



Programs

2025-2026 Club Achievement

Introduction

Our last four years have been a **major AAF success story**, with **growing 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 plan programs.
- **Restore programming** – Execute **programs** to achieve our 3-part mission.
- **Reinvigorate membership** – Engage **members** via programs for all career levels.

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

Below, learn about our goals, strategies, and results for this year's programs.

Programs Goals

We set three overarching goals for this year's programs:

Goal 1: Expand the board to facilitate program planning.

Goal 2: Provide valuable programming for every career stage, from intern to Hall of Fame.

Goal 3: Ensure programs fulfill our 3-part mission (connection, education, and recognition) for maximum member benefit.

Goal 1 was accomplished by electing two new board members **[Exhibit 1.A]**:

- **A Director of Education:** We met this industry expert at one of our networking events last year. She has extensive experience leading Adcraft Detroit's young professional and main divisions.
- **A Director of Membership:** This seasoned pro was a key player on a pre-pandemic cohort of our board; also, he was a popular featured speaker at an event in our 2024-2025 season.

With these new pros on board, our full team executed 10 events from April 2025 to March 2026. **[Exhibit 2.A]**

Below, learn about our top three programs, and how we achieved **Goal 2** and **Goal 3**.

Our Three Most Successful Programs

1. The "Ad Addicts" Series

Event Details: Ad Addicts is a fresh series of panels delving into the complex and evolving landscape of branding, marketing, and workplace life. **[Exhibit 2.D]**

This year, we planned a pair of sports-themed panels **[Exhibits 2.A, 2.C, 3.A, and 3.B]**:

1. "Out of the Park Marketing" with the Cleveland Guardians and Progressive.
2. "Game On: The New Playbook for Live Sports Advertising in the Age of Streaming" with the Cleveland Cavaliers and Spotlight IQ presented by NBCUniversal.

Target Audience: Marketing professionals across the career span, from interns to agency leaders.

Method of Promotion: Email, Social Media (Facebook, Instagram, and LinkedIn), Website

Average Attendance: 45

Feedback Mechanism: Survey administered via Google Forms [Exhibit 4.G]

Results: We hosted two panels in the series, featuring speakers from five organizations total. Of the guests who attended at least one Ad Addicts panel this season and completed our feedback form, 100% gave a perfect 5/5 response to the question “How likely are you to attend another AAF-Cleveland event?” [Exhibit 4.I]

Goal 2: One part of our chapter’s mission is providing **educational opportunities** for professionals across the entire career span; however, it’s challenging to find teachers and discussion topics suitable for our most senior local experts, while keeping the event accessible to all. So, for this year’s Ad Addicts panels, we sourced a casual venue, chose a topic of broad appeal, and selected speakers at the very top of their *game*, as it were. Cleveland is flush with die-hard sports fans, so we *teamed up* with top leaders from the Guardians and the Cavs to discuss their successes, including some of the most high-profile partnerships in our region (like The Guardians and Progressive). [Exhibits 3.B and 4.C.i] Each panel was moderated by a top-caliber expert, and we included plenty of time for audience Q&A, so attendees could build relationships with our speakers, and continue those discussions during happy hour afterward. In the free response section of our feedback form, guests specifically praised the chance to learn about industry trends. From guests who attended at least one Ad Addicts panel this season and completed our feedback form, we received an average 4.5/5 response to the question “Overall, how well did our programming provide opportunity for education?”

Goal 3: In addition to education, our 3-part mission also includes **recognition** and **connection**. Both panels facilitated connection while spotlighting our market’s exceptional work. For our second panel, we amplified the recognition by securing a Presenting Partner (via one of our members) that allowed us to provide refreshments to guests while spotlighting our Partner,

including their team members who flew in from NYC and Michigan. We facilitate our visitors' connection with the evening's featured locals. The venue had a large covered patio, perfect for casual networking in lovely summer weather (OR whatever the Cleveland skies had planned). In fact, in the free response section of our feedback form, attendees praised our events for the presenters, venue/location, food, and the chance to network during the summer.

2. "20 Minutes and a Beer" Series

Event Details: 20 Minutes & a Beer is a happy hour series featuring short educational talks by members of our community.

