



2025-2026 National Club Achievement Competition - Ad 2 Minnesota

Category of Entry: Cornerstone Initiatives + Events

Introduction

Ad Minnesota is committed to empowering our target audience with the tools they need to thrive in their careers, whether that be through skill development, networking opportunities, advertising education, public service initiatives, or leadership roles on the Ad 2 Minnesota Board of Directors. We have dedicated position holders and committee members on our board of directors who are passionately driving key initiatives and events to fulfill this mission. Our focus areas include promoting diversity and multiculturalism, advancing advertising education, and fostering activism within both local and national advertising communities. Led by the Ad 2 Minnesota executive team, the Directors of Diversity, Equity, Inclusion & Belonging, Directors of Marketing Communications and Chairs of the Women's Leadership Panel, we have set five goals for the 2025-2026 year, all aimed at our continued prioritization of DEIB or creating opportunities for advertising education and connection-building.

Goals:

- Increase the scale of Ad 2 Minnesota's 18th annual Student Advertising Summit, by growing attendance and agency presence to ensure that we are able to offer additional opportunities to provide students and young professionals with advertising education, connections with industry professionals and provide an environment to inspire the next generation of advertisers. Increase sponsorship revenue for the Student Advertising Summit to ensure profitability on this event and create an opportunity to invest profits into further programming.
- Continue to be a thought leader in the Twin Cities advertising industry by increasing the scope and reputation of our 3rd annual DEIB event to grow attendance, showcase the impact DEIB has on agency client work, demonstrate to agency leaders why DEIB is a business imperative and partner with other DEIB leaders to support each other's missions to elevate the voices of BIPOC folks in the advertising and marketing industries and Twin Cities.
- Utilize our DEIB event to support BIPOC-owned small businesses

- Continue to grow attendance and increase the scope for our marquee event, the Women's Leadership Panel, to celebrate diverse, female leaders in an industry that is historically male-dominated and inspire the next generation of women leaders.

Diversity & Multicultural Initiatives:

Event 1: DEIB EVENT – Vibrant Voices: The Value of DEI

Event Date: June 26, 2025, 5:00 - 8:30 PM

Event Details – Ad 2 Minnesota and AdFed hosted Vibrant Voices: The Value of DEI (Ex. 1-A) at The B Suite (Ex. 1-B), a Black-owned coworking and event space in downtown Minneapolis. The event featured networking, a diverse vendor market, and discussions highlighting identity, visibility, and voice in the workplace. Vendors included Shop Husi, Aliya's Collection, goodones., Massa's Heat, SJC Body Love, Spark Gummies, and Himilo Youth Horizons. Vendors were also highlighted on social media (Ex. 1-C). The fireside chat, *Let's Talk About Us: Identity, Visibility, & Voice*, featured Kyree Shockley of The Social Lights and was moderated by Howie Chan of The Behaviouring Company (Ex. 1-D). A second presentation, *From Space to Story: How Creative Partnership Transformed the V3 Experience*, included Cornel Beard, Nino Powers, and Mali Ruckner (Ex. 1-D). The event secured two Bronze sponsors at \$500 each, supported by a sponsorship packet (Ex. 1-E).

Target Audience – The primary audience for this event was BIPOC or Queer professionals interested in the advertising/marketing industry (predominantly young professionals under the age of 32), Advertising/Marketing leaders who want to learn more about DEIB and Minority-owned small businesses owners.

Event Promotion – Promotion occurred through social media, eNewsletter mentions, Eventbrite (Ex. 1-F), and agency outreach. Speakers were featured on social media and the website, and a photographer captured images for post-event promotion (Ex. 1-G).

Event Attendance – 76 total attendees.

Event Feedback/Membership – A goal for this year was to increase attendance of this event, which we were able to achieve. We increased our event attendance by 43% from 2024. We were glad to see the

momentum of this event taking off and are excited to build on this momentum for coming years as we aim to move our DEIB event to a marquee event for Ad 2 MN.

Takeaways – Limited sponsorship contributed to a net loss of -\$1,983.62 (Ex. 1-H). While profitability was lower than expected, increased attendance and community engagement marked this as a year of meaningful growth and future investment.

Event 2: Marquee Program – Women’s Leadership Panel: When Women Win, We All Win.

Event Date: November 19, 2025, 5:30-9:30 PM

Event Details – For the third year, Ad 2 MN partnered with AdFed for the Women’s Leadership Panel. The theme When Women Win, We All Win (Ex. 2-A) was inspired by the rise of women’s sports and growing recognition of women’s achievements across industries. The event was hosted at Quincy Hall (Ex. 2-B) with catering by Crave (Ex. 2-C). The evening began with networking and a gamified networking activity with conversation prompts and color-coded name tags (Ex. 2-D). Jill Renslow, Chief Business Development & Marketing Officer at Mall of America (Ex. 2-E) moderated the panel featuring Taylor Marks, Marsha R. Pitts-Phillips, Allison Bakken, and Diana Quenomoen (Ex. 2-F). Additional activations included a photobooth and themed cocktail (Ex. 2-G). The event secured 12 sponsors through targeted outreach and a sponsorship packet (Ex. 2-H).

