating events is our biggest task, we strategically targeted these roles:

- Director of Education - This Director steers programs for Students and Young Pros, allowing our Events committee to focus more narrowly on other key programs. [\[Exhibits 9.A, 9.B, 9.C, and 2.A\]](#)
- Director of Membership - This Director connects with new participants, allowing our Comms committee to craft messaging without also growing the recipient list.

NOTE: For information about how we selected our new Directors, see the next goal.

b) Increased the value of volunteering

To increase the value of volunteering, we emphasized an internal promotion strategy aligned with our 3-part mission: Education (volunteers develop operations and program-planning skills), connection (volunteers strengthen relationships over time), and recognition (volunteers ascend to higher titles, which they use for career leverage). This year, internal promotions included: President to Chairman of the Board, Vice President 1 to President, Vice President 2 to Vice President 1, and Director to Vice President 2. For further recognition opportunities, we designed events to spotlight our board members. For example, our President was the featured speaker at our “20 Minutes & a Beer” happy hour [\[Exhibits 2.A and 3.A\]](#); he and our Executive Director co-emceed the American Advertising Awards; we thanked all our volunteers in social media posts. [\[Exhibit 4.D.i\]](#)

GOAL:

Elect a Director of Education and Director of Membership.

RESULT:

We elected a Director of Education and a Director of Membership. [\[Exhibit 1.A\]](#)

METHOD:

We selected our two new Directors based on their leadership expertise:

a) Director of Membership

Our new Director of Membership was a key player on a pre-pandemic cohort of our board; also, he was a featured speaker at an event in our 2024-2025 season.

b) Director of Education

We met our Director of Education at one of our events. She has extensive experience leading Adcraft Detroit's young professional and main divisions.

So, both were positioned to excel in their new roles and bring value to our chapter. As a result of selecting these stellar leaders, we founded ADucation, a 4-week young professionals education series partnering with iconic Cleveland businesses like the Cleveland Browns [\[Exhibit 4.A and 4.E\]](#); also, our Professional Membership count increased from 59 when 2025 dues were assessed to 78 when 2026 dues were assessed. That's a 36% increase! [\[Exhibit 5.A and 5.B\]](#)

Reboot Programming

We set and achieved goals for **long-range planning** of programs.

GOAL:

Partner with repeat venues using previously approved terms to simplify event planning.

RESULT:

We signed a **3-year contract** with our awards venue, and **returned to 5 other venues**. [\[Exhibit 2.C\]](#)

METHOD:

We focused on long-term venue relationships for events including our:

a) American Advertising Awards

Hosting the American Advertising Awards is our biggest annual lift. In the last half decade, we've held this event at a different venue each season. Those galas were all successful—we wish you could read our past Club Achievement books 😊—but finding the right space and negotiating all the details (catering, AV, schedule, and everything in between) was a major time-commitment for our volunteers. So, we sought a reliable “home” for the event to simplify logistics and long-range planning moving forward.

Based on member feedback, we sourced a quote from our 2020 venue. The initial quote was outside our budget. However, our team persisted with negotiation, and we locked in a major win-win: Our board approved a 3-year commitment, and in return, scored a significant multi-year discount. [\[Exhibit 3.J\]](#) We've already claimed a date for our 2027 gala, with guaranteed terms, so we can focus on all the other event details (like planning the creative concept and gathering contest submissions, etc.) [\[Exhibits 7.C and 7.D\]](#)

b) Social and educational events

We simplified planning for social and educational events [\[Exhibit 2.D\]](#) by returning to popular venues for our Ad Addicts series [\[Exhibits 3.B and 3.D\]](#), 20 Minutes & a Beer series [\[Exhibits 3.A and 3.H\]](#), annual mixer with AAF-Akron [\[Exhibit 3.F\]](#), and an art museum tour. [\[Exhibit 3.I\]](#) Our Hall of Fame awards were held at a new venue, but in that case, planning was simplified because we have hosted events at the venue's sister properties. [\[Exhibit 3.C\]](#)

Overall in 2025-2026, we visited 7 different venues. [\[Exhibit 2.C\]](#) This number was a sweet spot that offered both ease for the chapter and variety for our members. Our geographic reach was a 20+ mile radius, ranging from hip bars in the Flats downtown and a world-class museum in University Circle to the beautiful National Park in Cleveland's rural south. [\[Exhibit 2.B\]](#)

We set and achieved goals for **fiscal management**:

GOAL:

Increase non-dues revenue via sponsorship. [\[Exhibit 6.A\]](#)

RESULT:

Total **sponsorship for the American Advertising Awards increased 35%** [\[Exhibit 7.A\]](#) We **secured Presenting Partners** for two other signature programs. [\[Exhibit 2.C and 4.A\]](#)

METHOD:

a) American Advertising Awards:

Our creative partners designed a themed sponsorship menu [\[Exhibit 7.B\]](#) to generate excitement about the show. We offered past partners first dibs to return, and three of our top four 2025 financial partners accepted. We also invited our in-kind sponsors to return. Three of four accepted, providing photography, custom music, and hosting. Our 2025 Best of Show winner (another returning sponsor) and a partner agency provided pro-bono creative direction and access to a dazzling stage-wide LED wall. [\[Exhibit 3.J\]](#) We received additional support from our Hall of Fame members. Via our new and returning board members' networks, we connected with four new sponsors whose donations alone totaled 42% of our 2026 sponsorship revenue. [\[Exhibit 2.C\]](#)

b) Other events:

For two other events, we partnered with Presenting Sponsors to cover all costs and generate additional revenue. These sponsorships arose from our board's existing relationships, one with an AAF-CLE member whose organization had sponsored an event in the past, and one with a member of an outside organization that one of our team members is affiliated with.

GOAL:

Increase non-dues revenue via a paid event. [\[Exhibit 6.A\]](#)

RESULT:

We prepared our **first paid educational series for young professionals**. [\[Exhibits 9.A to 9.C\]](#)

METHOD:

As described above, our newly elected Director of Education developed an exciting new series for young professionals. We leveraged our relationships with local agencies and businesses to secure hosts for our four-week series. Each week, we'll visit a different organization, focusing on different aspects of our industry: sports marketing, retail, public relations, and video production. The hosts agreed to provide classroom space, facility tours, and refreshments for our students at zero cost to our chapter. We're charging students a low admission fee (comfortably for students and folks on starter salaries), and all revenue will be pure profit to support our club's ongoing operation. The series' sessions are scheduled for April 2026, and we have already created and distributed promotional materials, and sold the majority of the tickets. [\[Exhibits 9.A to 9.C\]](#)

Reinvigorate membership

We set and achieved goals for improved **analysis of member needs**:

GOAL:

Create a new survey to assess programming success.

RESULT:

We **created a Google Form** to request feedback on the 2025-2026 season. [\[Exhibit 4.G\]](#)

METHOD:

Last year, we created a customizable feedback template form that was distributed after each event. It yielded helpful insight (like menu preferences, and the importance of greeting guests at the door), but response rates were low (sometimes down to 5%), and it seemed like a burden for guests to complete it each time. So, this year, we requested feedback from multiple events at a time. This gives guests the opportunity to both evaluate individual events and also consider our programming as a whole.

The new form includes questions specifically targeting our 3-part mission (education, connection, and recognition), and plenty of space for free-response answers about what we did well, how we could improve, and what guests would like to see in the future. Responses are anonymous so guests can speak freely. We review the data to increase future event value, engagement, and attract more members. We were pleased to see that overall, guests were very happy with the quality of our programming, and our facilitation of opportunities for networking, education, and recognition [Exhibit 4.H] In the free response sections, they specifically praised the opportunities for networking with interesting speakers at fun locations, and felt our events were well organized. Last year, we had several comments about our food options, so this year's menus were designed to accommodate broader dietary preferences, and all comments about the menus were positive! Here are a few specific examples of actionable feedback we received about other areas for opportunity:

- Start events earlier. We typically start events at 6 pm to give guests time to travel from work, but we had a request to start events earlier in the future. We may consider moving the start time of a few events a bit earlier (like 5:15 pm, if our volunteers are available), to give us a chance to connect with people right after work before they head home for personal obligations in the evening.
- More networking opportunities. Although we generally scored quite well for our success with providing networking opportunities, a few people asked for more. It was noted that some people find it harder to network during panel presentations, especially when they don't know the speaker or other audience members in advance. We will consider ways to format events to encourage interaction, especially for people who are new. Our chapter is the "home" for Cleveland's advertising community, and we strive to make everyone feel welcome.

Overall, the feedback was helpful. For next season, though, we are discussing logistics for gathering on-site feedback, either via a QR code to an online form, or via an old-fashioned paper

survey so we have a better chance of maximizing our response rate at each event, without overtaxing our volunteers with extra tasks.

GOAL:

Refresh our website with updated graphics and a cleaner, user-friendly interface that works well on desktop and mobile, and provides easier access to key info about events and membership.

RESULT:

We completely overhauled our website, focusing on cleaner designs for crucial information like our home page, events page, American Advertising Awards page, and membership pages.

[\[Exhibit 4.F\]](#)

METHOD:

Our events are our community's primary physical gathering space, but our website is our virtual home, which directly or indirectly facilitates almost all of our operations! So, we prioritized frequently visited areas that are mission-critical for connecting with members for information sharing and financial transactions.

Images. We replaced images with updated photos of recent events and familiar faces.

Copy. We eliminated extra text that distracted visitors from taking action (like signing up for events and membership).

Events. We moved the event list to a featured spot on the homepage, so visitors can quickly find event information and reserve tickets. [\[Exhibit 8.L\]](#) This makes our club more effective in providing opportunities for connection and education.

Corporate member logos. We increased the size of Corporate Member logos to give our supporters more attention.

Membership. We cleaned up the membership pages so that membership options are more clear.

American Advertising Awards. We redesigned this page to make it easier to access information about the awards, including lists of recent winners. This helps our visitors position themselves for recognition in the contest, and also gives more recognition to past winners.