This season's two topics were:

1. Audio Branding and the Power of Sound with Sonic Signatures [**Exhibit 3.A**]
2. 20 Minutes & a Mingle with SAG-AFTRA [**Exhibit 3.H**]

Target Audience: Early to mid-career professionals in advertising and production.

Method of Promotion: Email, Social Media (Facebook, Instagram, and LinkedIn), Website

Average Attendance: 20

Feedback Mechanism: Survey administered via Google Forms [**Exhibit 4.G**]

Results: We hosted two installments of the series, including one with a new featured partner. As with our Ad Addicts series, guests were extremely pleased with the value of the event. Among respondents who attended at least one 20 Minutes and a Beer session, the average response to "How likely are you to attend another AAF-CLE event?" was a solid 4.6/5.

Goal 2: Compared to the Ad Addicts series described above, the "20 Minutes and a Beer" educational program is designed for an earlier career audience: The talks are short and casual (not deep-dives that require extensive background knowledge), so they're accessible to everyone (even an industry newbie/career pivoter). To increase event value, foster connection, and maximize attendance, our planning committee brainstormed fresh topics that would be interesting and beneficial to our community. Our industry is very broad, so we're always thinking about how we can serve and include EVERYONE during the year. One of the sessions doubled as our

holiday party, so we sought a festive, cozy venue with treats for guests to enjoy off the clock. This December session featured a new Presenting Partner, SAG-AFTRA. **[Exhibit 2.C]** Our guests, who traveled here from Pennsylvania and Missouri, discussed special local contract options for Ohio advertisers who hire union talent. **[Exhibit 4.D]** This topic was of broad interest to producers, creatives, account strategists, AND talent. The winter weather tempered attendance, but our highly engaged audience included lots of new faces, including about half a dozen actors, plus a lot of our “regulars” in the production space. **[Exhibit 2.E]** We asked attendees “Overall, how well did our programming provide opportunities for Education?” The average response was an encouraging 4.6/5 among people who attended at least one event in this series.

Goal 3: To fulfil our 3-part mission, we’re always on the lookout for how we can add **recognition** and **connection** opportunities to our **educational** programming. Our first session on April 24, 2025 spotlighted our then VP, now President, who was new to the board at the time. So, it was a perfect opportunity for guests to not only learn about the fascinating world of audio branding (a departure from some of our recent talks with video producers) and our speaker’s success, but also a chance for attendees to connect with our AAF-Cleveland board and generate enthusiasm for our chapter. And despite the differences between these pros, there was consensus that our menu was excellent: cheese and potato pierogies, smoked sausage with kraut, chicken tenders, veggie potstickers, Tuscan salad, redskin potatoes and vegan pizza. **[Exhibit 3.H]** We had glowing one-to-one feedback from the attendees in the room, and in the free response section of the anonymous feedback form, guests specifically praised the location as being perfect for the event, and one guest asked us to to host these more often! So, we’re actively looking for featured speakers for next season.

3. Talk and Tour at CMA

Event Details: In this installment of our art museum series, we gathered for happy hour in the Cleveland Museum of Art’s stunning atrium. **[Exhibit 3.I]** Then, a pair of expert docents led us

on an exclusive 1-hour private tour of new work (like Giambologna's *Fata Morgana* and the special exhibit *Pintoricchio Magnified: An Immersive Conservation Experience*). This series often includes a presentation by the museum's marking team before we tour [Exhibit 2.D], but for this visit, we strategically focused on the art and casual networking to simplify planning as our volunteers prepared for the American Advertising Awards the following month.

Target Audience: Art lovers and guests who prefer quiet networking in small groups.

Method of Promotion: Email, Social Media (Facebook, Instagram, and LinkedIn), [Exhibits 4.A, B, C, and D], Website

Average Attendance: 15

Feedback Mechanism: Survey administered via Google Forms [Exhibit 4.G]

Results: This program always attracts an engaged crowd of art lovers. It's the perfect place to share interests and forge close connections. Among guests who completed the feedback survey and attended this event, the average response to "How likely are you to attend another AAF-CLE event?" was a near-perfect 4.8/5.