Target Audience – The primary audience for this event was female professionals and networkers who are 32 and under but we encouraged anyone regardless of their age and/or gender to join for the lively discussions.

Event Promotion – The event promotion was conducted across social media (Ex. 2-I), eNewsletter mentions, Eventbrite (Ex. 2-J), Ad 2 MN's website landing page, and through sponsorship and agency outreach. Each speaker was featured on social media and the website to generate interest in the event. To capture the event's excitement, our team hired a photographer and videographer providing last memories of the event.

Event Attendance – 306 total attendees confirmed

Event Feedback/Membership – We once again sent out a post event survey (*Ex. 2-K*). We had 19 responses, which overall had a positive sentiment. 100% of respondents said they would attend another Ad 2 event in the future. Respondents noted that they enjoyed the selection of panelists best. They were excellent local representatives with unique backgrounds making the panel one of the most engaging we've seen from this event yet.

Takeaways – The event was successful; attendance grew year over year. Our expenses totaled at \$24,698.37 and revenue from ticket sales & sponsorships totaled \$21,965.00, putting us at a deficit of -\$2,733.37 (*Ex. 2-L*). WLP continues to be well-loved and received - each year, our attendance increases as the scope & reputation of the event grows as well. For next year, we will take a look at sponsorship tiers and ticket table batches to increase ticket sale income ensuring we have a profitable 2026.

Advertising Education - Student Advertising Summit

Event Date – February 5, 2026, 6:00-8:00 PM & February 6, 2026, 8:30 AM - 2:00 PM

Event Details – The 18th annual Student Advertising Summit (SAS) with this year's theme of "Make Your Next Move," (*Ex. 3-A*) was a two-day event aimed at fostering connections between students, young professionals and agencies. SAS is hosted during the internship application window for many agencies in Minneapolis, who use the opportunity to both recruit for internships and give back via different activities based on their sponsorship level. (*Ex. 3-B*) On Thursday February 5th, the SAS Kickoff event began at 6 PM at Collective Measures. The evening agenda included networking sessions, a panel of professionals, free headshots and resume/portfolio reviews. (*Ex. 3-C*) Sponsors who committed to the Gold level sponsorships were able to table at the kickoff event.

The main event on February 6th began at 8:30 AM at the University of St. Thomas' James B. Woulfe Alumni Hall. The day's agenda featured networking, a compelling keynote address, (*Ex. 3-D*) and three breakout sessions covering diverse topics about the advertising industry & careers. There were 16 companies who tabled and networked with students during the main event. (*Ex. 3-E*) The event day wrapped up as students headed to local agencies for tours and short panels allowing students to visit agencies in the community and gain insights into their capabilities.



Target Audience – The key demographic for this event consists of students and young professionals seeking networking and education about the industry. Additionally, agency/company representatives and recruiters comprise a secondary audience, while Ad 2 MN and AdFed MN (AAF) members who are enthusiastic about contributing to young professional development through speaking engagements, make up the tertiary audience.

Event Promotion – The event promotion took place through all Ad 2 & SAS social channels, the collaborative Ad 2 and AdFed MN eNewsletter, Eventbrite, Ad 2 MN website and within sponsor and agency outreach. A highlight reel was posted after the event. (*Ex. 3-F*)

Event Attendance – Kick-off attendance: 62 people, Main event attendance: 122 students plus ~32 professionals from sponsoring agencies

Feedback/Membership Retention Mechanism – Throughout the event, membership retention strategies were implemented as the target audience of SAS can feed directly into Ad 2's target audience for membership. For the first time ever we implemented an Ad 2 table tabling at the main event alongside the agency tables which provided students a direct place to learn more about Ad 2 events and how to join. A post-event survey (*Exhibit 3-G*) was sent out after the event to gain insights for planning the following year's summit.

Takeaways – The annual Student Advertising Summit has consistently served as a significant event in the Twin Cities for students, young professionals, and local recruiters. SAS's focus on celebrating knowledge sharing and opportunities within the advertising industry enhances its value beyond networking. This year the planning team navigated challenges and were still able to make a profitable, meaningful event. With the ICE Occupation taking over Minneapolis during the event dates, that contributed to a lower attendance than past years as many individuals did not feel safe to leave their homes with the ICE presence. We also changed the event venue from the University of Minnesota to St Thomas, presenting a challenge of getting the U of M students in the door. Changing venues proved to be successful as we had no trouble still having U of M students present at the event and we were able to tap into a new network of

St. Thomas students. The venue was also a fraction of the cost of our previous venue, so switching venues this year was a huge contributor to our financial success.