Collateral

Board of Directors

- Exhibit 1.A: Board of Directors (2025-2026)
- Exhibit 1.B: Board Retention (2023-2026)

General Event Information

- Exhibit 2.A: Event Calendar (2025-2026)
- Exhibit 2.B: Event Location Map (2025-2026)
- Exhibit 2.C: Partners, Vendors, and Venues (2025-2026)
- Exhibit 2.D: List of Signature Programs (2025-2026)

Event Photographs

Exhibit 3.A: Audio Branding with Sonic Signatures at Goldhorn Brewery (April 2025)
Exhibit 3.B: Out of the Park Marketing with Cleveland Guardians & Progressive (May 2025)
Exhibit 3.C: Hall of Fame Awards at Glamper (June 2025)
Exhibit 3.D: Game On with the Cleveland Cavaliers Presented by NBCUniversal (July 2025)
Exhibit 3.F: Mixer with AAF-Akron at Cuyahoga Valley National Park (September 2025)
Exhibit 3.G: Member November at Jukebox (November 2025)
Exhibit 3.H: Jingle & Mingle at Goldhorn Brewery Presented by SAG-AFTRA (December 2025)
Exhibit 3.I: What's New at CMA (January 2026)
Exhibit 3.J: American Advertising Awards Gala at Music Box Supper Club (February 2026)

Communications

- Exhibit 4.A: Promo Graphics
- Exhibit 4.D: LinkedIn Recognition
- Exhibit 4.E: Facebook ADucation announcement
- Exhibit 4.F: New Website
- Exhibit 4.G: Feedback form
- Exhibit 4.H: Overall event feedback for the whole season

Membership

- Exhibit 5.A: Total Membership Growth
- Exhibit 5.B: Corporate Members

Finance

- Exhibit 6.A: Budget (2025-2026)

American Advertising Awards

- Exhibit 7.A: Sponsorship for the American Advertising Awards
- Exhibit 7.B: Sponsorship Menu
- Exhibit 7.C: Themed Decorations
- Exhibit 7.D: On-site signage

ADucation

- Exhibit 9.A: ADucation - Promo Graphic
- Exhibit 9.B: ADucation - Social Media Promotion
- Exhibit 9.C: ADucation - Ticket sales on our website

Exhibit 1.A:

Board of Directors (2025-2026)

Meet the Leadership Team



Amanda Terman

Voice Actor/Creative Writer
Amanda Terman, LLC
EXECUTIVE DIRECTOR



Jon Brennan

Founder/Creative Director
Sonic Signatures
PRESIDENT/EVENTS



Nakiyah Fears

Digital Marketing Manager
The FORM Group
1ST VICE PRESIDENT/COMM



Stephanie Simpson

Design Director
ProPress Inc.
1st Vice President/ART



Rustin McCann

Photographer
Rustin McCann Visual Arts
DIRECTOR/PHOTOGRAPHER



Charlie Schafer

Strategist/Executive Leader
For The Agency
DIRECTOR/MEMBERSHIP



Jazz Robinson

Sr. Marketing Analyst, Shopper
MarketingPepsiCo
DIRECTOR/EDUCATION



Larry Napoli

Account Manager
Falls & Co.
DIRECTOR



Lauren Blue

Recent Grad
Open to work!
ASSOCIATE DIRECTOR



Ryan Smith

Producer
Clum Creative
IMMEDIATE PAST PRESIDENT



Exhibit 1.B

Board Retention (2023-2026)

Board Retention (2023-2026)

Person	April 2023	April 2024	April 1, 2025	March 1, 2026
1	✓	✓	✓ ★	✓
2	✓	✓		
3	✓			
4	✓			
5	✓			
6		✓	✓ ★	✓ ★
7		✓	✓ ★	✓ ★
8		✓	✓ ★	✓ ★
9		✓	✓	✓ ★
10		✓	✓	✓
11		✓	✓	✓
12		✓	✓	✓
13				✓
14				✓

KEY:

✓ = Active (holds a current position on the board) for less than 12 months

✓ = Retained (active with the board for at least 12 consecutive months)

★ = Promotion to new role within the previous 12 months

Note: This chart includes Directors, Associate Directors, and Executive Director.

Retention comparison:40% = 2 out of 5 active board members from **April 2023** were retained as of **April 2024**.88% = 8 out of 9 active board members from **April 2024** were retained as of **April 2025**.100% = 8 out of 8 board members from **April 2025** were retained as of **March 2026**

Exhibit 2.A

Event Calendar

AAF-CLE Event Calendar



Exhibit 2.B

Event Location Map

AAF-CLE Event Locations

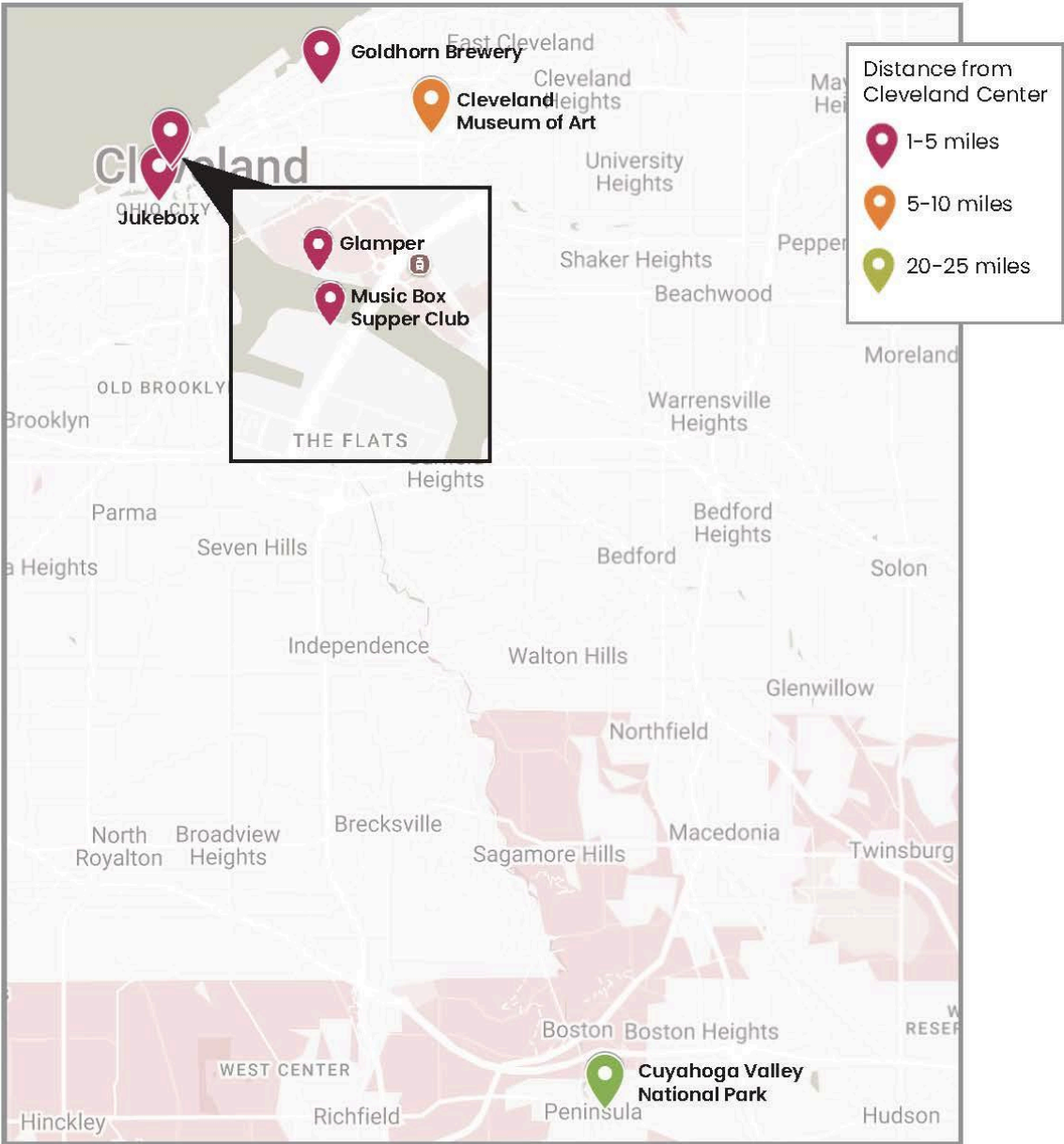


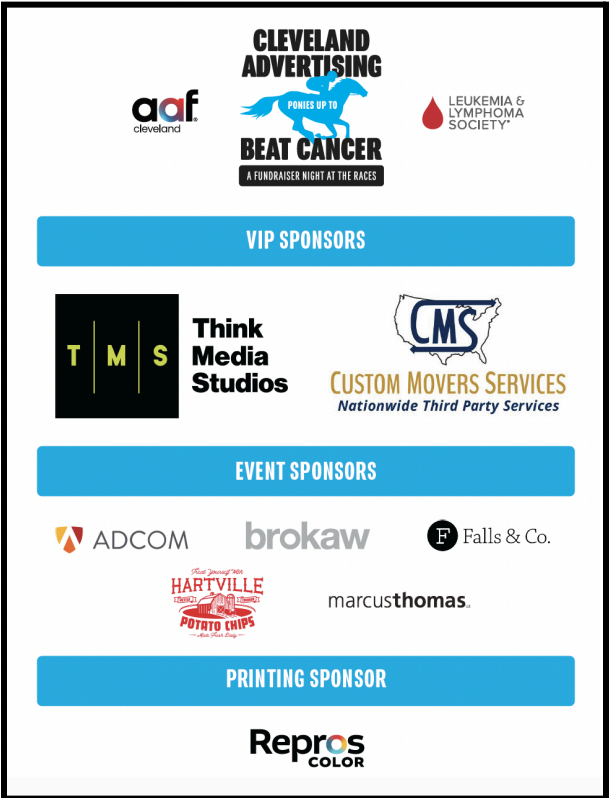
Exhibit 2.C

Partners, Vendors, and Venues

Exhibit 2.C.i: Sponsors for the 2026 American Advertising Awards:



Exhibit 2.C.ii: Sponsors for the 2025 “Night at the Races” Fundraiser for LLS



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Exhibit 2.C (continued from previous page)

Exhibit 2.C.iii: Drinks named after sponsors at the 2025 Hall of Fame Inductions

aaf[®] cleveland

Advertising Hall of Fame Awards



Drink Menu

1 TICKET

=

1 single-serving drink
including Modelo, Miller Lite, Michelob Ultra,
Coors Light, Blue Moon, Downeast cider,
Heineken Zero, Red Bull

