



AAF ORLANDO

The Unifying Voice for Advertising & the Creative Community in Greater Orlando

2025 - 2026 CLUB ACHIEVEMENT COMPETITION

Membership Dev & Comms

INTRODUCTION

A strong, engaged membership remains the foundation of a successful AAF chapter. During the 2025–2026 club year, AAF Orlando approached membership and communications with a focus on alignment, engagement, and long-term value amid an evolving advertising and creative landscape. As the industry continues to diversify across disciplines, roles, and career paths, the chapter prioritized cultivating a more aligned and informed membership community.

Guided by this focus, AAF Orlando centered its efforts on three core objectives: strengthening membership alignment and engagement, maintaining strong retention through consistent communication, and reinforcing member value through visible, relevant programming. While net-new membership growth remained steady year-over-year (11 new members compared to 14 the prior year), the chapter's success was defined not by volume alone, but by strengthened engagement among its most active members and meaningful re-engagement of agencies and member groups that had been less involved in recent years.

Through strategic outreach, consistent communications, expanded educational programming, and leadership visibility opportunities, AAF Orlando reinforced its role as a trusted professional home for advertising and creative professionals across Central Florida—supporting engagement depth, retention stability, and a membership base that reflects the evolving structure of today's creative economy.

GOALS

1. **Recruitment:** Attract and convert strategically aligned professionals through programming-driven engagement, reflecting the evolving Central Florida creative landscape.
2. **Retention:** Maintain strong retention through consistent, relevant, and reliable communication with current members.
3. **Involvement:** Increase member value and involvement through visible, high-quality programming and communications that encourage active participation.

HOW AAF ORLANDO ACHIEVED THESE GOALS

Projects/Programs: Programming served as the primary driver of recruitment, retention, and

involvement during the 2025–2026 club year. AAF Orlando delivered ~32 total programs (Exhibit A) across networking, education, and signature events, creating consistent engagement opportunities for members and non-members.

This year, the chapter strengthened its educational focus to better align with member expectations while maintaining established networking touchpoints. The result was increased repeat attendance and deeper involvement. Notably, 100% of new members joined following exposure to AAF Orlando programming, either through direct attendance or team participation.

Several long-standing agencies and member groups—including Net Conversion, Evok, & Barr, and Universal Popcorn Internal Agency—re-engaged through event participation and panel involvement, returning not only as attendees but as speakers and contributors.

Key programs included **AdX Orlando**, **Screen Society**, and the evergreen networking series **Caffeinated Creatives** and **Agency Apéritif**, each driving repeat participation and elevating member visibility within the chapter.

Communication with Members and Non-Members: AAF Orlando maintained consistent, multi-channel communication with both members and non-members to promote programs, reinforce membership value, and encourage involvement.

Members received regular email updates highlighting upcoming events, educational opportunities, benefits, and ways to get involved. And, **non-members** were targeted through event promotions emphasizing accessibility, relevance, and the value of participation.

Communication was executed through an integrated mix of email, social media, event registration platforms (Eventbrite and Glue Up), the chapter website, personalized outreach, and in-person touchpoints at events. Each channel served a defined role within the member journey—from awareness and education to event participation and long-term membership—ensuring consistent visibility, reinforcement of value, and multiple entry points into the AAF Orlando community.

Member Feedback: Member feedback was gathered through informal conversations at events, repeat

attendance patterns, email, Eventbrite/Glue Up surveys (Exhibit B), social media responses, and direct outreach. Feedback indicated strong awareness of programming offerings and increased appreciation for the expanded educational focus. Insights gathered throughout the year informed program topics, formats, and communication strategies, allowing the chapter to remain responsive to member interests and needs.

Feedback and attendance patterns also reflected increased participation from freelancers, solopreneurs, and small-to-mid-sized agencies—mirroring the broader shift in Central Florida’s advertising landscape toward independent operators and entrepreneurial teams. This diversification of active members reflects AAF Orlando’s ability to evolve alongside its market.

Communications Activity, Infrastructure & Tools: AAF Orlando took a more intentional and coordinated approach to member and event communications, using email and social media consistently to promote programs, share chapter updates, and reinforce opportunities for involvement. Tools such as Metricool (Exhibit C) were leveraged to ensure organized execution, transparent reporting, and consistent social media performance tracking.

The chapter was more diligent in co-branding communications between AAF Orlando and Ad 2 Orlando for shared events and initiatives (Exhibit D). Event promotions and social content regularly featured both organizations where applicable, helping expand reach, strengthen awareness of the broader AAF ecosystem, and introduce members and non-members to multiple entry points for engagement.

To further support these efforts, AAF Orlando and Ad 2 Orlando both transitioned to the Glue Up platform to centralize event promotion, membership communication, and renewal tracking, improving consistency and reliability across touchpoints. Social media management tools, reporting spreadsheets, and collaborative workflows further supported timely execution, message alignment, and engagement tracking across platforms.