The planning team achieved major financial success by securing \$24.6k in sponsorship dollars and \$2,279.95 in ticket sales, with total expenses of \$12,195.65 leading to a net profit of \$12,404.35. This is approximately 84.39% growth in net profit from SAS 2025! (*Exhibit 3-H*) Moreover, the event facilitated unique opportunities for young professionals and agency members, fostering stronger support and appreciation for the Ad 2 MN organization and community.

CONCLUSION

In summary, Ad 2 MN's cornerstone events from March 2025 to March 2026 reflected a strong commitment to providing value, education, and meaningful networking opportunities to the advertising community. Our DEIB event fostered important conversations and created space for all members of our community to feel represented and heard. The Women's Leadership Panel saw increased attendance and positive feedback, reinforcing its importance to our programming. The 18th annual Student Advertising Summit continued to shape the next generation of advertising professionals through impactful networking and educational opportunities. Overall, our members were able to attend cornerstone events that brought them value and continue to benefit our overall advertising community and beyond.

EXHIBITS

Exhibit 1-A - DEIB Event - Theme



Exhibit 1-B - DEIB Event - Venue



Exhibit 1-F - DEIB Event - Eventbrite



EVENT ENDED

Vibrant Voices: The Value of DEI

By The Advertising Federation of MN / Ad 2 [Follow](#)

[The B Suite](#)

[Jun 26 from 5pm to 8:30pm CDT](#)

Sales Ended
Jun 26 - 5:00 PM CDT

[Explore similar events](#)

Exhibit 2-E - DEIB Event - Sponsorship Sheet

AD 2 AND ADDED MINNESOTA PRESENT
VIBRANT VOICES



THE VALUE OF DEI

**THURSDAY, JUNE 26TH
AT THE B SUITE**

THE B SUITE IS LOCATED IN THE HISTORIC YOUNG HUNTER BUILDING
81 S 9TH STREET, MINNEAPOLIS, MN 55402, SUITE 100

**JOIN US AT VIBRANT VOICES: THE
VALUE OF DEI, AN EVENING DEDICATED
TO CELEBRATING COMMUNITY-LED
CREATIVITY AND STORYTELLING.**

This isn't your typical panel or networking event—it's a
chance to slow down, connect, and hear from
professionals committed to meaningful work that
pushes our industry forward.

We'll start with a relaxed fireside chat to spark
conversation, then dig into a case study from a local
agency creating work rooted in community and cultural
connection. Throughout the evening, you'll have the
chance to explore a vibrant marketplace showcasing
minority-owned businesses from across the Twin Cities.

This event is all about fresh perspectives showing how
diverse voices shape creative work that truly connects,
and why inclusion leads to smarter, more meaningful
campaigns. Expect honest conversations, standout
creativity, and plenty of opportunities to celebrate and
learn from community-led innovation.

Take stock of the sponsorship opportunities below and
join us in building something meaningful together.

	GOLD SPONSOR \$1,000	SILVER SPONSOR \$750	BRONZE SPONSOR \$500
TICKETS INCLUDED	4 TICKETS TO THE EVENT (RESERVED SEATING INCLUDED)	2 TICKETS TO THE EVENT (RESERVED SEATING INCLUDED)	1 TICKET TO THE EVENT (RESERVED SEATING INCLUDED)
IN-EVENT THANK YOU	★	★	★
LOGO ON EVENT PROGRAM (WEBSITE & EVENT PDF)	★	★	★
FEATURES OF YOUR BUSINESS ON AD 2 AND ADDED SOCIAL MEDIA ACCOUNTS	★	★	★
SPONSOR EVENT FOOD & BEVERAGE FROM MINORITY-OWNED BUSINESS	★	★	
COMPANY SHOUT-OUT DURING FIRESIDE CHAT & LONG-LEAD FOOD & BEVERAGE STATIONS	★		