2 TICKETS

=

1 Signature Cocktail

Signature Cocktails

GRACE HEESE GOLDEN HOUR
MEZCALITA
Banhez Mezcal, mango, Chamoy

LISA ZONE CALL TO THE WILD
PALOMA
Corazon Tequila, Malibu Rum,
guava, grapefruit

TOM MOORE TRANSFUSION
choice of Wheatley Vodka or Corazon
Tequila w/ Owen's Transfusion Mix

AAF MEMBER MOJITO
Bacardi, mint, soda

**OOH SO STRAWBERRY
BY WILKINS**
STRAWBERRY SMASH
strawberry infused Ketel One Vodka,
basil + lemon

CLEVELAND CAMPER OF THE WEEK
rotating cocktail
(ask bartender)

AAF-CLE IS FIRE
ESPRESSO MARTINI
Smirnoff Vanilla Vodka,
toasted marshmallow,
Owen's Espresso Martini Mix

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Exhibit 2.C (continued from previous page)

Exhibit 2.C.iv: Events with Presenting Partners or Co-Organizers:



2025-2026 Venues List:

- Goldhorn Brewery (April 2025 and December 2025)
- Jukebox (May, July, and November 2025)
- Winking Lizard in Cuyahoga Valley National Park (September 2025)
- Welcome to the Farm (August 2025)
- *Glamper (June 2025)
- Cleveland Museum of Art (January 2026)
- Music Box Supper Club (February 2026)

*First time at this venue

Exhibit 2.D

Signature Programs

AAF-CLE's Signature Programs

20 Minutes & A Beer

We invite an expert guest to give a short educational talk, and we spend the rest of the night on casual networking.

AAF-CLE Hall of Fame

The AAF-CLE Hall of Fame includes some of our most illustrious colleagues. Inductions are held every other year. Criteria include creativity and contributions to the field of advertising, agencies/organizations, and our broader AAF community.

Ad Addicts

Ad Addicts is a fresh series of panels delving into the complex and evolving landscape of branding, marketing, and workplace life.

ADucation

ADucation is a 4-week educational series exposing students and young professionals to Advertising, Marketing and Communications. Each week delves into a different discipline (like PR, Corporate Partnerships, Creative, and more) as featured industry veterans share exclusive insight about their companies and specific roles.

American Advertising Awards

This is the advertising industry's largest and most representative competition, attracting more than 25,000 entries every year. The mission of the American Advertising Awards is to recognize and reward creative excellence in the art of advertising.

Marc Wyse Scholarship

To celebrate Marc Wyse's legacy, this \$500 scholarship is given to a student in advertising, marketing, and related fields.

Talk & Tour

We visit an arts organization (like Cleveland Museum of Art) for a lecture + Q&A about their team's marketing success, plus guided tours of the exhibits.

Exhibit 3.A

Event Photographs

20 Minutes & a Beer with Sonic Signatures at Goldhorn Brewery (April 2025)

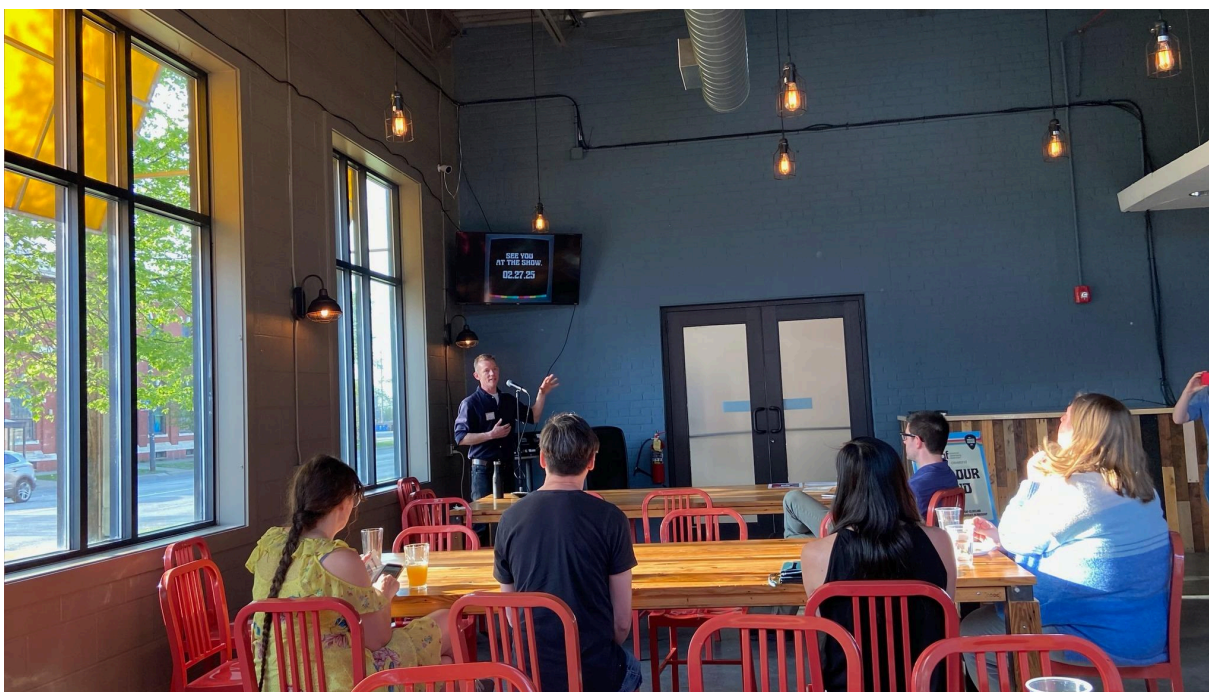


Exhibit 3.B

Event Photographs

Ad Addicts: Out of the Park Marketing w/ Cleveland Guardians (May 2025)



Exhibit 3.C
Event Photographs
Hall of Fame Awards at Glamper (June 2025)



Photos by Rustin McCann

Exhibit 3.D

Event Photographs

Ad Addicts: Game On Presented by NBCUniversal (July 2025)



Photos by Rustin McCann

Exhibit 3.F

Event Photographs

Fall Mixer with AAF-Akron at Cuyahoga Valley National Park (Sept. 2025)



Exhibit 3.G

Event Photographs

Member November at Jukebox (November 2025)



Photos by Rustin McCann

Exhibit 3.H

Event Photographs

20 Minutes and a Beer with SAG-AFTRA (December 2025)



Photos by Rustin McCann

Exhibit 3.I
Event Photographs
What's New at CMA (January 2026)



Photos by Rustin McCann

Exhibit 3.J

Event Photographs

2026 American Advertising Awards at Music Box Supper Club (Feb 2026)



Photos by Rustin McCann

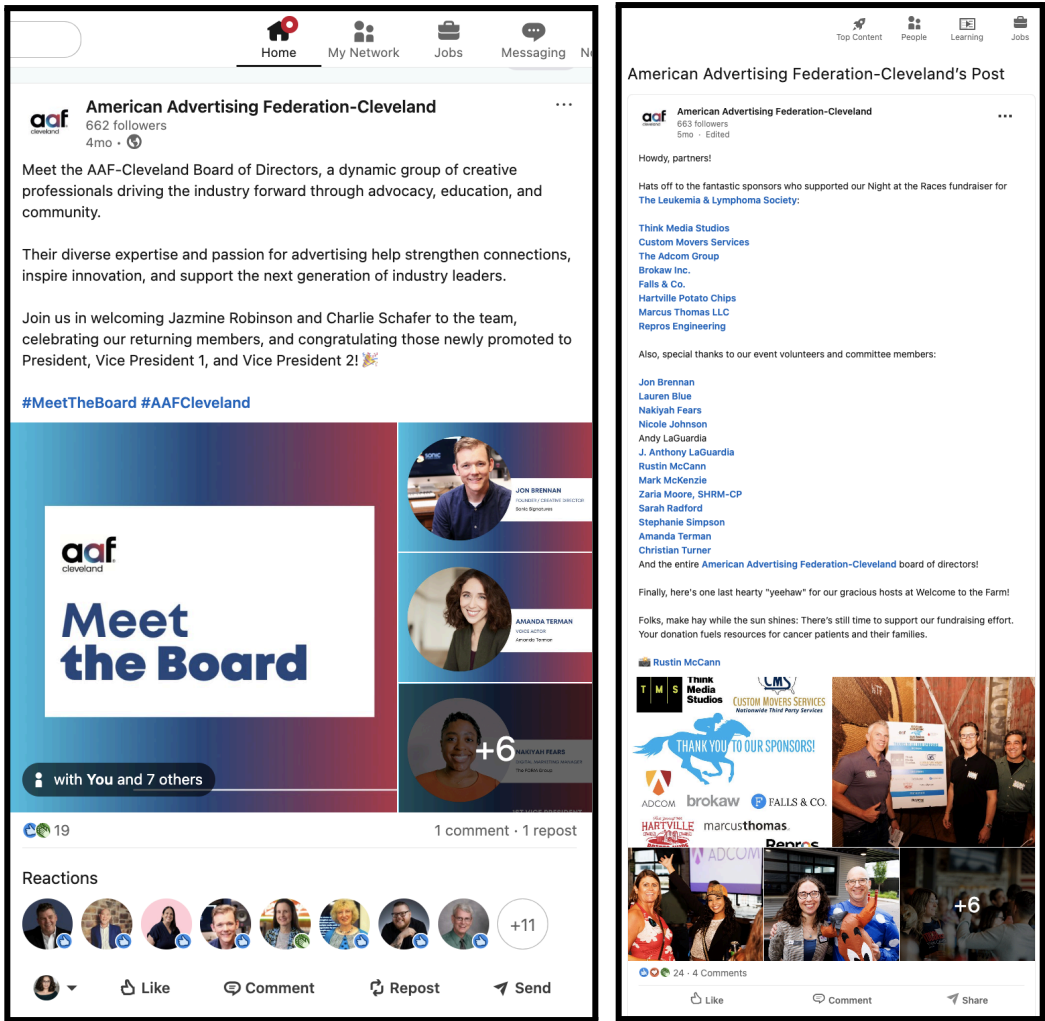
Exhibit 4.A
Promo Graphics



Exhibit 4.D
LinkedIn Recognition Posts

Note: We posted this content on Facebook and Instagram, too.