COMMUNICATIONS VEHICLES

AAF Orlando utilized multiple communication vehicles to support recruitment, retention, and involvement. All touchpoints were designed to maintain a consistent brand voice, promote engagement,

and clearly communicate member value.

We maintained engagement from niche communications experts on committees, strengthening our digital touchpoints through strategic content and campaign development. These efforts improved messaging consistency, enhanced engagement tracking, and optimized outreach strategies, directly supporting our goals for recruitment, retention, and involvement.

1. Email Marketing

Email remained AAF Orlando's strongest communication driver during the 2025–2026 club year, directly supporting recruitment, retention, and involvement goals. Regular communications promoted events and educational programming (Exhibit E), reinforced membership value and chapter impact (Exhibit F), and provided opportunities for member feedback (Exhibit A). Targeted outreach to non-members converted awareness into attendance and membership (Exhibit G), while additional messaging supported sponsor recruitment, committee engagement, and industry thought leadership. The results below reflect not only strong communication performance, but sustained interest and engagement from an evolving membership base.

- Goal: Drive event attendance, reinforce membership value, and convert engaged subscribers into members and/or event attendance
- Target Audience: Members and non-members
- Budget: \$1,572 (Mailchimp)
- Distribution System: Mailchimp / Glue Up
- Results: 65+ Email Sends, 50% Average Open Rate, Click Rate ranges from 2-11%, Bounce Rate 0.4%, and less than 1% unsubscribe rate

2. Social Media

Social media played a strategic role in supporting member communication, event promotion (Exhibit H), and non-member awareness. During the 2025–2026 club year, Instagram and LinkedIn were prioritized as primary growth and engagement platforms, with the addition of Threads (Exhibit I) to

expand reach and test emerging audience behavior. Facebook was intentionally deprioritized, but not ignored, to focus resources on higher-performing channels.

- Goal: Expand visibility of club and its offerings, specifically to increase event participation, and attract new professionals into membership
- Target Audience: Members and non-members
- Budget: \$0
- Distribution System: Metricool, Native Platforms
- Results:
 - Instagram:
 - 457 new followers, which was a 31% Increase in followers YoY
 - 401 Total Posts Published (including Stories), which was 33% increase YoY
 - 166,000+ Views on Feed Posts, which was a 136% increase YoY
 - Engagement - 7.4% Engagement Rate, a 3 increase from YoY
 - LinkedIn:
 - 251 new followers, which was a 19% Increase in Followers YoY
 - 26,000 impressions, 17% increase YoY
 - 4,000 Clicks
 - 20.2% ER - 41% increase YoY
 - NEW! Threads: 284 New Followers, 8.75% Engagement Rate

3. Phone & Personalized Email Outreach

Personalized outreach remained a defining element of AAF Orlando's communication strategy. Through one-to-one emails (Exhibit J), LinkedIn Messages (Exhibit K), direct phone calls, and follow-up video meetings, the chapter engaged members, non-members, sponsors, Trustees, and potential American Advertising Award entrants with custom outreach (Exhibit L) that strengthened relationships and increased participation. New this year, the chapter developed a professional Sponsor One-Sheet (Exhibit

M) to support sponsorship outreach efforts. This concise, branded document clearly outlined audience demographics, program reach, sponsorship tiers, and partnership benefits—improving clarity, credibility, and consistency in sponsor conversations.

This high-touch, relationship-driven approach supported retention, event promotion, sponsorship development, and award entries—reinforcing AAF Orlando’s commitment to delivering a personalized, community-centered experience.

- Goal: Strengthen retention/renewals, increase award entries and sponsorship support, and convert high-value prospects through personalized, relationship-driven outreach.
- Target Audience: Members, Trustees, non-members, potential sponsors
- Budget: \$0
- Distribution System: Direct email, phone outreach, video meetings
- Results: Re-engaged 5 long-standing members/agencies, secured \$2,500 for the Student Scholarship Fund, generated sponsorship commitments across AdX, Screen Society, and the American Advertising Awards, and more than doubled American Advertising Award entries within 48 hours through coordinated, personalized board outreach

4. Eventbrite & Glue Up

AAF Orlando leveraged Eventbrite the majority of the year, transitioning to Glue Up in November 2025—as a centralized hub for event promotion, registration, and communication. These platforms served as publicly accessible event landing pages (Exhibit N) that provided consistent details, reinforced the value of programming, and maintained visibility with both members and non-members. Automated confirmation and reminder emails supported regular communication, increased attendance reliability, and created light-touch follow-up with individuals who expressed interest in AAF Orlando events. The transition to Glue Up further strengthened integration with membership management, improving efficiency, and overall communication continuity.

- Goal: Streamline event registration and communication while increasing attendance reliability

and converting registrants into ongoing participants and members.

- Target Audience: Members and non-members
- Budget: \$0
- Distribution System: Eventbrite and Glue Up platforms/landing pages and email
- Results: 11,192 page visits this year, a 206% increase YoY

4. Website

AAF Orlando's website served as a centralized hub for events (Exhibit O), membership resources, and industry opportunities, providing members with reliable access to programming updates and offering non-members a clear pathway to involvement—including job and internship listings. By reinforcing messaging across email and social platforms, the website supported recruitment, retention, and ongoing engagement.