Exhibit 2-G - DEIB Event - Event Photos

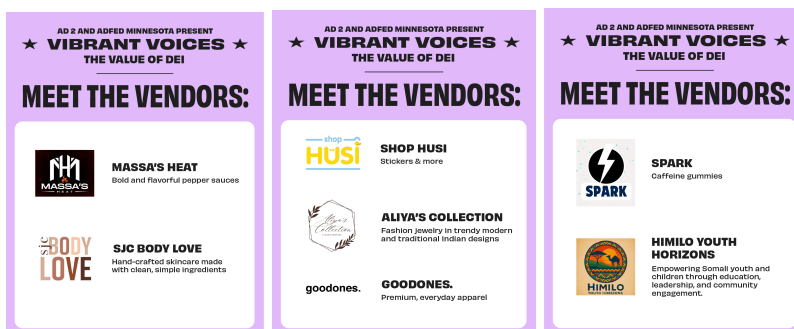




Exhibit 2-D - DEIB Event - Speakers



Exhibit 2-C - DEIB Event - Vendors & Sponsors



broadhead. SUPERHUMAN

BRONZE SPONSORS

Exhibit 2-H - DEIB Event - Budget

Profit and Loss Statement				
Event Name				
Vibrant Voices - DEIB event				
Event Month / Year				
June, 2025				
Gross margin			-161.27%	
Return on sales			-161.27%	
		Prior Period	Current Period	Current Period as % of Sales
Sales Revenue				
Sponsorships				
Superhuman	\$ -	\$ 500.00		45.65%
Broadhead	\$ -	\$ 500.00		45.65%
	\$ -	\$ 1,000.00		81.30%
Tickets				
Type of Ticket (Price of Ticket) (Number Sold)	\$ -	\$ -		0.00%
Student Tickets (\$5) (1)	\$ -	\$ 5.00		0.41%
Normal Tickets (\$15) (15)	\$ -	\$ 225.00		18.29%
Sponsor Tickets (Free) (3)	\$ -	\$ -		0.00%
Board Member Tickets (Free) (44)	\$ -	\$ -		0.00%
Total Sales Revenue [7]	\$ -	\$ 1,230.00		100.00%
Cost of Sales				
5001 - Facility Fees	\$ -	\$ 1,700.00		170000.00%
5002 - Catering	\$ -	\$521.50		82150.00%
5003 - Equipment Rental	\$ -	\$ 600.00		60000.00%
5004 - Contracted Services	\$ -	\$ -		0.00%
5005 - Program Printing/Supplies	\$ -	\$ 92.12		9212.00%
5010 - Other Program Costs	\$ -	\$ -		0.00%
Total Cost of Sales	\$ -	\$ 3,213.62		321362.00%
Gross Profit	\$ -	\$ (1,983.62)		-161.27%

Exhibit 2-A - Women's Leadership Panel - When Women Win, We All Win.



Exhibit 2-B - Women's Leadership Panel - Quincy Hall



Exhibit 2-C - Women's Leadership Panel - Catering



Exhibit 2-D - Women's Leadership Panel - Networking activity



Exhibit 2-E - Women's Leadership Panel - Moderator



Exhibit 2-F - Women's Leadership Panel - Panelists

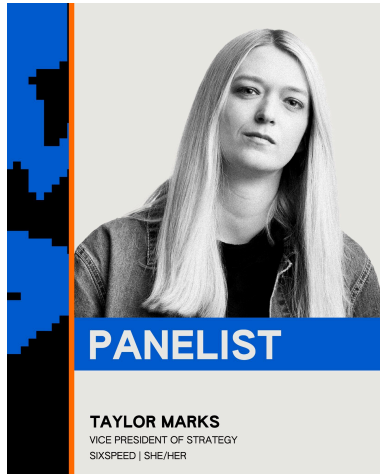
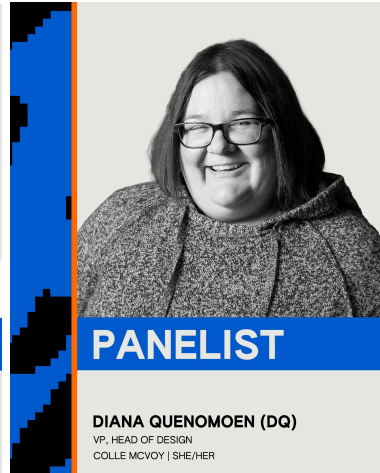
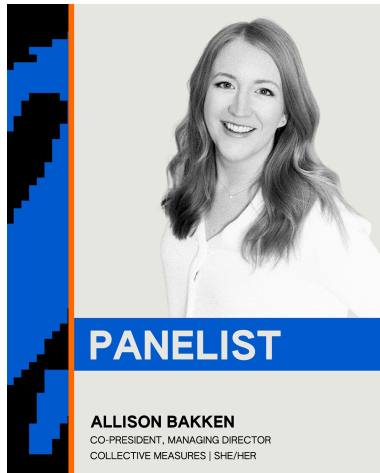


Exhibit 2-G - Women's Leadership Panel - Activations



Exhibit 2-H - Women's Leadership Panel - Sponsorship packet/Sponsors

[illegible]

Ad2x



AdFed1x

Ad2x



MVP

\$1,000

- LOGO ON THE EVENT WEBSITE, ALL ADVERTISED 2x
- BANNERS AND ADVERTISING ON DIGITAL AND PRINTED MEDIA
- COMPANY MATERIALS FEATURED IN NETWORKING AREA
- FORMAL ACKNOWLEDGMENT DURING THE GENERAL MEETING
- CO-SPEAKING STATEMENTS AT THE EVENT
- DEDICATED THANK YOU POST ON ADGED AND IN 3 SOCIAL MEDIA

50x TICKETS (ONE TABLE / 2 SEATING TICKETS)

ALL-STAR

\$3,000

- LOGO ON THE EVENT WEBSITE, ALL ADVERTISED 2x
- BANNERS AND ADVERTISING ON DIGITAL, BROADCAST AND SOCIAL MEDIA, ADVERTISED 2x
- A COMBINED THANK YOU POST ON ADGED AND IN 3 SOCIAL MEDIA WITH OTHER SPONSORS AT THE TIME OF SPONSORING (BEFORE 10/10)