Goal 2: Attendees ranged from several young pros to seasoned award winners. Our pair of expert private docents led us through a curated tour of newly acquired pieces at the museum, so there was an **opportunity for everyone to learn something new**.

Goal 3: This program promoted unparalleled **connection opportunities**. The docents prompted the group with questions to kick off discussion and help conversations flow, and the relaxed space allowed conversations to grow organically from there. In the free response section of the feedback form, one of our guests praised the variety of events that we host. We think hosting a networking event in this environment allows for a different pace of conversation that doesn't happen at a bar. Everyone has a different communication style, and we want to ensure that our whole community feels welcome and supported at our events!

End of Narrative

To view our collateral, continue to the next page.

Exhibit 1.A:

Board of Directors (2025-2026)

Meet the Leadership Team



Amanda Terman
Voice Actor/Creative Writer
Amanda Terman, LLC
EXECUTIVE DIRECTOR

in    



Jon Brennan
Founder/Creative Director
Sonic Signatures
PRESIDENT/EVENTS

in 



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

in  



Stephanie Simpson
Design Director
ProPress Inc.
1st Vice President/ART

in 



Rustin McCann
Photographer
Rustin McCann Visual Arts
DIRECTOR/PHOTOGRAPHER



Charlie Schafer
Strategist/Executive Leader
For The Agency
DIRECTOR/MEMBERSHIP

in



Jazz Robinson
Sr. Marketing Analyst, Shopper
MarketingPepsiCo
DIRECTOR/EDUCATION

in



Larry Napoli
Account Manager
Falls & Co.
DIRECTOR

in



Lauren Blue
Recent Grad
Open to work!
ASSOCIATE DIRECTOR

in  



Ryan Smith
Producer
Clum Creative
IMMEDIATE PAST PRESIDENT

in

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

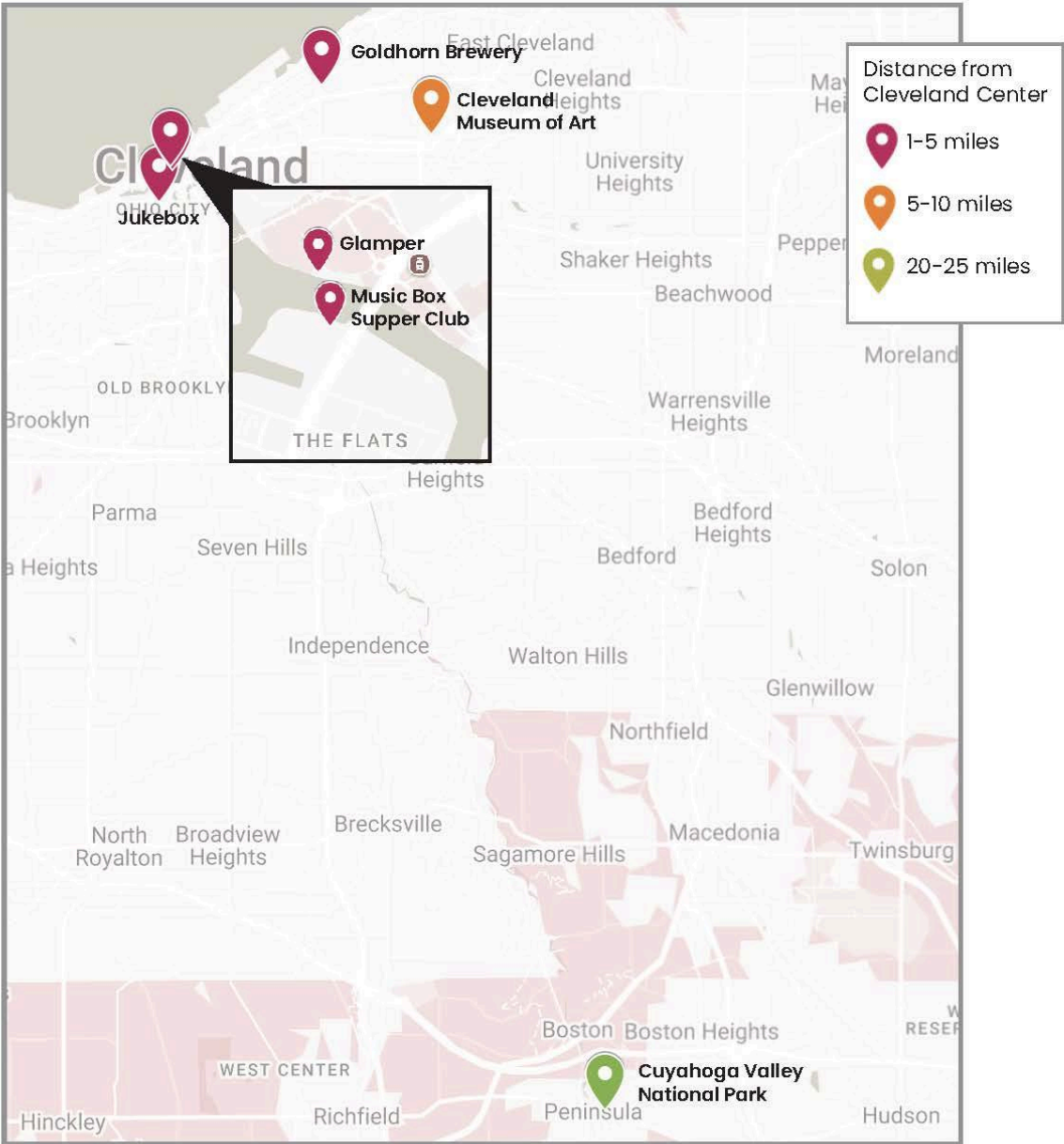
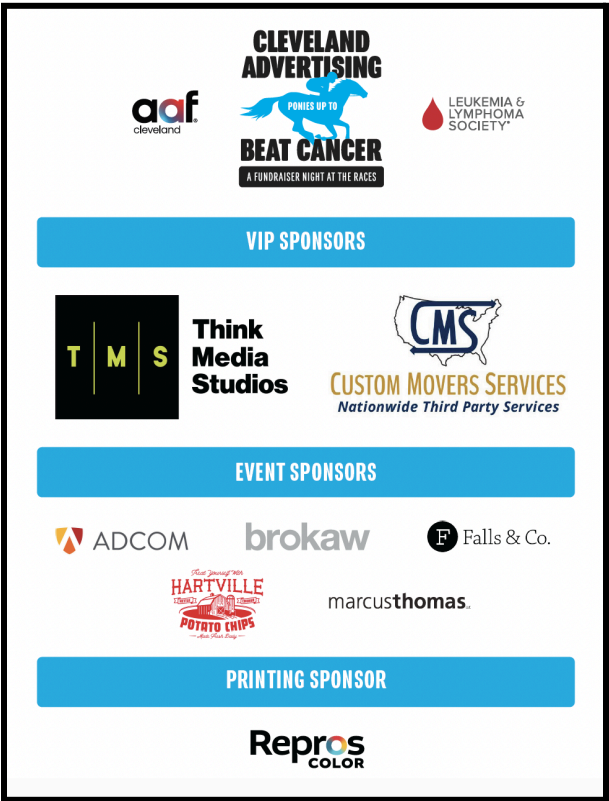


Exhibit 2.C
Partners, Vendors, and Venues



Sponsors for the 2026 American Advertising Awards



Sponsors for the 2025 “Night at the Races” Fundraiser for LLS

Continues on next page

Exhibit 2.C (continued from previous page)



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	OOH SO STRAWBERRY BY WILKINS STRAWBERRY SMASH strawberry infused Ketel One Vodka, basil + lemon
LISA ZONE CALL TO THE WILD PALOMA Corazon Tequila, Malibu Rum, guava, grapefruit	CLEVELAND CAMPER OF THE WEEK rotating cocktail (ask bartender)
TOM MOORE TRANSFUSION choice of Wheatley Vodka or Corazon Tequila w/ Owen's Transfusion Mix	AAF-CLE IS FIRE ESPRESSO MARTINI Smirnoff Vanilla Vodka, toasted marshmallow, Owen's Espresso Martini Mix
AAF MEMBER MOJITO Bacardi, mint, soda	

Drinks named after sponsors at the 2025 Hall of Fame Induction Ceremony

Exhibit 2.C (continued from previous page)