- Goal: Provide a centralized web destination that supports event discovery, membership exploration, and industry visibility.
- Target Audience: Members, non-members, job seekers
- Budget: \$1,200 (Website Hosting)
- Distribution System: WordPress
- Results: Since August 2025 (when tracking began), the website generated over 11,000 page views, with the Home, American Advertising Awards, and Events pages receiving the highest traffic. With 62% of visits coming from direct traffic and 29% from Google search, the data reflects strong brand recall and sustained interest in AAF Orlando programming and initiatives.

4. Public Relations

In recent years, AAF Orlando relied primarily on owned channels for communication. During the 2025–2026 club year, the chapter intentionally expanded its visibility strategy—leveraging earned media, national industry presence, and strategic partnerships to elevate both member achievements and the Central Florida market. Locally, AAF Orlando partnered with a volunteer-supported PR firm to conduct

targeted media outreach surrounding the American Advertising Awards winners (Exhibit P), extending recognition beyond the event and into the broader business community. Nationally, chapter leadership represented AAF Orlando at AdWeek, AdColor (Exhibit Q), and ZCon—building industry relationships and increasing market visibility, reinforcing Orlando’s relevance within the broader advertising ecosystem.

- **Goal:** Elevate member achievements and expand awareness of AAF Orlando beyond owned channels through earned media and national industry engagement.
- **Target Audience:** Award winners, local media, advertising and business leaders, national industry peers, and the broader community.
- **Budget:** \$0
- **Distribution System:** Targeted press outreach, national industry representation, and strategic partnership amplification.
- **Results:** These efforts secured earned visibility for American Advertising Awards winners, expanded awareness of AAF Orlando beyond its owned channels, and strengthened the chapter’s credibility both locally and nationally. Leadership presence at major industry events increased connectivity and elevated Orlando’s visibility within broader advertising conversations, reinforcing AAF Orlando’s role as an active and relevant industry representative.