150x TICKETS (ONE TABLE / 3 SEATING TICKETS)

TEAM PLAYER

\$1,500

- LOGO ON THE EVENT WEBSITE AND DIGITAL, ADVERTISED 1x
- A COMBINED THANK YOU POST ON ADGED AND IN 3 SOCIAL MEDIA WITH OTHER SPONSORS AT THE TIME OF SPONSORING (BEFORE 10/10)

75x TICKETS (ONE TABLE / 2 SEATING TICKETS)

BONUS POINTS

■ LIVE BROADCAST	\$1,000
■ BANNERS AND SPONSOR	\$1,000
■ SPONSORSHIP SPONSOR	\$1,000
■ PHOTOGRAPHY/VIDEOGRAPHY SPONSOR	\$1,000
■ BROADCAST SPONSOR	\$1,000
■ CENTRAL KITCHEN SPONSOR	\$1,000
■ LIVE TALKS PANEL (BROADCAST) SPONSOR	\$1,000
■ ANY SPONSOR	\$500

F.A.Q.

Q: CAN WE PURCHASE ADDITIONAL TICKETS ON TABLET?

A: YES

Q: CAN WE MIX AND MATCH BONUS POINTS SPONSOR WITH TABLET?

A: YES WE CAN MIX AND MATCH THESE POINTS TO YOUR TABLET OR OTHER TABLET AS WE DESIRE

Q: WHEN IS PAYMENT DUE?

A: PAYMENT FOR SPONSORSHIP PAYMENT IS DUE TO THE SPONSORSHIP COMMITTEE (i.e. RESEPMANAY) NOV-20.

SPONSORSHIP AGREEMENT FORM

CONTACT/ORGANIZATION NAME _____

EMAIL _____

SPONSORSHIP TYPE _____

BILLING CONTACT NAME _____

EMAIL _____

ADDRESS _____

WEBSITE _____

PRIMARY CONTACT NAME _____

PHONE _____

BUSINESS PHONE _____

PHONE _____

PHONE _____

DATE _____

PAYMENT DETAILS

INVOICES WILL BE SENT THROUGH SQUARE FOR YOUR COMPANY'S HIGH-RES PDF OR, A LOGO/WORKSHEET 100% OF PAYMENT DUE BY WEEKENDS/15 NOVEMBER 12. PLEASE CONTACT JANE@SQUASQL.COM OR JANE@SQUASQL.COM WITH ANY PAYMENT QUESTIONS.

BRAND ASSETS

PLEASE SEND YOUR COMPANY'S HIGH-RES PDF OR, A LOGO/WORKSHEET UPON PAYMENT TO W@N@P@R@D@O@R@G IF BRAND ASSETS ARE NOT PROVIDED, THE PARTNERSHIP WILL BE LISTED IN A TEXT FORMAT.

SPONSORSHIP QUESTIONS?

FOR ANSWERS TO YOUR QUESTIONS, OR TO TALKOR YOUR SPONSORSHIP GAMPLAN, PLEASE CONTACT NAME: J@N@E@W@N@P@R@D@O@R@G

WE APPRECIATE YOUR PARTNERSHIP AND LOOK FORWARD TO TEAMING UP ON THIS EVENT.

Exhibit 2-I - Women's Leadership Panel - Social Media Promotion



Exhibit 2-J - Women's Leadership Panel - Eventbrite



Exhibit 2-K - Women's Leadership Panel - Post Event Survey

Ad 2

AdFed

When Women Win, We All Win.

Section 1 of 3

Women's Leadership Panel 2025: When Women Win, We All Win

B

I

U

□

✖

Thank you for attending AdFed / Ad 2 Minnesota's 2025 Women's Leadership Panel! We hope you had as much fun attending as we did planning and putting on the event!

We want to hear your feedback so we can keep improving our future AdFed / Ad 2 events. Please fill out this quick survey and let us know your honest thoughts (your answers will be anonymous).

Where did you hear about our Women's Leadership Panel event?

☐ Instagram
 ☐ Eventbrite
 ☐ Friend/Colleague
 ☐ AdFed Minnesota LinkedIn

☐ AdFed/Ad 2 Minnesota Newsletter
 ☐ Ad 2 Instagram
 ☐ AdFed Instagram
 ☐ Professor
 ☐ Student Group
 ☐ Other:

How satisfied were you with the event?

1

2

3

4

5

Very Dissatisfied

○

○

○

○

○

Very Satisfied

What was your favorite part about this year's Women's Leadership Panel?

Long answer text

How well did the event theme, When Women Win, We All Win, support the goals of the panel discussion and your overall experience?

Long answer text

Would you attend another AdFed / Ad 2 event like this in the future?

☐ Of course!
 ☐ Probably not

How far in advance did you purchase your ticket?

☐ Right when the event was announced!
 ☐ A few weeks in advance
 ☐ The week of the event
 ☐ My company purchased tickets/a table

Did you enjoy our venue, Quincy Hall?