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)
- *Glamper (June 2025)
- Welcome to the Farm (August 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 2.E
Event attendance and missions accomplished

AAF-CLE Event Attendance				
	2025-26			
Number of Events:	10			
BY EVENT TYPE:		Education	Recognition	Connection
American Advertising Awards Gala	(2/26).....201	●	●	
Cleveland Museum of Art	Cleveland Museum of Art Talk & Tour (1/26)19	●		●
Hall of Fame Awards	Hall of Fame Awards at Glamper (6/25).....98	●	●	
District Mixer	Fall Social with AAF-Akron (9/25).....20			●
Ad Addicts	Out of the Park Marketing (5/25).....42	●	●	●
	Game On (7/25).....48	●	●	●
20 Minutes & A Beer	Audio Branding (04/25).....18	●	●	●
	Jingle & Mingle (12/25).....22	●	●	●
NEW Member November	Member November (11/25)24	●	●	●
NEW Public Service	Night at the Races Fundraiser for LLS (8/25).....45	●	●	

Exhibit 3.A

Event Photos

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

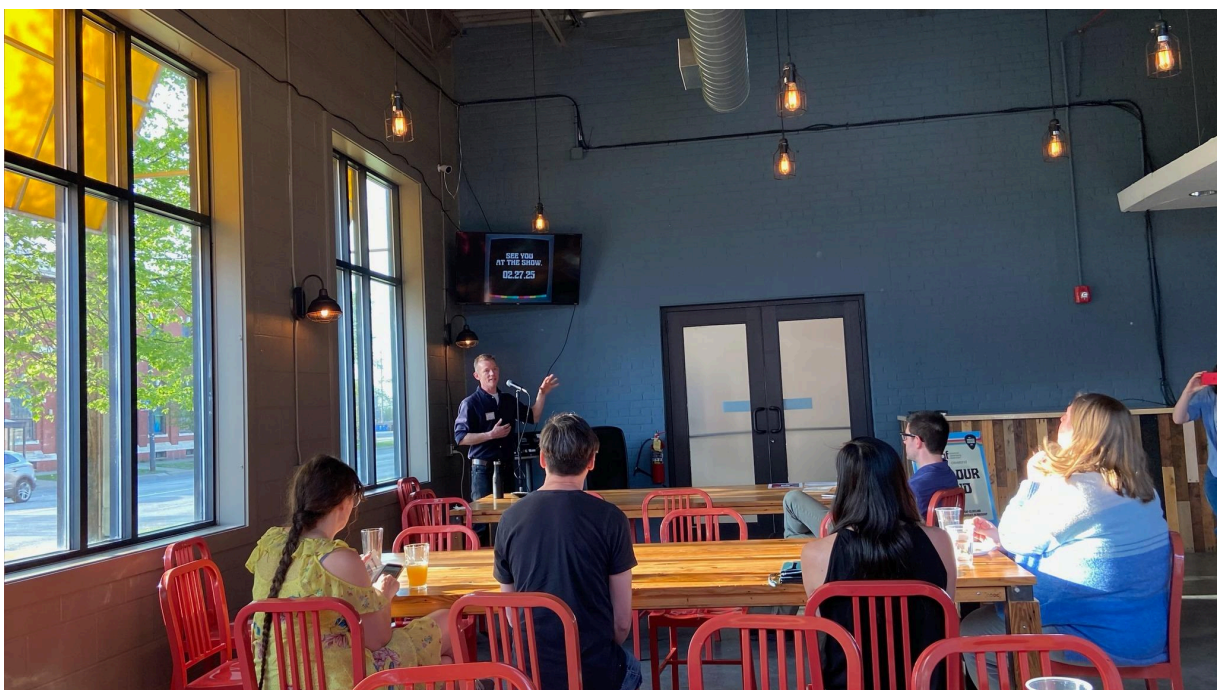


Exhibit 3.B

Event Photographs

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



Exhibit 3.D

Event Photos

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



Photos by Rustin McCann

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.J

Event Photographs

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



Photos by Rustin McCann

Exhibit 4.A

Promo Graphics