COLLATERAL

Exhibit A – Programs Tracker

A		B	C	D	E	F	G	H	I
Event/Title Date 2									
Tr	Program Name	Visit Site Information	Event Date	Status	Total Registrants	Total Attendees	AAF/A&T Members	Non-Members	Non-Registered
	AAJ Orlando Speaker Series (Event #4)	Full Sail Theatre 519 South Semoran Blvd., Winter Park, FL 32792	3/26/2026	Needs to Be Scheduled					
	Agency Aprilil	TBD	3/18/2026	Needs to Be Scheduled					
	Caféinated Creatives	Lobos Coffee Roasters 3005 Corrine Ct. Orlando, FL 32803	3/4/2026	Scheduled					
	American Advertising Awards Winners Reception	Orlando Museum of Art 2416 N Mills Ave; Orlando, FL 32803	2/20/2026	Completed	150	137	N/A	N/A	0
	Agency Aprilil	Hopewell Brewing (Hawthorne District) 2500 Curry Ford Rd #4, Orlando, FL 32806	2/18/2026	Completed	11	13	N/A	N/A	
	Caféinated Creatives	Crescent Gourmet Bakery 160 North Orange Avenue Orlando, FL 32801	2/4/2026	Completed	6	10	N/A	N/A	4
	AAJ Orlando Speaker Series (Event #3)	Full Sail Theatre 519 South Semoran Blvd., Winter Park, FL 32792	1/29/2026	Completed	93	28	N/A	N/A	1
	Agency Aprilil	The Madmen 1344 E Colonial Dr, Orlando, FL 32809	1/21/2026	Completed	13	26	N/A	N/A	15
	Caféinated Creatives	Linage Coffee (Colonial & Mills) 1911 East Colonial Drive Orlando, FL 32803	1/7/2026	Completed	10	8	AAF/Ad 2 Members (5 Attended / 2 Registered)	Non-Members (1 Attended / 2 Registered)	Non-Registered (2 Attended)
	Agency Aprilil	KiYarts	12/17/2025	Completed	21	14	AAF/Ad 2 Members (7 Attended / 11 Registered)	Non-Members (7 Attended / 10 Registered)	Non-Registered (0 Attended)
	Caféinated Creatives	Rosalie Le French Cafe	12/3/2025	Completed	11	14	AAF/Ad 2 Members (5 Attended / 7 Registered) -Individual/Professional (0 Attended / 7 Registered) -Ad/1 Attended (0 Registered) -Student (0 Attended / 0 Registered) -Student (0 Attended / 0 Registered)	Non-Members (4 Attended / 4 Registered) -Individual/Professional (4 Attended / 4 Registered) -Student (0 Attended / 0 Registered) -Educator (0 Attended / 0 Registered)	Non-Registered (0 Attended)
	AAJ Orlando Speaker Series (Event #2)	Full Sail Theatre 519 South Semoran Blvd., Winter Park, FL 32792	11/20/2025	Completed	57	28	AAF Members (50% off - Early Bird Specialty: 0 Attended / 2 Registered) AAF Members (20% off - 10 Attended / 20 Registered) Ad 2 Members (75% off - 1 Attended / 2 Registered) GA (20% off - Early Bird Specialty: 1 Attended / 1 Registered) GA (10% off - 11 Registered) Students (20% off - Early Bird Specialty: 4 Attended / 11 Registered) Students (50% off - 1 Attended / 5 Registered)	(see info to left)	(see info to left)
	Agency Aprilil (Film Committee Takeover)	The Eichen Eden Bar 1306 E Colonial Ave, Maitland, FL 32751	11/19/2025	Completed	38	29	AAF/Ad 2 Members (11 Attended / 10 Registered) -Individual/Professional (10 Attended / 16 Registered) -Ad/1 Attended (1 Registered) -Student (0 Attended / 0 Registered) -Student (0 Attended / 0 Registered)	Non-Members (0 Attended / 20 Registered) -Individual/Professional (0 Attended / 16 Registered) -Student (1 Attended / 2 Registered) -Educator (0 Attended / 2 Registered)	Non-Registered (9 Attended)
	Caféinated Creatives	Framework Craft Coffee House 1303 N Mills Ave; Orlando, FL 32803	11/5/2025	Completed	13	8	AAF/Ad 2 Members (4 Attended / 10 Registered) -Individual/Professional (4 Attended / 8 Registered) -Ad/1 Attended (1 Registered) -Student (0 Attended / 0 Registered) -Student (0 Attended / 0 Registered)	Non-Members (0 Attended / 3 Registered) -Individual/Professional (1 Attended / 5 Registered) -Student (1 Attended / 4 Registered)	Non-Registered (2 Attended)
	Screen Society 4	Valencia College East Campus 201 N Enochlinchblaine Trail, Orlando, FL 32805	10/21/2025	Completed	25	16	Valencia Students (0 Attended / 11 Registered) AAF Members (0 Attended / 2 Registered) Ad 3 Members (0 Attended / 3 Registered) General Admission (4 Attended / 6 Registered) Students (0 Attended / 4 Registered)	(see info to left)	(see info to left)
	Agency Aprilil	Great Southern Box Company (SOBOX) 210 N. George Street Trent, Orlando, FL 32804	10/16/2025	Completed	20	28	AAF/Ad 2 Members (10 Attended / 14 Registered) -Individual/Professional (10 Attended / 13 Registered) -Ad/1 Attended (1 Registered) -Student (0 Attended / 0 Registered) -Student (0 Attended / 1 Registered)	Non-Members (6 Attended / 6 Registered) -Individual/Professional (5 Attended / 6 Registered) -Student (0 Attended / 0 Registered)	Non-Registered (13 Attended)
	Caféinated Creatives	Grease Coffee & Studio 1212 Woodward St #1, Orlando, FL 32803	10/1/2025	Completed	8	6	AAF/Ad 2 Members (2 Attended / 5 Registered) -Individual/Professional (2 Attended / 3 Registered) -Ad/1 Attended (0 Registered) -Student (0 Attended / 2 Registered)	Non-Members (0 Attended / 3 Registered) -Individual/Professional (0 Attended / 3 Registered) -Student (0 Attended / 0 Registered)	Non-Registered (1 Attended)
	AAJ Orlando Speaker Series (Event #1)	Full Sail Theatre 519 South Semoran Blvd., Winter Park, FL 32792	9/25/2025	Completed	41	40	AAF/Ad 2 Members (31 Attended / 35 Registered) -Individual/Professional (20 Attended / 27 Registered) -General - Full Sail Student (2 Attended / 8 Registered)	Non-Members (6 Attended / 6 Registered) -General Admission (6 Attended / 6 Registered)	Non-Registered (4 Attended)
	Agency Aprilil	Hopewell Brewing (Hawthorne District) 2500 Curry Ford Rd #4, Orlando, FL 32806	9/17/2025	Completed	42	39	AAF/Ad 2 Members (30 Attended / 35 Registered) -Individual/Professional (27 Attended / 34 Registered) -Ad/1 Attended (1 Registered) -Student (0 Attended / 0 Registered)	Non-Members (7 Attended / 7 Registered) -Individual/Professional (7 Attended / 7 Registered) -Student (0 Attended / 0 Registered)	Non-Registered (2 Attended)

REMINDER: Share your feedback about the 59th American Advertising Awards reception

AAAF & Ad 2 Orlando <no-reply@glueup.com>

To: Lindsey Pesch

Yesterday at 10:00 PM

Post-event Survey

Thank you for attending the 59th American Advertising Awards reception!

Please take a few minutes to provide your honest feedback. We'll use your input to

How well did this event meet your expectations?

Not at All

Below Average

★

★

Did the event deliver value?

☐ Yes

☐ No

What part(s) of the event did you like the best?

☐ Venue

☐ Date and Time

☐ Food and Beverages

☐ Program

☐ Theme

☐ Value

☐ Other

If Other, please describe.

What part(s) did you like the least?