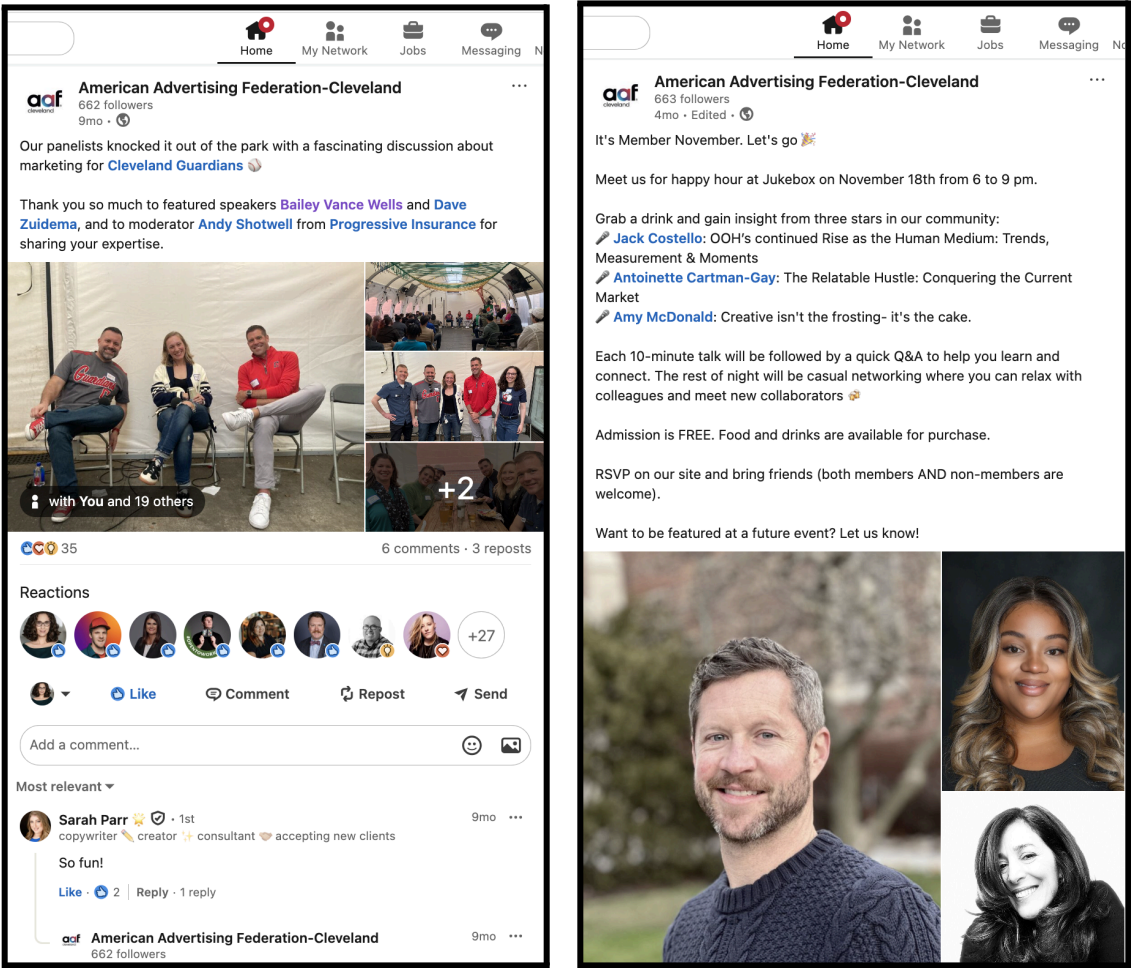
4.D.i Volunteer Recognition



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Exhibit 4.D (continued from previous page)

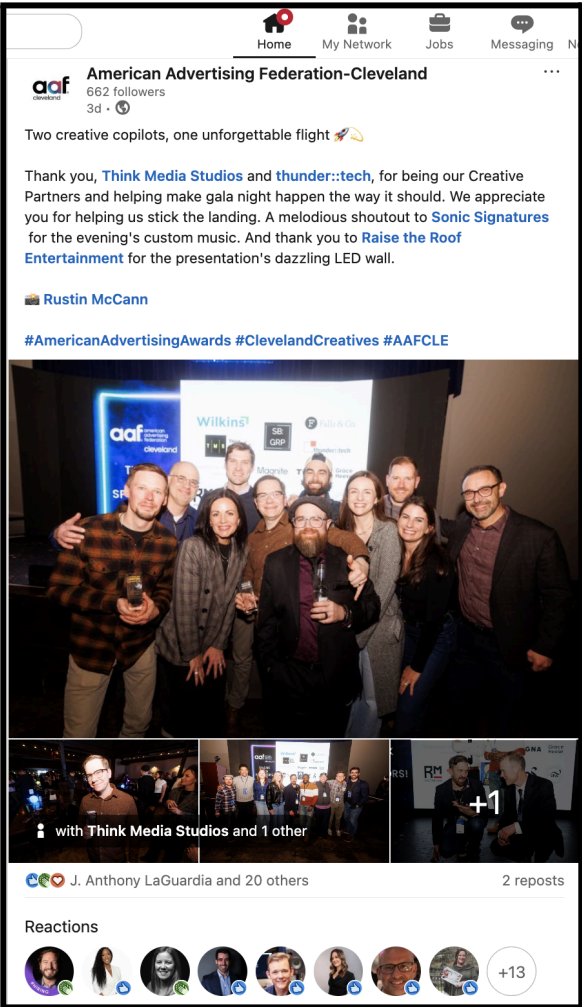
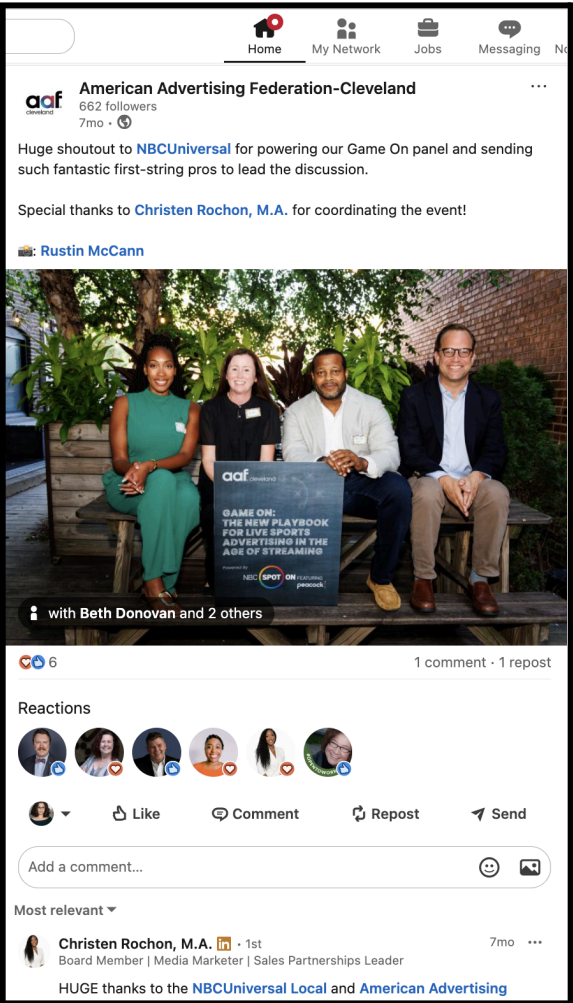
4.D.ii Speaker Recognition



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Exhibit 4.D (continued from previous page)

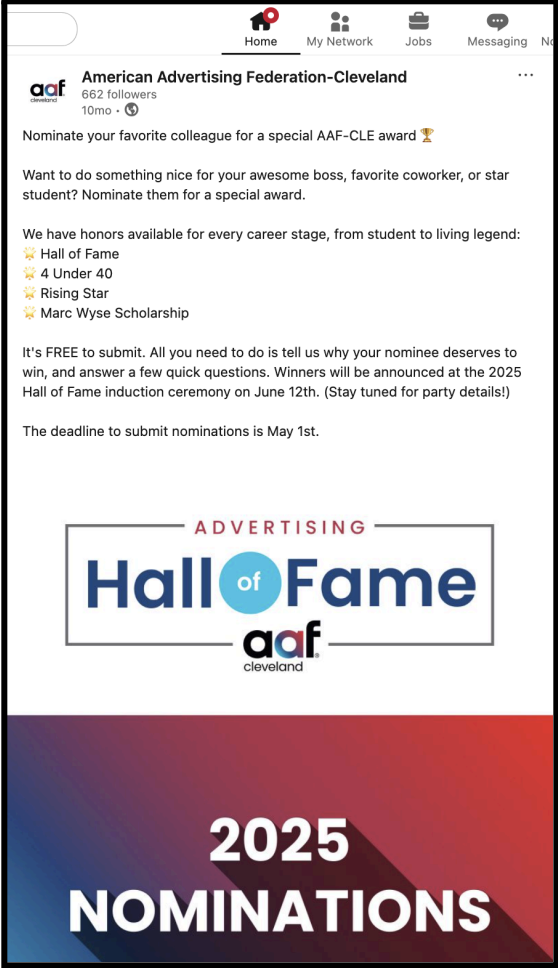
4.D.iii Sponsor Recognition



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Exhibit 4.D (continued from previous page)

4.D.iv Member Recognition



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Exhibit 4.D (continued from previous page)