☐ Yes
 ☐ No

If you answered "No" to the previous questions, please let us know what considerations we can make to improve future venues for our events.

Long answer text

Attendee Demographics

Description (optional)

Which age range do you fall under?

☐ 18-20
 ☐ 21-25
 ☐ 26-32
 ☐ 33-40
 ☐ 41-50
 ☐ 51+

What gender do you identify as?

☐ Female
 ☐ Male
 ☐ Non-binary
 ☐ Prefer not to answer
 ☐ Other:

AdFed & Ad 2 Minnesota Membership

If you or your company are a member of AdFed Minnesota or Ad 2 Minnesota, you are a member to both organizations. Among other membership benefits, as a member of either organization, you/your company can receive discounted tickets to all AdFed or Ad 2 events as well as discounts when submitting work to AdFed's The Show.

Are you or your agency currently a member of AdFed Minnesota or Ad 2 Minnesota?

☐ Yes!
 ☐ Not yet

Did you know that if your company is a member of AdFed or Ad 2, YOU are a member of AdFed and/or Ad 2?

☐ Yes
 ☐ That's news to me!

If you are not a member of AdFed or Ad 2 Minnesota, would you be interested in learning more about becoming a member? (Newsletter, jobs board, event ticket discounts, discounts when submitting work to The Show, etc...)

☐ Yes!
 ☐ Not yet

Exhibit 2-L - Women's Leadership Panel - Budget

WLP 2025 BUDGET							
Event Date: Wednesday, November 19, 2024							
Income							
Planning				Actual		Notes	GUEST COUNT
Income	Goal Amt	Cost Per	Total	Actual Amt	Total to-date		
EB AdFed Member		\$50	\$0.00	14.00	\$700.00		
EB Non-Member		\$65	\$0.00	18.00	\$1,170.00		
Student		\$25	\$0.00	30.00	\$750.00		
AdFed Member		\$60	\$0.00	12.00	\$720.00		
Non-Member		\$75	\$0.00	19.00	\$1,425.00		
EB Table (10)		\$550	\$0.00	5.00	\$2,750.00		
Table (10)		\$650	\$0.00	3.00	\$1,950.00		
Tier 1 Sponsor: MVP		\$5,000.00	\$0.00	1.00	\$5,000.00	Collective Measures	
Tier 2 Sponsor: All-Star		\$3,000.00	\$0.00	0.00	\$0.00		
Tier 3 Sponsor: Team Player		\$1,500.00	\$0.00	5.00	\$7,500.00	Bold Orange, Colle McVoy, MOA, Knock, Broadhead,	
Drink Tickets (groups of 10)				0.00	\$0.00		
No Cash Sponsor			\$0.00	2.00	\$0.00	Digital Summit (no cash),	
BP Sponsor: Welcome Cocktail			\$0.00	1.00	\$0.00	Quincy	
BP Sponsor: Tunnel Fits		\$500.00	\$0.00	0.00	\$0.00		
BP Sponsor: Stage		\$2,000.00	\$0.00	0.00	\$0.00		
BP Sponsor: Photo/Video		\$1,000.00	\$0.00	0.00	\$0.00		
BP Sponsor: Dessert		\$1,000.00	\$0.00	0.00	\$0.00		
BP Sponsor: Green Room & Thank You			\$0.00	0.00	\$0.00	Fredrikson	
BP Sponsor: Photo Booth		\$1,500.00	\$0.00	0.00	\$0.00		
			\$0.00		\$21,965.00		306
Expenses							
Planning		Planned Expenses	Actual Expenses	Notes	Payment		
Venue		-\$3,000.00	\$20,820.39	Quincy Sponsor \$2,500	X		
Food/Drinks		-\$17,000.00	\$0.00	Included Quincy	X		
AV		-\$600.00	\$0.00	Included Quincy	X		
Photo/Video		-\$1,000.00	\$1,000.00	Pa as main event photographer - \$500 Lucy (videographer) - \$500	X		
Talent/Speakers		-\$500.00	\$0.00				
Event Rentals		\$0.00					
Decor		-\$1,000.00	\$2,593.00	HAI	X		
DJ			\$0.00	Spotify playlist!			
Misc		-\$200.00	\$284.98	Gleason signage printing	X		
		Total Planned Expenses	Total Actual Expenses				
		-\$23,300.00	\$24,698.37				
Grand Total: Income-Expenses							
						-\$2,733.37	