☐ Venue

☐ Date and Time

aaaf

american
advertising
federation

orlando

Survey Reminder

We hope you enjoyed attending American Advertising Awards Winners Reception on Feb 20, 2026 (6:00 PM - 10:00 PM, GMT -05:00). As a reminder, we would ask you to please take a few moments to fill out this survey by clicking the button below. We appreciate your feedback, thank you.

Start Survey

If you have any issues, please contact info@aaaf-orlando.org

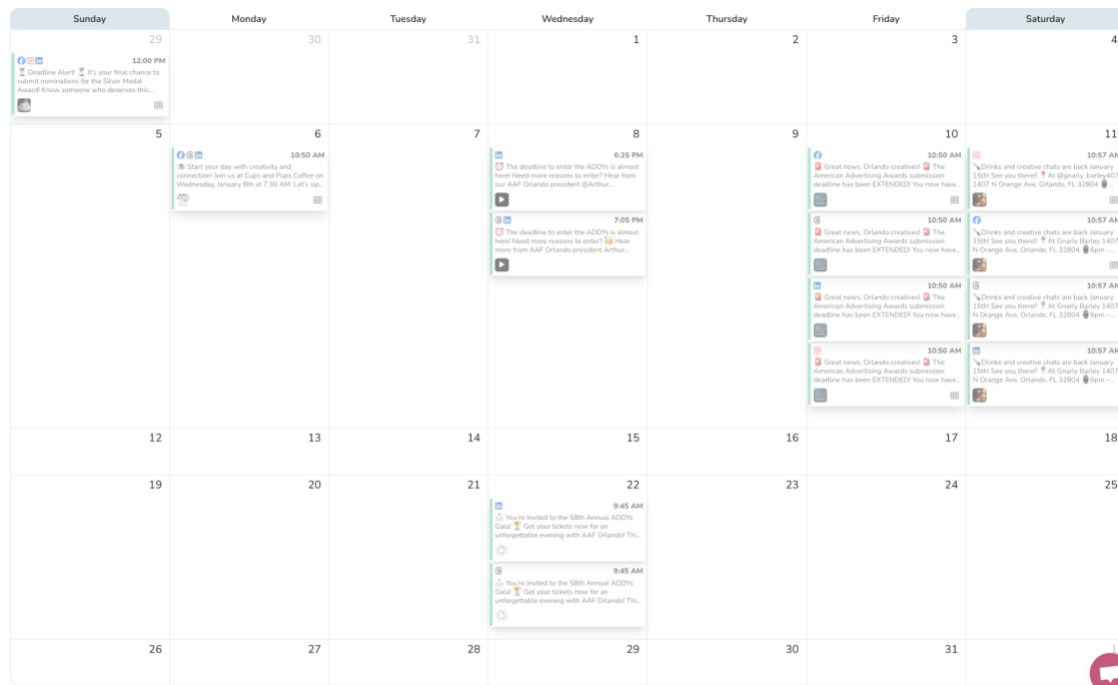


Exhibit D - Co-branded Social Media Post Example

Exhibit E – Email Marketing Example - Event

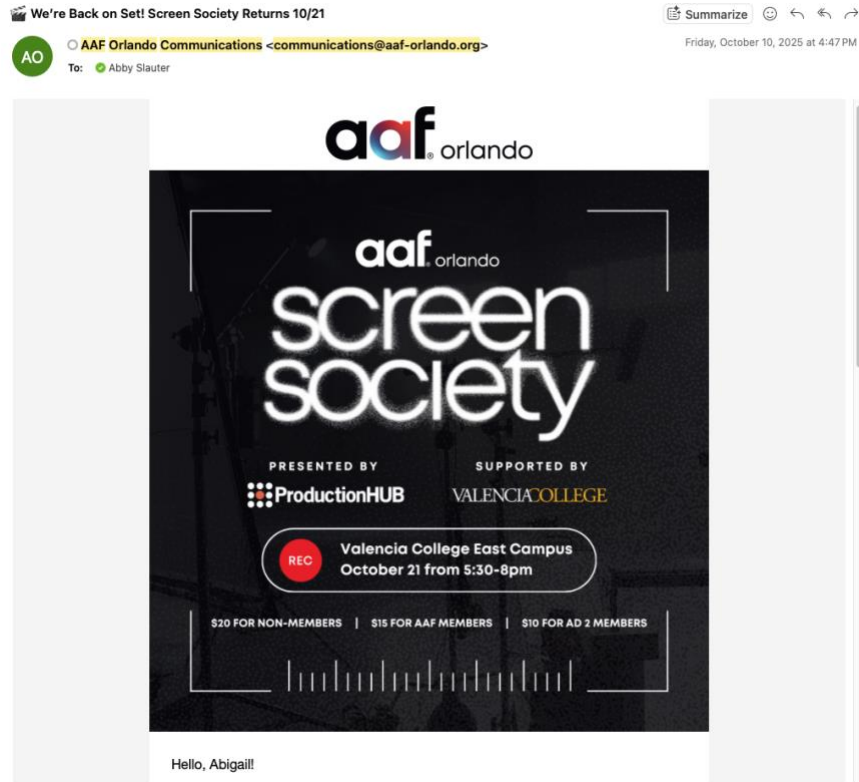


Exhibit F – Email Marketing Example - Chapter Impact

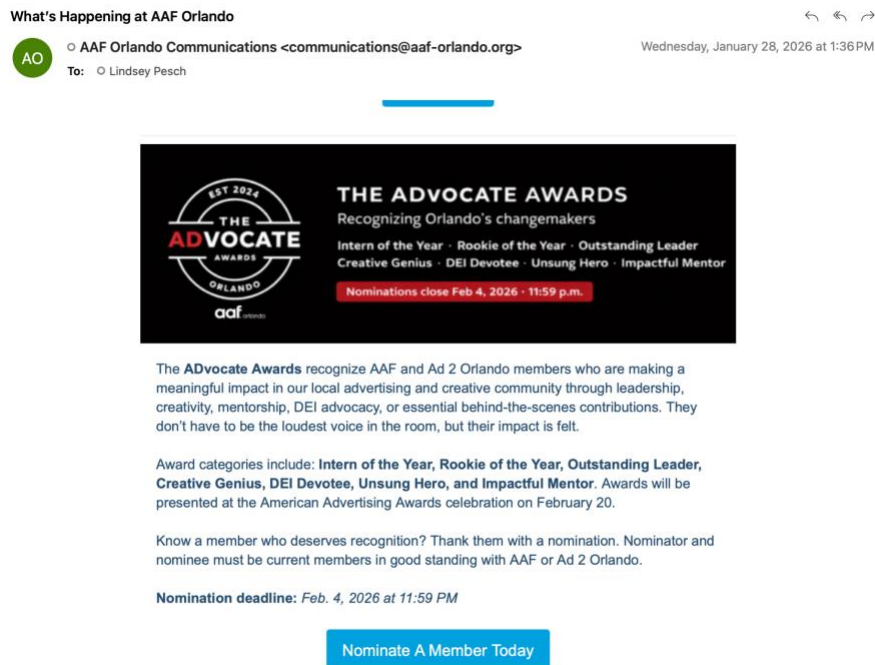


Exhibit G - Personalized Outreach - Membership

Thank you from AAF Orlando! ➤



Terry Mooney <mooneyterencej@gmail.com>
to Matt, Arthur, Tiffany ▾

Tue, Feb 25, 10:01AM (4 days ago) ☆ 😊 ↩ ⋮

Hi Matt -

This is Terry Mooney, membership chair with AAF Orlando. Along with President Arthur Goodman and Executive Director Tiffany L. Ryan, congrats on your ADDY wins and thank you for renewing your membership. Following is some general information I wanted to share with you regarding the club. If you have any questions or would like to discuss anything related to the club, please let me know. We'd love to see the Rocket Chimp team at some of our upcoming events. Thanks again Matt -

To provide some background, we are the Orlando chapter of the national American Advertising Association, "The Unifying Voice for Advertising", which has been in existence since 1905: <https://aaf.org/> We are in the AAF 4th District, which encompasses all of Florida and the Caribbean, and are a very strong district within AAF nationally.