How **FIREBALL** and **COMBAT** leverage the power of sound

WITH JON BRENNAN, FOUNDER OF SONIC SIGNATURES

SPONSORED BY

sonic SIGNATURES

THURS., APRIL 24 • 6-9 PM
GOLDHORN BREWERY

aaf cleveland

OUT OF THE PARK MARKETING WITH THE CLEVELAND GUARDIANS

DAVE ZUIDEMA
DIRECTOR - CONSUMER MARKETING

BAILEY WELLS
DIRECTOR - MARKETING

TUES. MAY 20TH • 6PM-9PM • JUKEBOX

aaf cleveland

aaf cleveland HALL OF FAME

CONGRATULATIONS!
Julie Telesz
Advertising Division Leader, Falls & Co.

ADVERTISING

Hall of Fame
aaf cleveland

Awards
2025

aaf cleveland

GAME ON:
THE NEW PLAYBOOK
FOR LIVE SPORTS
ADVERTISING IN THE
AGE OF STREAMING

Powered By NBC **SPOT ON** FEATURING **peacock**

JULY 22ND • 6-9PM • JUKEBOX

CLEVELAND ADVERTISING

PONIES UP TO
BEAT CANCER

A FUNDRAISER NIGHT AT THE RACES

LEUKEMIA & LYMPHOMA SOCIETY **aaf** cleveland

Fall Social

aaf akron + **aaf** cleveland

Sept. 25 5:45-9pm

Member NOVEMBER

NOVEMBER 18
6-9 PM
JUKEBOX IN OHIO CITY

aaf cleveland

20 MINUTES
& A
MINGLE

aaf cleveland PRESENTED BY **SAG-AFTRA**

UPCOMING

aaf cleveland

JAN 28: What's New at CMA
FEB 26: 2026 American Advertising Awards

aaf cleveland AMERICAN ADVERTISING AWARDS

BEYOND LIMITS

COUNTDOWN BEGINS

ADUCATION
presented by **aaf** cleveland

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

APRIL 8
CLEVELAND BROWNS

APRIL 15
ARHAUS

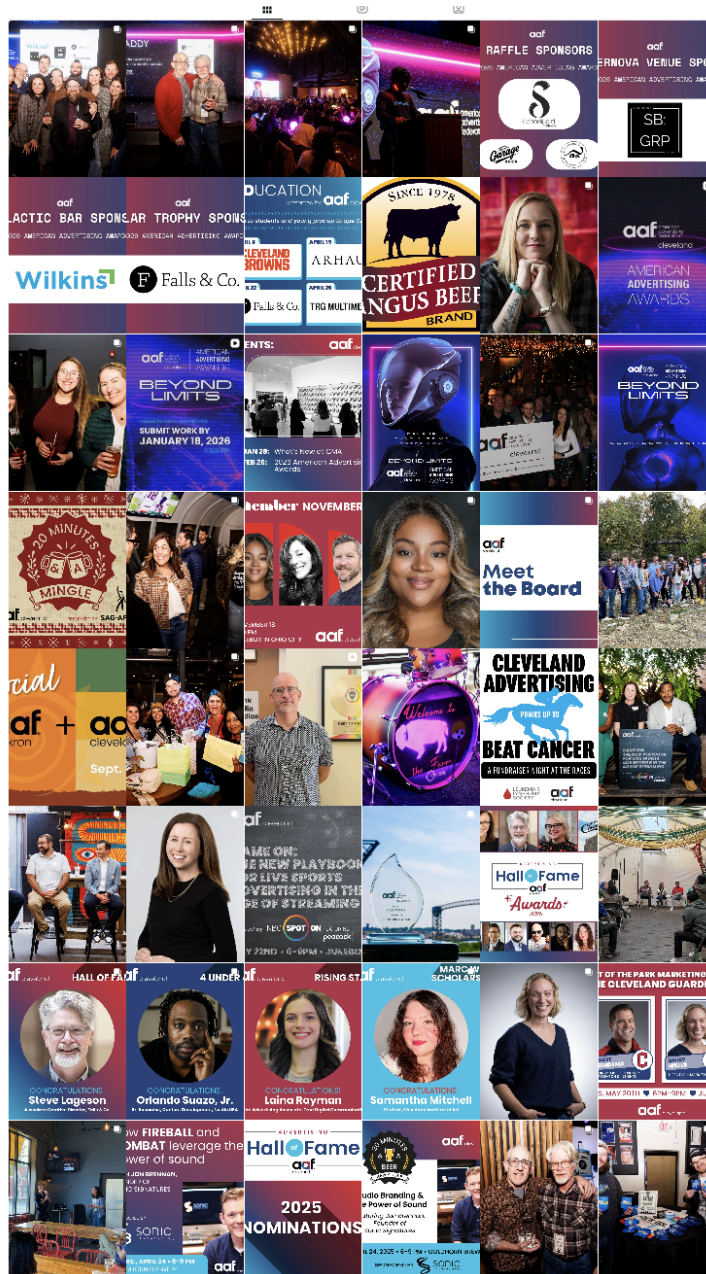
APRIL 22
F Falls & Co.