4.D.v Attendee Recognition

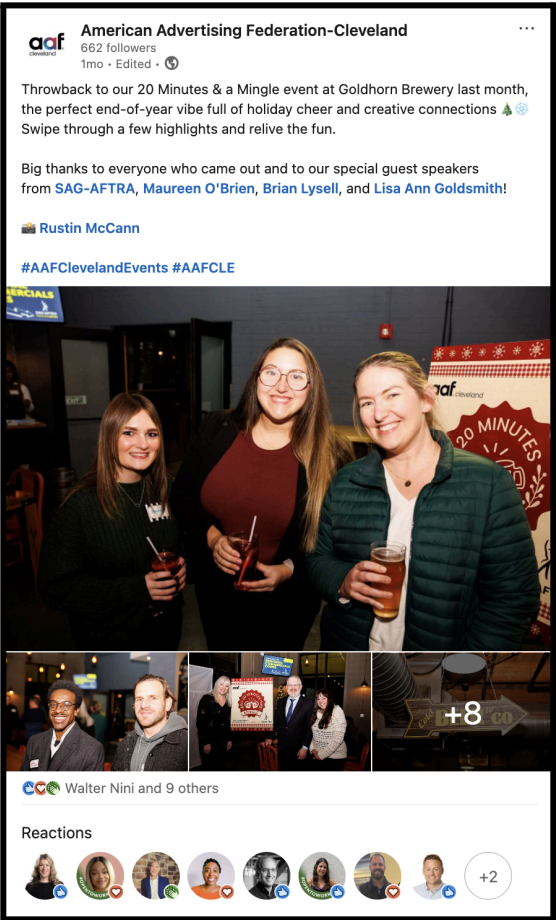
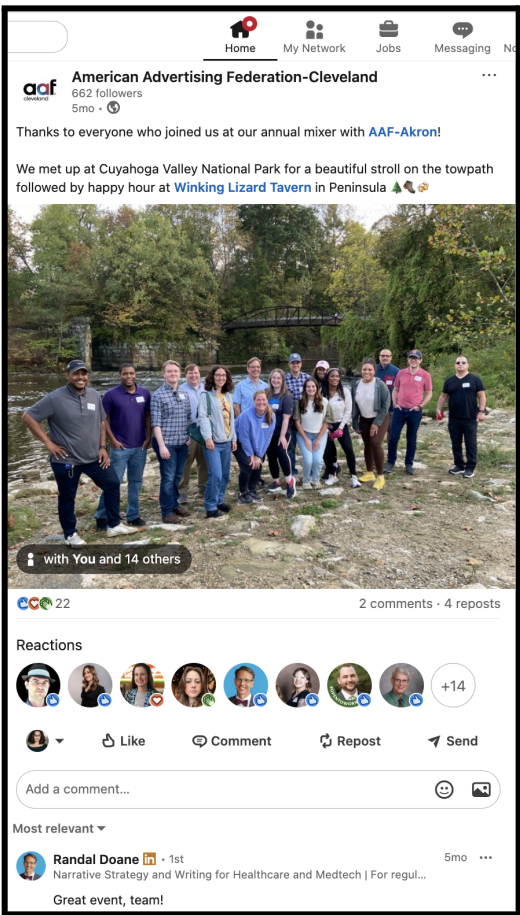


Exhibit 4.E
Facebook ADucation Announcement

Note: This content was also posted on Instagram and LinkedIn.

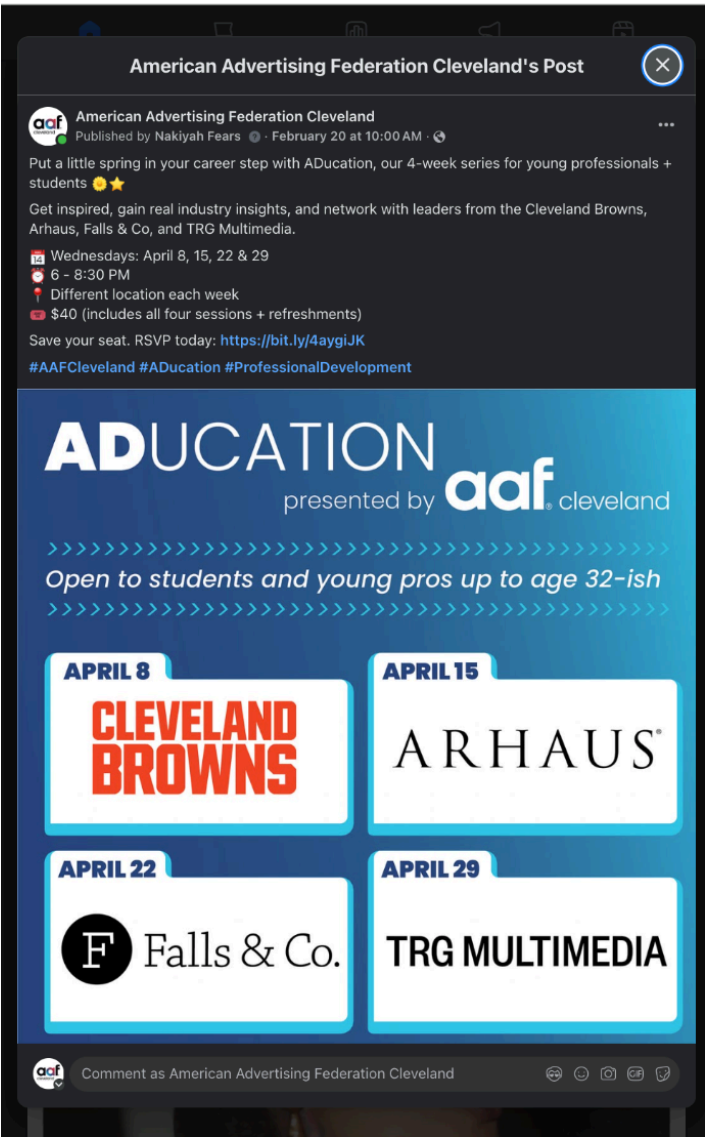
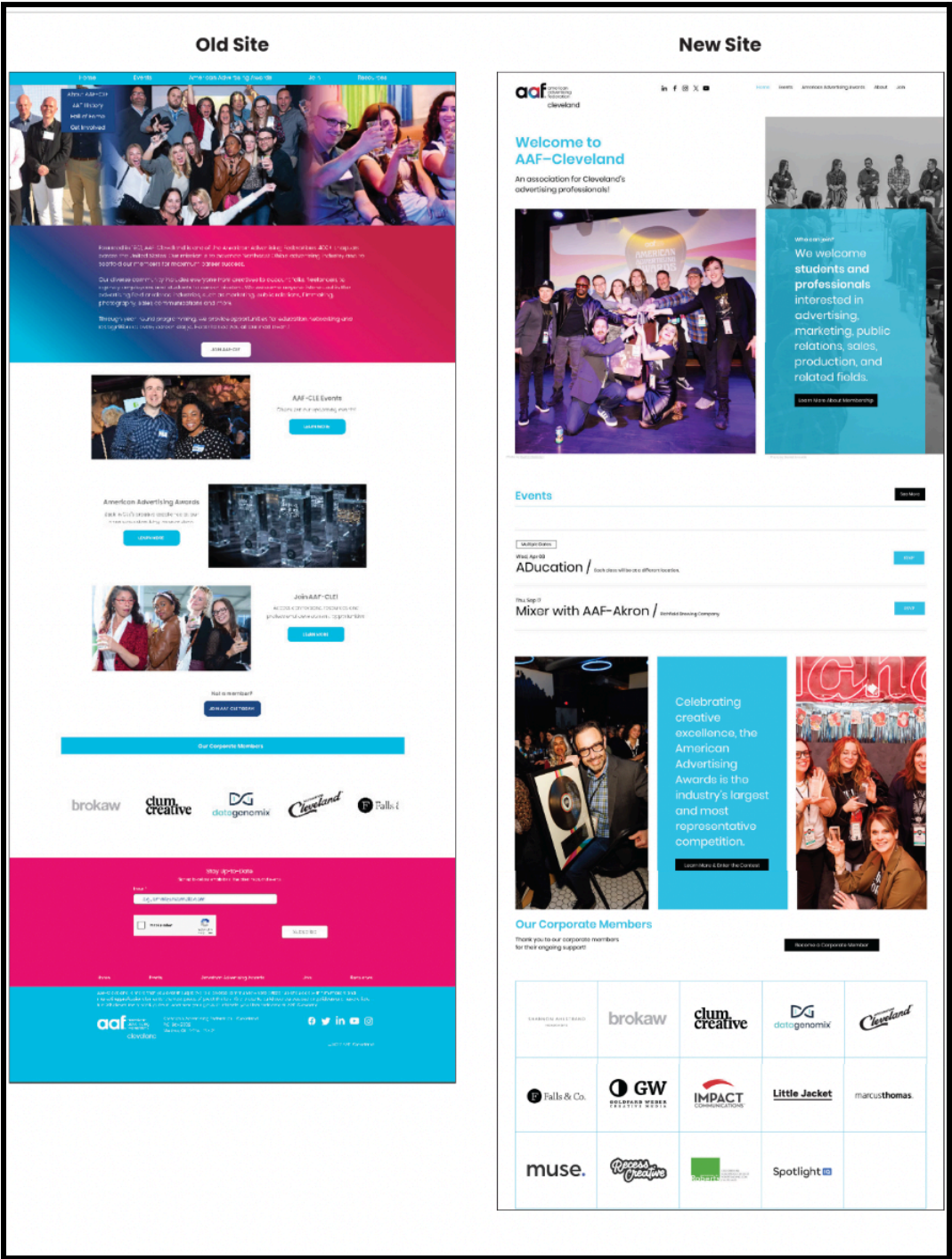
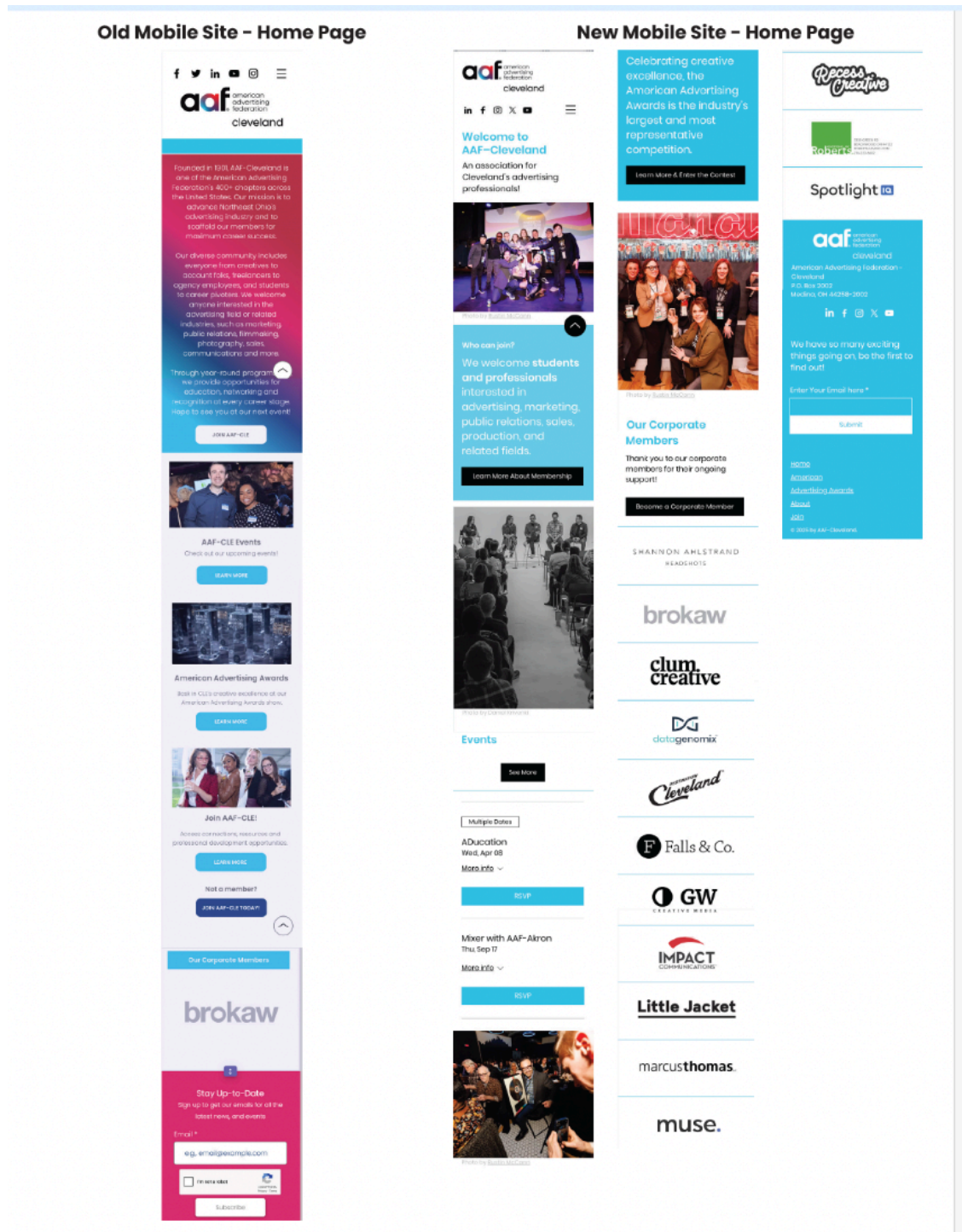