Club events include our networking socials and professional development meetings we hold during the year, with our signature American Advertising Awards/ADDY competition as one of the focal points. We also love to have our members volunteer and participate with our initiatives including Ad Help Month, our other Public Service events, and helping on the board and committees. We exist not only to serve our members but for our members to get involved and make the AAF bigger, better, and stronger, making our local creative community and the community at large better as well.

General

- You're registered as a Medium Corporate member, for 6-15 employees
- Your company receives discounted American Advertising Award entry pricing
- American Advertising Awards:
 - Annual juried competition across three tiers: local, district, national
 - Winning entries move up to the next tier culminating in the national competition

Exhibit H - Social Media Promotion - Events

aaf orlando
ADX Orlando
01/29

Tyla Harrington, Patti Brownsword, Yeliza Centeio, Darius Lana

aaforlando and 3 others

aaforlando AdX Orlando returns on January 29 with a speaker lineup exploring what it takes to create work that truly connects—across storytelling, AI, data, and leadership.

AdX is a speaker series for Orlando's creative community that goes deeper than a panel, leaving you energized, thoughtful, and ready to reimagine what's possible.

This edition features four speakers offering distinct but connected perspectives on how clarity, connection, and human understanding shape effective work: · Tyla Harrington, Filmmaker & Founder, Viewhouse Films — on storytelling rooted in authenticity and human connection · Patti Combs Brownsord, Co-Founder, Grounded With Data, and Yeliza Centeio, Founder & CEO, Integral Marketing & Advertising — on using AI for content and messaging without losing clarity, strategy, or voice · Dr. Darius Lana, VP, Insights & Intelligence, Knight Agency — on turning data overload into meaning, narrative, and culture

Not a lecture. Not a panel. Just ideas that make you think — with audience Q&A and time to connect.