APRIL 29
TRG MULTIMEDIA

Exhibit 4.B

Instagram Event Announcements

NOTE: Our Instagram content is posted on Facebook and LinkedIn, too.



Screenshot of AAF-CLE's 2025-2026 Instagram Grid

Continues on next page

Exhibit 4.B (continued from previous page)

How FIREBALL and COMBAT leverage the power of sound

WITH JON BRENNAN,
FOUNDER OF
SONIC SIGNATURES

SPONSORED BY



SONIC
SIGNATURES

THURS., APRIL 24 • 6-9 PM
GOLDHORN BREWERY



aaf
cleveland

aafcle
Goldhorn Brewery

aafcle Don't miss this discussion about Sonic Signatures' disruptive audio branding for Fireball and Combat. Creator Jon Brennan will answer your questions about leveraging sonic branding to get attention and connect with consumers.

The chat will cover cutting-edge AI tech, but the free snacks will be pure comfort: pierogies, potstickers, chicken tenders, and pizza. 🍕

Admission is free. Cash bar.

40w

♥️ 🔍 🗒

👤 Liked by rustmccann and 4 others

Nov 23, 2025

🗨 Add a comment...

Post

OUT OF THE PARK MARKETING WITH THE CLEVELAND GUARDIANS



DAVE
ZUIDEMA
DIRECTOR - CONSUMER
RESEARCH & INSIGHTS



BAILEY
WELLS
DIRECTOR - MARKETING

TUES. MAY 20TH 6PM-9PM JUKEBOX

aaf
cleveland

aafcle
Jukebox

aafcle This panel will be a smash hit 🍿

Directors from The Cleveland Guardians' marketing team are stepping up to the plate for an exclusive discussion about their strategy and success.

From the dugout to the digital space, they'll cover all the bases, exploring what it takes to craft campaigns that rally fans, spark loyalty, and drive real impact.

The panel will be moderated by Andy Shohet (Senior Director, Mass Media for Progressive Insurance).

Admission is free. Space is limited. RSVP today!

40w

♥️ 🔍 🗒

👤 Liked by sarahmcc16 and 14 others

Nov 2, 2025

🗨 Add a comment...

Post



ADVERTISING

Hall of Fame

aaf
cleveland

Awards

2025



aafcle
The sun is up now ☀️

aafcle The stars are out on June 12th 🌟

Join us at @ajlamps for the 2025 Hall of Fame Awards, where you can network with industry VIPs like our:

- 🏆 Hall of Fame Inductees
- 🏆 A-Lister 40 class
- 🏆 Rising Star honoree
- 🏆 Marc Wye Scholarship winners

Tickets are available for members, nonmembers, and students.

40w

♥️ 🔍 🗒

👤 Liked by nakiyahanarative and 23 others

June 3, 2025

🗨 Add a comment...

Post

Continues on next page

Exhibit 4.B (continued from previous page)



GAME ON: THE NEW PLAYBOOK FOR LIVE SPORTS ADVERTISING IN THE AGE OF STREAMING

Powered By  **SPOT ON** FEATURING 

JULY 22ND • 6-9PM • JUKEBOX

aaf cleveland

Join top minds from @nbcuniversal, @cbs, and @foxsports during our "Game On: The New Playbook for Live Sports Advertising in the Age of Streaming" as we break down how brands are winning in the streaming era. Real talk. Real insights. Real connections.