Exhibit 4.F
Website Refresh



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Exhibit 4.F (continued from previous page)



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Exhibit 4.F (continued from previous page)

Old Site – Join Page

New Site – Join Page

Exhibit 4.G

Event Feedback Form

Event Feedback



Thanks for attending our recent events!

Please share your feedback to help us plan next season.

Note: Your response is anonymous.

Next

Clear form

Event Feedback

First, tell us which events you attended.

Which panels did you attend in our **Ad Addicts** series?

Check all that apply.

☐ Out of the Park Marketing with The Cleveland Guardians (May 2025 at Jukebox)

☐ Game On: The New Playbook for Live Sports Advertising with NBCUniversal (July 2025 at Jukebox)

☐ None

Which happy hours did you attend in our **20 Minutes and a Beer** series?

Check all that apply.

☐ Jingle & Mingle with SAG-AFTRA (December 2025 at Goldhorn Brewery)

☐ Audio Branding & The Power of Sound with Sonic Signatures (April 2025 at Goldhorn Brewery)

☐ None

Which of our **awards shows** did you attend?

Check all that apply.

☐ Hall of Fame Awards (June 2025 at Glamper)

☐ 2026 American Advertising Awards (February 2026 at Music Box Supper Club)

☐ None

Did you attend our **What's New at CMA** guided tour of the art museum?

(January 2026)

☐ Yes

☐ No

Did you attend our new **Member November** program at Jukebox?

(November 2025)

☐ Yes

☐ No

Did you attend **Night at the Races Fundraiser** for LLS?

(This was our August 2025 public service event at Welcome to the Farm.)

☐ Yes

☐ No

Did you attend our **Mixer with AAF-Akron** on Cuyahoga Valley National Park?

(September 2025)

☐ Yes

☐ No

Back

Next

Clear form

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Google Forms

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Exhibit 4.G (continued from previous page)

Event Feedback

Overall, tell us how well our programming provided opportunity for networking, education, and recognition:

Overall, how well did our programming provide opportunity for **networking**?
(5 is the best score)

1

2

3

4

5

☐

☐

☐

☐

☐



Overall, how well did our programming provide opportunity for **education**?
(5 is the best score)

1

2

3

4

5

☐

☐

☐

☐

☐



Overall, how well did our programming provide opportunity for **recognition**?
(5 is the best score)

1

2

3

4

5

☐

☐

☐

☐

☐



Back

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Google Forms

Exhibit 4.G (continued from previous page)

Event Feedback

Please share your feedback:

What did we do well? What did you like most about our events? Which event was your favorite and why?

Your answer

Share any suggestions you have for improvement.

Your answer

Share your suggestions for future events.

What topics do you want to learn about? Who would be a fabulous speaker? Where do you want to go?

Your answer

How likely are you to attend another AAF-CLE event?

12345

Will not attend ❌○ ○ ○ ○ Will attend ✅

BackNext

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Google Forms

Event Feedback

Tell us about yourself.

Tell us about yourself! Check all that apply.

☐ AAF-CLE Member (Individual)

☐ AAF-CLE Member (Corporate)

☐ Non-member

☐ Student

☐ Young Professional (age 32 and under)

☐ Non-Resident (you live/work outside of the Greater Cleveland area)

How did you hear about our events?

Check all that apply.

☐ AAF-CLE email list

☐ Social media

☐ A colleague

How many AAF-CLE events have you been to before this year?

☐ None

☐ A few

☐ A lot

Thanks for completing this feedback survey! We're here to support your career, so if there's anything we can do, let us know!

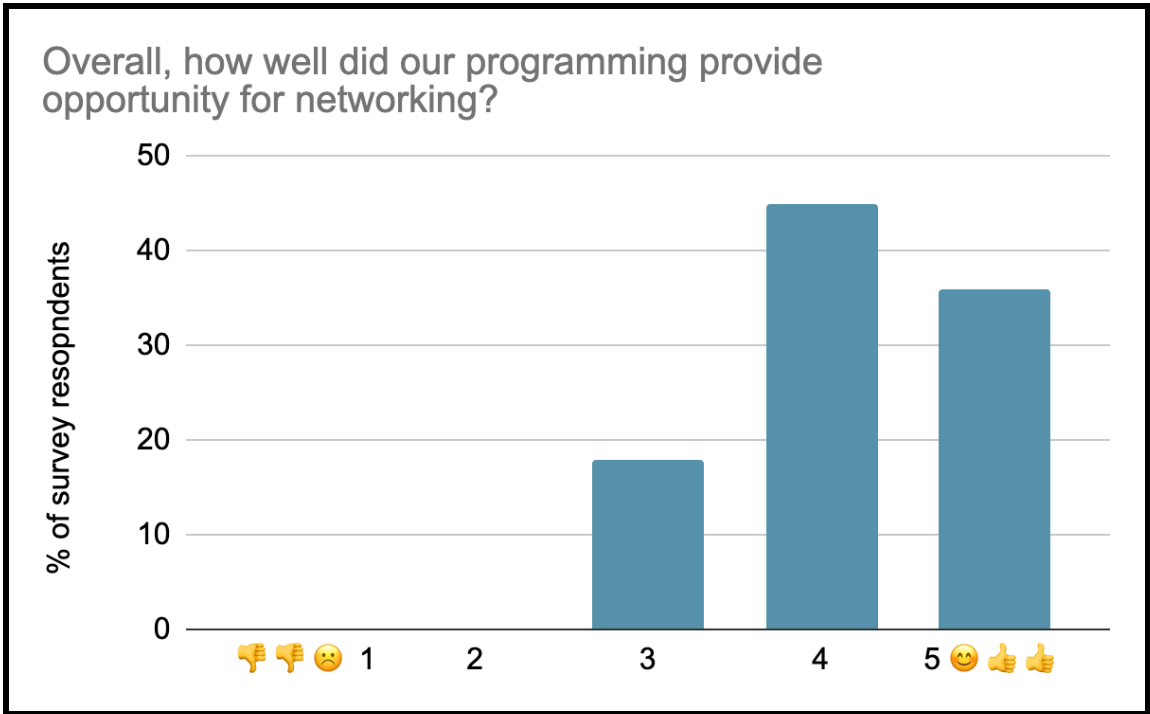
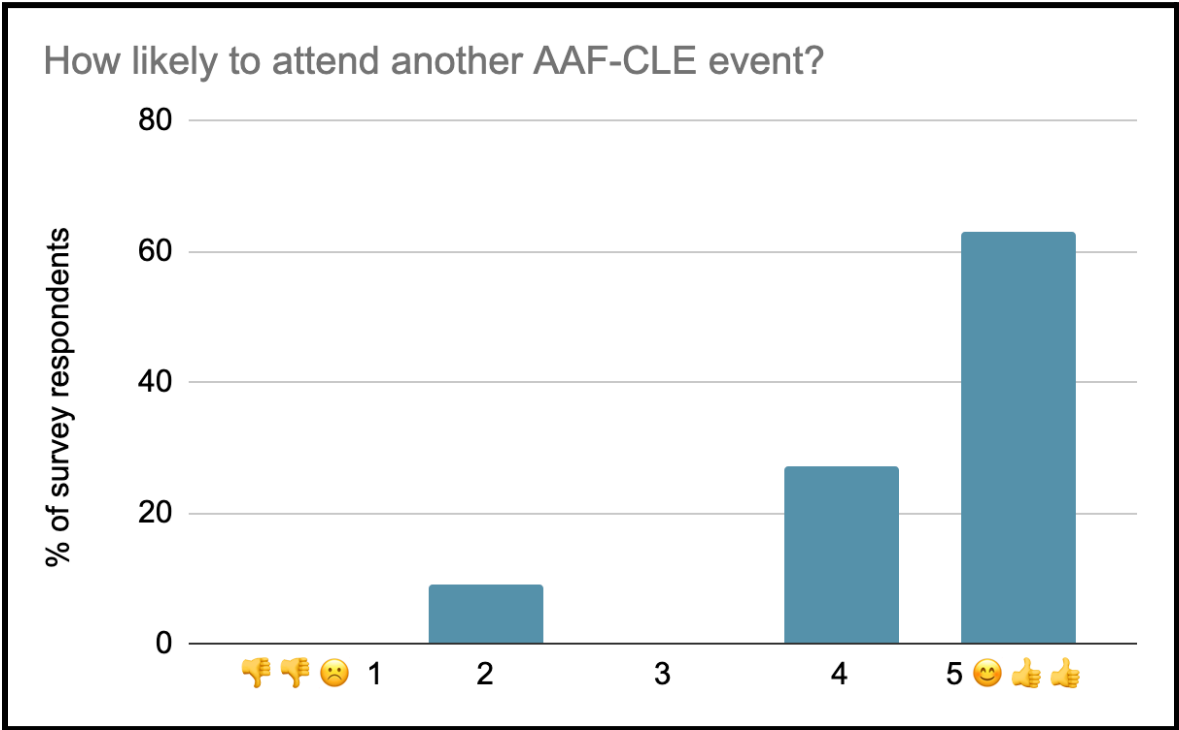
info@aafcleveland.com