Big ideas. Bold voices. Brilliant inspiration.

Come for the ideas. Stay for the connections and conversations they spark.

Liked by **abbyrunsorlando** and 79 others
January 19

Add a comment... **Post**

Exhibit I - New! Threads Account

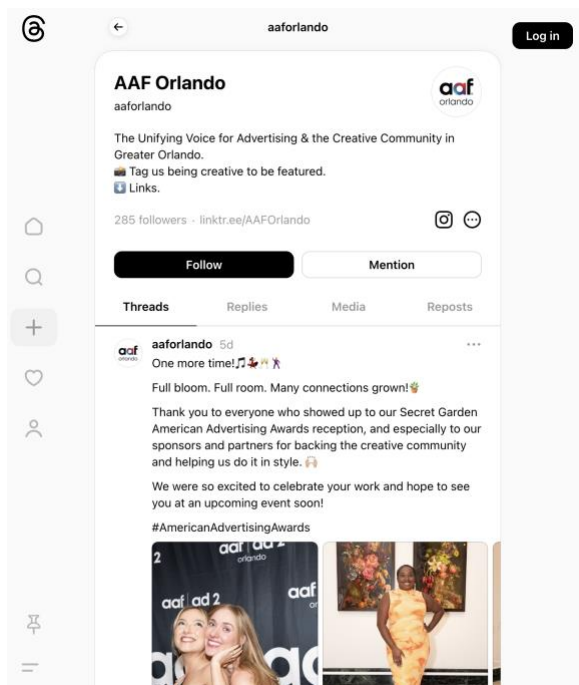


Exhibit J – Personalized Email Outreach - Membership

Welcome to AAF Orlando! ➤



Terry Mooney <mooneyterencej@gmail.com>
to ycenteo, Arthur, Tiffany ▼

Wed, Feb 19, 10:57 AM (10 days ago) ☆ 😊 ↩ ⋮

Hello Yeliza -

I'm Terry Mooney, membership chair with AAF Orlando. cc'd here are Arthur Goodman, current Club President, and our Executive Director Tiffany L. Ryan. On behalf of the club, we'd like to thank you for joining and welcome you to AAF Orlando. Following is a set of information for your review. I would be more than glad to schedule a call with you to walk through and/or review these and answer any questions you might have. Please just let me know if you'd like to do that and we can set it up. Thanks again and we'll look forward to seeing you and your team soon.

Thank you for choosing to join AAF Orlando! To provide some background, we are the Orlando chapter of the national American Advertising Association, "The Unifying Voice for Advertising", which has been in existence since 1905: <https://aaf.org/> We are in the AAF 4th District, which encompasses all of Florida and the Caribbean, and are a very strong district within AAF nationally.

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General

- Integral Marketing is registered as a Small Corporate member, designated as 1-5 employees.
- Your company will receive discounted American Advertising Award entry pricing
- American Advertising Awards:

Exhibit K – Personalized LinkedIn Messages

JEFFREY FLOREZ
...
+
☆

Story-Driven Video Production | Turning Your Brand Into

[View my services](#)


JEFFREY FLOREZ
in
• 9:25 AM

Hi Lindsey, I'm also based in Central Florida and thought it would be great to connect! I own a video production company and specialize in helping businesses with all their video-related needs. I'm always looking to expand my local network—let's connect!


Lindsey Pesch
• 9:26 AM

Thx for connecting. Are you familiar with AAF? I sit on the board, and we have a film committee. You should check it out. We also have a happy hour tomorrow if you're around.

<https://www.eventbrite.com/e/agency-aperitif-sip-socialize-wad-professionals-gnarly-barley-tickets-1144112313729?aff=ebdsoporgprofile>


Agency Aperitif: Sip & Socialize w/Ad...

Exhibit L – Personalized Email Outreach - American Advertising Awards Entry

Hey Chris! HNY



✓ **Lindsey Pesch** <Lindsey@110cad...

Wednesday, January 14, 2026 at 4:57 PM

To: chrisladwig@purplerockscissors.com

Hi Chris,

I was reviewing the list of agencies that have already entered the American Advertising Awards, and I noticed your name wasn't on it yet.

I figured I'd shoot you a note to let you know about our deadline extension — Friday, January 16 at 9:00 PM — which still gives you some time to pull together an entry or two. Even one strong submission makes a difference. It does not have to be perfect. It just has to represent the work you believe in.

Hope you've been well, and I hope to see your agency represented. (Details below)

Cheering you on,
Lindsey Pesch

Exhibit M – Sponsorship One-Sheet



Sponsorship Packages

Monthly Social/Networking Events

Agency Apertif - Evening Networking

A casual, after-business-hours networking event hosted by local agencies to bring the creative community together.



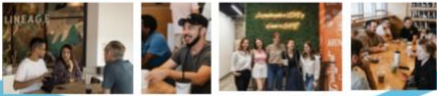
\$600
Half Year Sponsorship

\$1,200
Full Year Sponsorship

Included: Two Sponsor Tickets Per Event. Speaking opportunity during the event and Logo on all physical and digital assets for the event

Caffeinated Creatives - Morning Networking

A morning meetup for friendly conversations and fresh ideas over coffee with creative minds from across the community.