Exhibit 3-A - Student Advertising Summit - Make Your Next Move

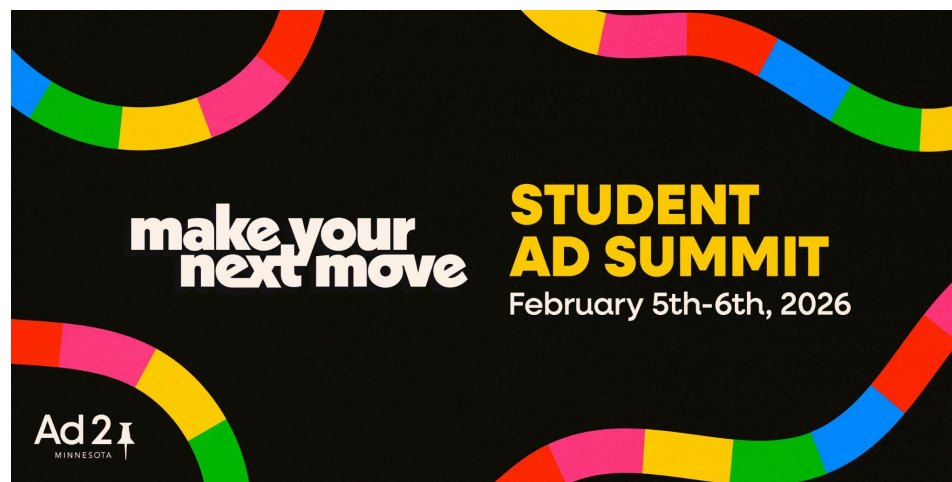


Exhibit 3-B - Student Advertising Summit - Sponsorship Package







Exhibit 3-E - Student Advertising Summit - Main Event Networking

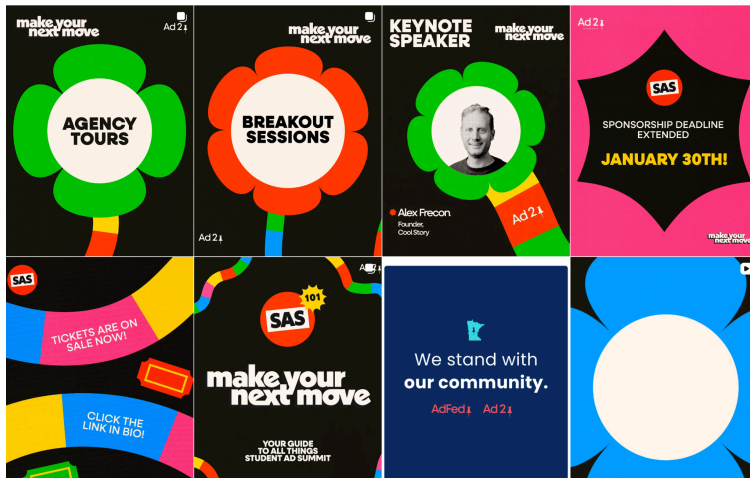




Exhibit 3-D - Student Advertising Summit - Main Event Keynote



Exhibit 3-F - Student Advertising Summit - Promotion/Highlight Reel Screengrab/Social/Eventbrite



EVENT ENDED



Student Ad Summit 2026: Make Your Next Move

By The Advertising Federation of MN / Ad 2

Follow

Sales Ended
Feb 6 - 8:30 AM CST

Explore similar events

University of St. Thomas
Feb 6 from 8:30am to 2pm CST

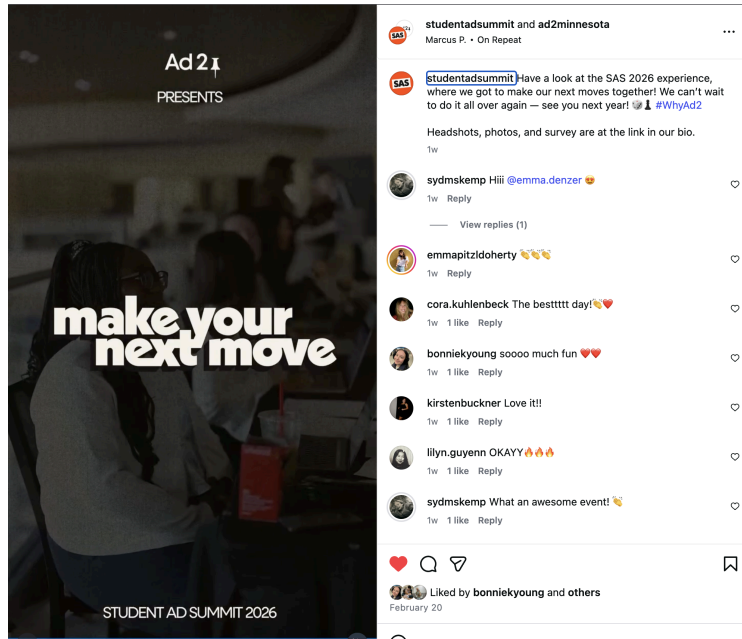


Exhibit 3-G - Student Advertising Summit - Post-Event Survey

2026 Ad 2 Student Ad Summit Attendee Survey

B I U [Link icon] [Text icon]

Thank you for attending the 2026 Student Advertising Summit!

Your insights are incredibly valuable to us as we strive to improve the overall experience for future events. By sharing your feedback, you'll help us ensure that we continue to create impactful opportunities for networking and connection.