For more information about our upcoming programming, follow us on social at @aafcle, join our email list, or [visit our website](#).

BackSubmit

Clear form

Exhibit 4.H
Feedback form responses



Continues on next page

Exhibit 5.A
Growth of Total Professional Membership (2023-2026)

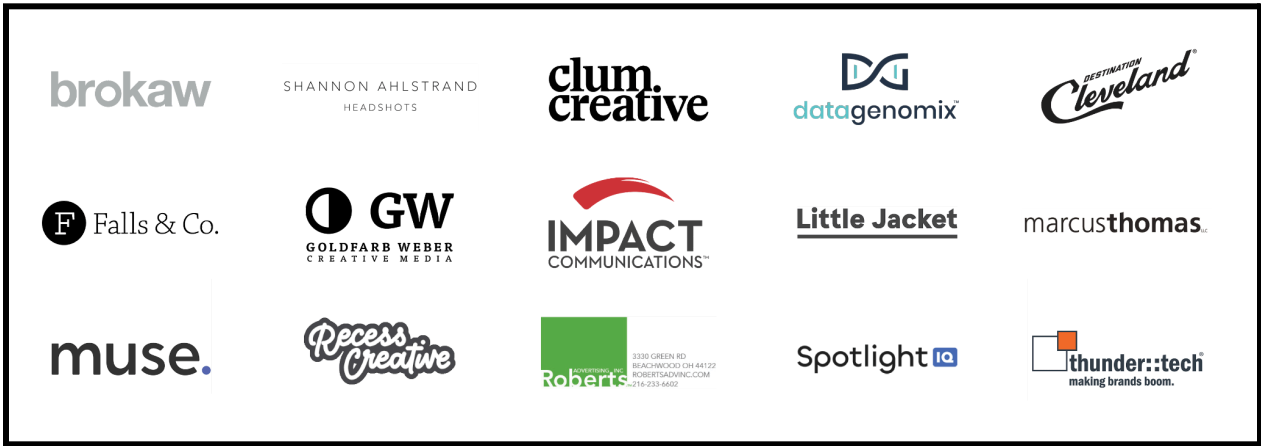
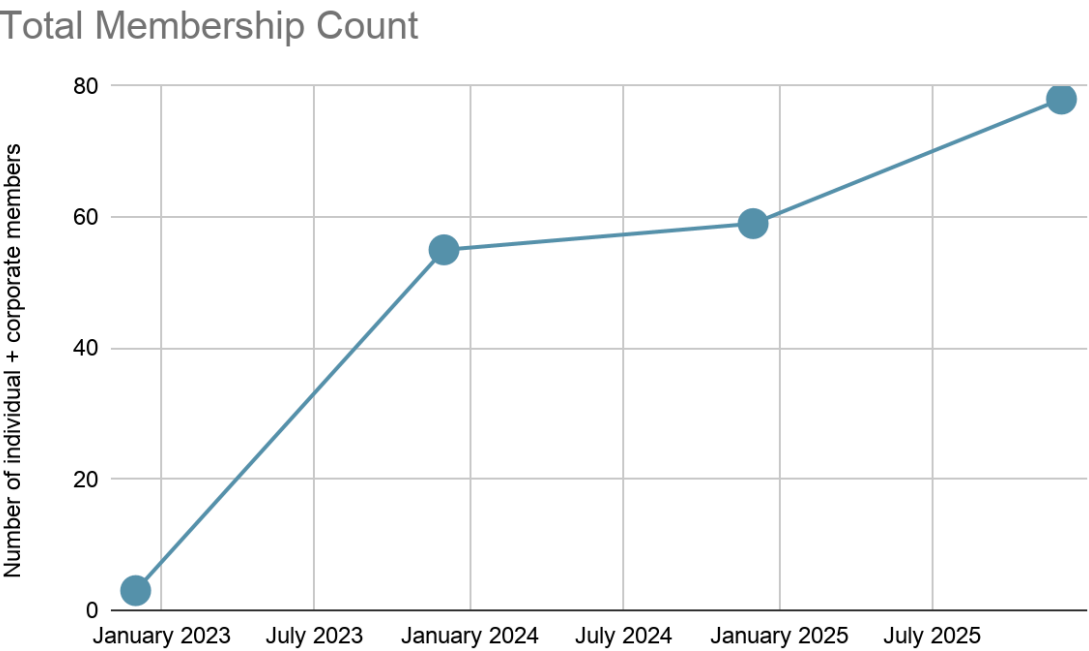


Exhibit 6.A

Budget 2025-2026

NOTE: This exhibit contains 1 column of the spreadsheet. The full document includes columns for our predicted figures, our final figures, and internal planning notes for our team.

1	AAF-Cleveland
2	Projected Budget
3	July 2025 - June 2026
4	
5	
6	
7	
8	Revenue
9	Awards
10	Awards entry
11	Awards sponsorship income
12	Awards ticket sales
13	Awards duplicate trophies
14	Event Sponsorship Income
15	Game On Panel (7/2025)
16	LLS Fundraiser (8/2025)
17	CVNP Mixer w/AAF-Akron (9/2025)
18	Member November (11/2025)
19	Jingle & Mingle (12/2025)
20	What's new at CMA
21	ADucation (4/2026)
22	Ad Addicts - Small Agency Panel (5/2026)
23	Hall of Fame Happy Hour (6/2026)
24	Event Income (not sponsorship)
25	Game On Panel (7/2025)
26	LLS Fundraiser (8/2025)
27	Ticket Sales - Website
28	Ticket Sales - Via Accountant
29	Gaming
30	CVNP Mixer w/AAF-Akron (9/2025)
31	Member November (11/2025)
32	Jingle & Mingle (12/2025)
33	What's new at CMA (1/2026)
34	ADucation (4/2026)
35	Ad Addicts - Small Agency Panel (5/2026)
36	Hall of Fame Happy Hour (6/2026)
37	Membership income
38	Corporate
39	Individual
40	Total Revenue
41	Gross Profit

44	Expenditures
45	Advertising & marketing
46	Bank charges & fees
47	Dues & subscriptions
48	National AAF dues
49	District AAF dues
50	Entry fees
51	Club Achievement Contest
52	Awards expenses
53	Gala
54	Trophies Original batch
55	Trophies Duplicates
56	District forwarding fees
57	Event expenses
58	Game On Panel (7/2025)
59	Drink Tickets
60	Sign from Repros
61	LLS Fundraiser (8/2025)
62	Catering (Welcome to the Farm)
63	Entertainment (LCA)
64	Donation to LLS
65	CVNP Mixer w/AAF-Akron (9/2025)
66	Member November
67	Jingle & Mingle (12/2025)
68	What's New At CMA
69	ADucation
70	Ad Addicts Small Agency Big Impact
71	Hall of Fame Happy Hour
72	Processing fees
73	Insurance
74	Legal & professional services
75	Meals & entertainment
76	Office supplies & software
77	Rent & lease
78	Travel
79	Utilities
80	Staff (Executive Director)
81	Total Expenditures

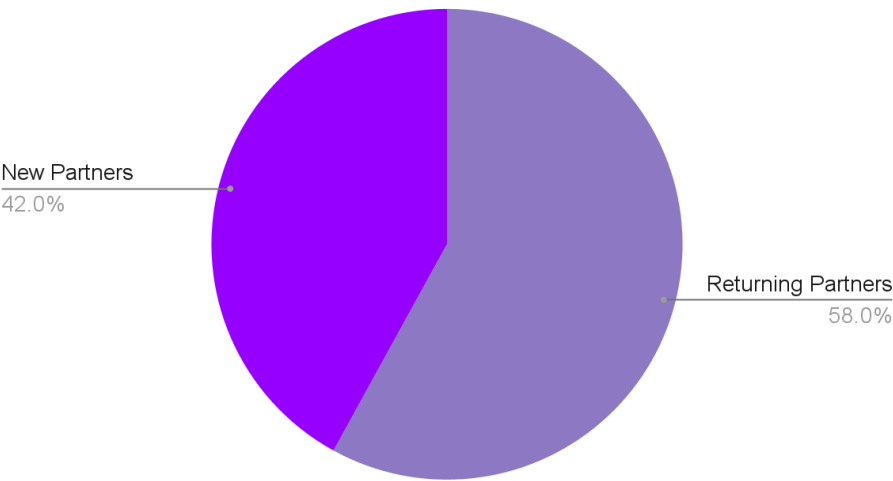
84	Net Operating Revenue
85	
86	
87	Other Revenue
88	Interest Earned
89	Total Other Revenue
90	Other Expenditures
91	Postage
92	Website
93	Total Other Expenditures
94	Net Other Revenue
95	Net Revenue