\$300
Half Year Sponsorship

\$600
Full Year Sponsorship

Included: Two Sponsor Tickets Per Event. Speaking opportunity during the event and Logo on all physical and digital assets for the event

Custom Sponsorships

We offer other sponsorship opportunities — including support for committees, student scholarships, public service campaigns, and professional development programs. *Contact us for a conversation!*

Contact Us



Teddy Johnson
2025-2026 AAF Orlando President
President@AAF-Orlando.org



Terry Mooney
2025-2026 Sponsorships Chair
mooneyterence@gmail.com

Exhibit N – Glue Up Event Page





Caffeinated Creatives at Lobos Coffee Roasters (March 4)

Rise and shine with creative professionals in Orlando at our early-morning coffee networking event, every first Wednesday of the month.

Register

Mar 4, 2026
7:30 AM - 9:00 AM (EST)
[Add to Calendar](#)

Lobos Coffee Roasters
3000 Corrine Drive
Orlando, Florida

Event Details

Early riser? **Caffeinated Creatives** is a monthly networking meetup brewed just for you.

On the first Wednesday of every month from 7:30 to 9 a.m., Orlando's creative community gathers at a rotating lineup of local coffee shops to connect, collaborate, and kick-start the day. You'll meet fellow creatives across industries while discovering new spots to fuel your morning — and your ideas.

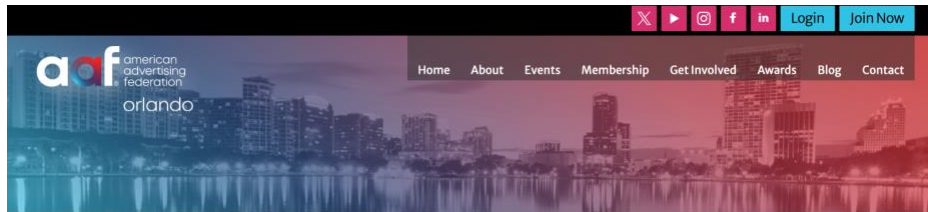
The format is intentionally casual and flexible. Drop in when you can, stay and chat, and leave energized for the rest of your day. Whether you're looking to expand your network, spark new ideas, or simply enjoy great coffee with great people, this is your space.

Community

Discover and connect with other attendees.



Exhibit O - Website Event Page Example



Events

Caffeinated Creatives @ Lobos Coffee

► March 04, 2026 at 9:00 AM

LOCATION

Lobos Coffee Roasters

3000 Corrine Drive Orlando, Florida

[Get Directions](#)

Caffeinated Creatives at Lobos Coffee Roasters

Rise and shine with creative professionals in Orlando at our early-morning coffee networking event, every first Wednesday of the month. **Caffeinated Creatives** is a monthly networking meetup brewed just for you.

On the first Wednesday of every month from 7:30 to 9 a.m., Orlando's creative community gathers at a rotating lineup of local coffee shops to connect, collaborate, and kick-start the day. You'll meet fellow creatives across industries while discovering new spots to fuel your morning –

Sponsor an Event

Interested in becoming a sponsor of one of our events?

[Sponsorship](#)

Like Us on Facebook

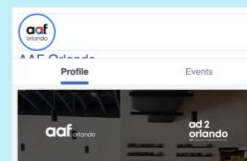


Exhibit P – Media Relations Pitches

AAF-ORLANDO AMERICAN ADVERTISING AWARDS

Media Pitches — February 2026

1. MASTER PITCH

Hi [Name],

I'm reaching out with a strong local story coming out of the 59th Annual American Advertising Awards hosted by AAF-Orlando — one that highlights Orlando's creative economy thriving across agencies, brands, and universities.

This year's winners include major recognition for:

- [Universal Orlando Resort](#) — 10 Silver + 1 Gold showcasing powerful in-house creative
- [Maven Creative](#) — 13 Gold + 9 Silver + Best of Show
- Multiple local agencies and production houses earning honors, including [Nomad Flamingo](#), [Oxenfree Film & Motion](#), [Avenue Z](#), and [Vibrant Media Productions](#)
- Strong student representation from [UCF](#) and [Valencia College](#), reinforcing the talent pipeline fueling our local advertising industry

Together, these winners position Central Florida as a competitive creative hub, producing work that advances to district and national levels — and reflects real business growth in our market. View all winners at orlandoaddys.com/winners/2026.

High-resolution event photos: bit.ly/4aQGIMe

Happy to provide quotes, hop on a quick call, or connect you with winners for interviews.

Best,
Kimberly

Kimberly Devitt Brown, APR
Founder, Brandethica
On behalf of AAF-Orlando

2. STUDENT/EDUCATION PITCH

For: UCF Today, Valencia Voice, NSM Today, Nicholson Student Media

Exhibit Q – AAF Orlando and Ad 2 Orlando Presidents at AdColor