These questions apply to both the kick-off on February 5 and the main event on February 6. Please answer questions that are relevant to you and feel free to skip questions that do not apply to your experience.

This survey will take just a few minutes to complete, and your responses will remain confidential. Your honest input is greatly appreciated!

1. How would you rate your overall experience at SAS 2026?

☐ Very satisfied

2. How would you rate your overall experience of the keynote speech?

☐ Very satisfied
☐ Satisfied
☐ Neutral
☐ Unsatisfied
☐ Very unsatisfied

Please explain your response to question 2.

Long answer text

3. How would you rate your overall experience of the breakout sessions during the main event?

☐ Very satisfied
☐ Satisfied
☐ Neutral
☐ Unsatisfied
☐ Very unsatisfied

Please explain your response to question 3.

Long answer text

4. How would you rate your overall experience of the networking time (talking to sponsors) during the main event?

☐ Very satisfied
☐ Satisfied
☐ Neutral
☐ Unsatisfied
☐ Very unsatisfied

Please explain your response to question 4.

Long answer text

5. How would you rate your overall experience of the lunch provided at the main event?

☐ Very satisfied
☐ Satisfied

7. How would you rate your overall experience of the networking time (headshots, resume and portfolio reviews, sponsor tabling) at the kick-off event?

☐ Very satisfied
☐ Satisfied
☐ Neutral
☐ Unsatisfied
☐ Very unsatisfied

Please explain your response to question 7.

Long answer text

Do you feel better prepared and equipped for a career in advertising and marketing as a result of attending SAS 2026? Why or why not?

Long answer text

Do you have any other feedback for the SAS team to consider for future events?

Long answer text

Exhibit 5-H - Student Advertising Summit - Budget

SAS 2026 BUDGET						
Event Date: Thurs 2/5 & Fri 2/6						
Income						
Planning				Actual		Notes
Income	Goal Amt	Cost Per	Total	Actual Amt	Total to-date	
EB AdFed Member		\$50	\$0.00	0.00		
EB Non-Member		\$65	\$0.00	0.00		
Student		\$25	\$0.00	0.00		
AdFed Member		\$60	\$0.00	0.00		
Non-Member		\$75	\$0.00	0.00		
EB Table (10)		\$550	\$0.00	0.00		
Table (10)		\$650	\$0.00	0.00		
Platinum Sponsor		\$3,500.00	\$0.00	0.00		
Gold Sponsor		\$2,000.00	\$0.00	3.00	\$6,000.00	True Media Cole McVoy Rise and Shine and Partner
Silver Sponsor		\$1,500.00	\$0.00	3.00	\$4,500.00	Bold Orange Fallon Solve
Bronze Sponsor		\$1,000.00		7.00	\$7,000.00	Collective Measures JT Mega TheAgencyatMSP BBDO Northeast Marketing Group Broadhead Sixspeed
No Cash Sponsor			\$0.00	1.00	\$770.58	Any in-kind sponsorships book180, HSJMC
Hubbard Ticket Sponsor					\$2,829.42	Hubbard School
Platinum Sponsor		\$3,500.00	\$0.00	1.00	\$3,500.00	Cool Story
BP Sponsor: Tunnel Fits		\$500.00	\$0.00	0.00		
BP Sponsor: Stage		\$2,000.00	\$0.00	0.00		
BP Sponsor: Photo/Video		\$1,000.00	\$0.00	0.00		
BP Sponsor: Dessert		\$1,000.00	\$0.00	0.00		
BP Sponsor: Green Room & Thank You			\$0.00	0.00		
BP Sponsor: Photo Booth		\$1,500.00	\$0.00	0.00		
				\$0.00		
					\$24,600.00	
Expenses						
Planning		Planned Expenses	Actual Expenses	Notes	Payment Status	
Venue		-\$7,000.00	-\$3,000.00	James B. Wouffe Alumni Hall	Paid	
Food/Drinks		-\$8,000.00	-\$6,614.98	waiting to get from Maurice post event		
KO Food & Drink		\$0.00	-\$150.00	Partial Sponsor from Hubbard (Cora to confirm)	Paid	
AV		\$0.00			n/a	
Insurance		-\$200.00			Paid	
Photo/Video		-\$1,800.00	-\$1,282.50		Paid	
Talent/Speakers		\$0.00			n/a	
Event Rentals		\$0.00			n/a	
Decor		-\$2,000.00	-\$338.38		Paid	
Printing		-\$900.00	-\$809.79	cora and bonnie paid- need to be reimbursed, need to pay Gleason invoice	Paid	
Misc		-\$200.00	n/a		n/a	
Parking @ Main Event		\$0.00	-\$849.60	waiting to get exact \$ from Maurice post event		
Sponsorship		\$23,000.00	\$24,600.00		Paid	
Ticket Sales		\$5,000.00	\$2,279.95		n/a	
		Total Planned Expenses	Total Actual Expenses			
		-\$20,100.00	-\$12,195.65			
					Grand Total: Income-Expenses	
					\$12,404.35	