Exhibit 7.A

Sponsorship for the American Advertising Awards



Source of Sponsorship Dollars (2026 Gala)



2026 Total: \$4235

(vs. \$3200 in 2025)



2026 SPONSORSHIP OPTIONS



2026 SPONSORSHIP OPTIONS

UNIVERSAL \$4K

YOUR BENEFITS

- "Presented by ____" in promotional materials
- On-stage sponsor recognition
- Three-minute on-stage presentation/speaking opportunity/promo video
- Logo on website
- AAF-CLE Facebook and Instagram organic social post
- May provide a self-promotional piece of swag or other perk for attendees
- Reserved American Advertising Awards gala seating
- Logo on after-party screen loop (based on venue availability)
- Full-page ad in digital Winners Book

PRESENTING PARTNER

GALACTIC \$2K

YOUR BENEFITS

- Signage at relevant refreshment stations (food, bar, or both)
- On-stage sponsor recognition
- AAF-CLE Facebook and Instagram organic social post
- Logo and thank you included in an event promotional email
- Half-page ad in digital Winners Book
- Logo and thank you in one event promotional email
- Logo on AAF-CLE website
- Logo on after-party screen loop (based on venue availability)

FOOD OR BEVERAGE

NEBULA \$1.5K

YOUR BENEFITS

- Signage at check-in station
- On-stage sponsor recognition
- Logo and thank you included in one event promotional email
- Half-page ad in digital Winners Book
- Logo on AAF-CLE website
- Logo on after-party screen loop (based on venue availability)

VENUE

SOLAR \$750

YOUR BENEFITS

- Signage at trophy table
- On-stage sponsor recognition
- Logo and thank you included in one event promotional email
- Mention in digital Winners Book

TROPHIES

PLANETARY \$250

YOUR BENEFITS

- On-stage sponsor recognition
- Logo on after-party screen loop (based on venue availability)
- Mention in digital Winners Book

DECORATIONS

LUNAR \$50

YOUR BENEFITS

- On-stage recognition with full-size screen logo during presentation
- Logo as a signature on the category slide
- Mention in digital Winners Book

CATEGORY

COMET \$300

YOUR BENEFITS

[OR REDUCED TO \$250 IF YOU SPONSOR TROPHIES, TOO]

- On-stage recognition with full-size screen logo during presentation
- Logo as a signature on the category slide
- Mention in digital Winners Book

BEST OF SHOW

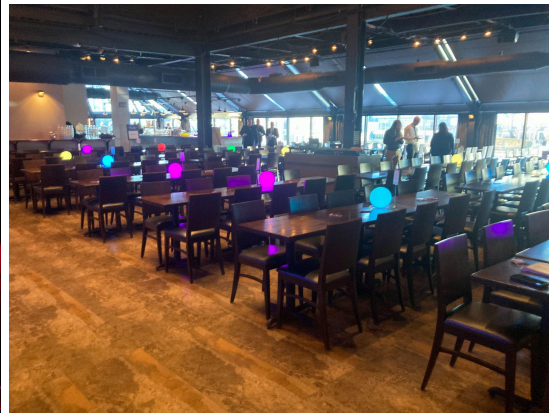
ALL PACKAGES ARE CUSTOMIZABLE!

Contact us to discuss your goals.

Exhibit 7.C

Themed Decorations for The American Advertising Awards

Color-changing glowing orbs and neon pink necklaces matched the theme:



Professional photos by Rustin McCann

Continues on next page

Exhibit 7.C (continued from previous page)

All-access clearance passes for guests:



Examples of our themed swag:



Exhibit 7.D

On-Site Signage for the American Advertising Awards

The digital screen displayed a loop with a Welcome Sign and sponsor logos:



Printed sponsor signs were placed at relevant stations:



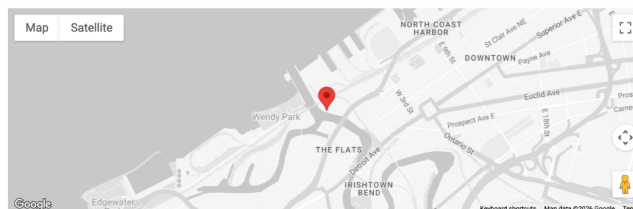


Exhibit 9.A

ADucation - Promo Graphic

[illegible]

Exhibit 9.B

ADucation - Social Media Promotion

Note: This content was also posted on Instagram and LinkedIn.

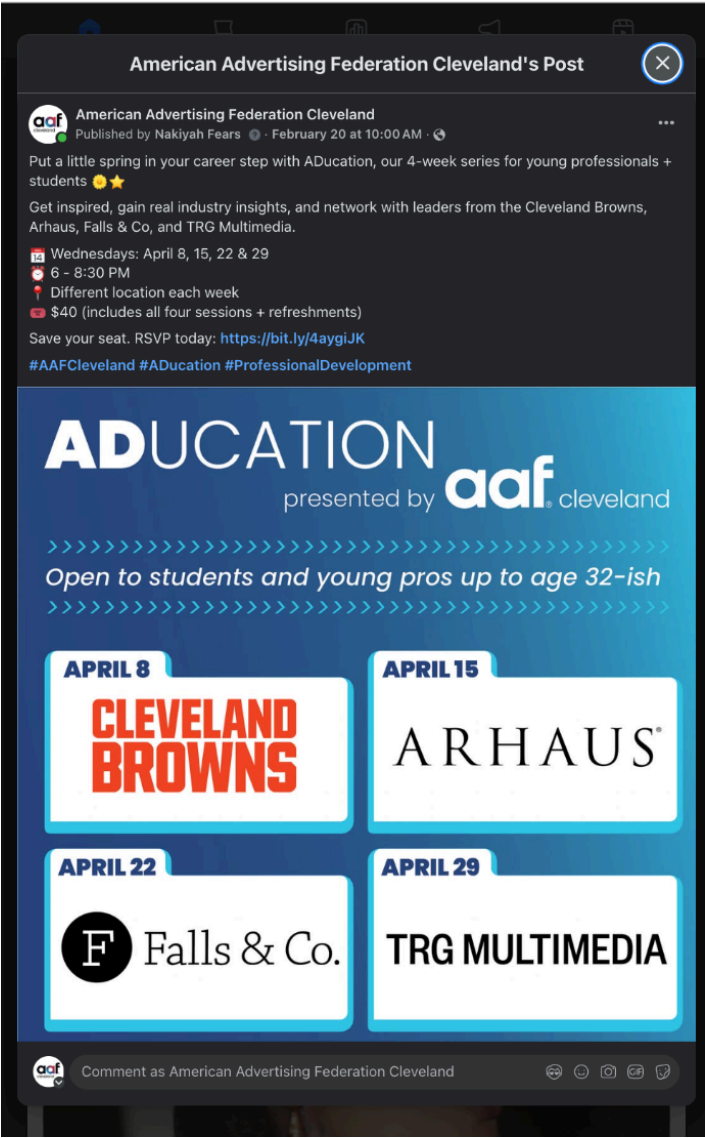


Exhibit 9.C

ADucation - Ticket sales on our website

ADucation

Wed, Apr 08 | Each class will be at a different location.

In this 4-week educational series, young pros and students will connect with industry leaders from The Cleveland Browns, Arhaus, Falls & Co, and TRG!

Your ticket includes admission to ALL FOUR sessions (April 8, 15, 22, and 29).

RSVP

ADUCATION

presented by **aaf** cleveland

>>>>>>>>
Open to students and young pros up to age 32-ish
>>>>>>>>

APRIL 8

CLEVELAND BROWNS

APRIL 15

ARHAUS®

APRIL 22

F Falls & Co.

APRIL 29

TRG MULTIMEDIA

Time & Location

3 more dates

Apr 08, 2026, 6:00 PM – Apr 29, 2026, 8:30 PM

Each class will be at a different location.

Select Different Date

Continues on next page

Exhibit 9.C (continued from previous page)

About the Event

Hey future legends,

Be honest: Ever feel like an NPC at work?

You tryna grind your way up from mid to elite?

Say less, we got you.

Don't miss this chance to level up your career and **connect with iconic organizations** like Cleveland Browns, Arhaus, Falls & Co., and more!

About the Series:

ADucation is a 4-week educational series exposing students and young professionals to Advertising, Marketing, and Communications. Each week delves into a different discipline (Like PR, Corporate Partnerships, Creative, and more) as featured industry veterans share exclusive insight about their companies and specific roles.

Your ticket includes:

- Admission to all 4 sessions.
- Dinner each night.
- A Certificate of Completion (if you attend at least 3 out of 4 sessions).

2026 Schedule:

Your \$40 ticket includes admission to ALL FOUR sessions. Each session is 6 pm to 8:30 pm.

- April 8: [Cleveland Browns](#) at Huntington Bank Field – Sports Marketing
- April 15: [Arhaus](#) at Legacy Village – Retail Visual Merchandising
- April 22: [Falls & Co.](#) at Tower City Center – PR and Advertising
- April 29: [TRG](#) at TRG's studio – Multimedia Production

Continues on next page

Exhibit 9.C (continued from previous page)

FAQ:

Who is this program for?

This program is for college students and young pros interested in careers in advertising, marketing, and related fields.

What is a "young pro"?

We generally define "young pro" as age 32 and under ... but if you're a bit outside that range and think you'd benefit from this opportunity, you're welcome to join us!

Do I have to attend all 4 nights?

Your ticket includes admission to all 4 nights, but we understand that schedules are busy. If you want to receive a certificate, you must attend at least 3 of the 4 sessions. Otherwise, it's up to you.

What should I bring?

Bring anything you need to take notes. You're welcome to bring business cards to connect with speakers and other attendees. There may be a chance to take a walking tour of some of the facilities, so you may wish to pack light.

Where will the sessions be held?

Each session will be held at a different location to match the business.

What's for dinner? Can you accomodate food restrictions?

Each host organization will provide a light dinner for students. Because the classes will be held on-site for a small group, there may be limited options to accommodate individuals' food restrictions. If you have any special requests, please contact us ahead of time to discuss.

[Read Less >](#)

Tickets

Ticket type	Price	Quantity
General Admission	\$40.00	0
More info	+\$1.00 ticket service fee	
Total		\$0.00
Checkout		