Tuesday, July 22
6-9 PM
@aafcleve
Free to attend! Includes 1 drink ticket & limited sports, so RSVP now!

Visit the link in our bio to learn more and save your spot.

#aafclevevents #AAF/CLE #SportsMarketing

July 12, 2025

Liked by sarahmiller16 and 5 others

Add a comment...

CLEVELAND ADVERTISING



ponies up to

BEAT CANCER

A FUNDRAISER NIGHT AT THE RACES



aaf cleveland

Welcome To The Farm - Cleveland

aaf cleveland Ready to mix, mingle, and maybe win big? We join us on August 21st for a high-energy evening of food, drinks, games, and great company at AAF Cleveland's Night at the Races fundraiser benefiting The Leukemia & Lymphoma Society. Whether you're betting on your favorite horse, grabbing a cocktail, or reconnecting with your old-school ad industry friends, this is the summer social event you won't want to miss.

Tickets available now on our website!

Let's make a difference—one race at a time. 🐾

Edited: 31w

Liked by nakiyahsnarrative and 10 others

August 4, 2025

Add a comment...

Fall Social

 + 

Sept. 25 5:45-9pm

aaf cleveland

Working Lizard Tavern- Peninsula

aaf cleveland We're teaming up with @aafakron for a laid-back night of networking! Walk the Towpath in Cuyahoga Valley National Park (all paces welcome) or hang out at Working Lizard. Either way, you'll get to reconnect with Cleveland friends + meet new Akron ones.

Thurs, Sept 25 | 5:45 PM
Working Lizard Peninsula
FREE (food & drinks available for purchase)
Open to everyone—bring a friend, colleague, or client!
RSVP now by visiting the link in our bio.

#NetworkingEvent #AAF/Cleveland #AAF/Akron

21w

Liked by nakiyahsnarrative and 2 others

September 18, 2025

Add a comment...

Continues on next page

Exhibit 4.B (continued from previous page)

Member NOVEMBER



NOVEMBER 18
6-9 PM
JUKEBOX IN OHIO CITY

aaf cleveland

aafcle

Advertisements

aafcle Don't miss our "Member November" happy hour on Tuesday the 18th!
ALL are welcome, including non-members 🍷
Admission is FREE.
The party features three of our star members, who will each give a 10-minute talk followed by Q&A and lots of opportunity for casual networking:
👉 @mariagarciaferraz - Entrepreneur (Digital Communications Manager/Media)
👉 Amy Haddad McDonald - Creative Director
👉 Jack Costello - Director, Client Partnerships
Food and drink will be available for purchase 🍷
RSVP to save your spot!
Edited · 17w

👍👎🔍

👤 Liked by tamyembar_06 and 9 others
November 10, 2025

💬 Add a comment...

📌

20 MINUTES
& A
MINGLE

aaf cleveland

PRESENTED BY SAG-AFTRA

aafcle

Goldhorn Brewery

aafcle Join us for merry networking at our "20 Minutes & a Mingle" holiday party 🍷
Date: December 11, 2025
Time: 6 to 9 PM
Location: Goldhorn Brewery
Admission is FREE, including complimentary comfort food and 1 drink ticket 🍷
The evening will feature a 20-minute talk from our friends at @sagaftra. They'll share helpful tips about contract options for hiring talent. The rest of the evening will be casual networking to celebrate the end of the year!
All are welcome, including members and non-members 🍷
RSVP to save your spot!
16w

👍👎🔍

👤 Liked by rustineccann and 13 others
December 2, 2025

💬 Add a comment...

📌

EVENTS:

aaf cleveland



JAN 28: What's New at CMA
FEB 26: 2026 American Advertising Awards

aafcle

aafcle New year, new creative energy 🍷
Join us for our upcoming event! Get inspired and meet fellow thinkers + doers around the city 🍷
#AAFClevelandEvents #AAFCLE
1w

👍👎🔍

👤 Liked by sarahamiley16 and 10 others
January 9

💬 Add a comment...

📌

Continues on next page

Exhibit 4.B (continued from previous page)



The poster features a large, stylized, metallic-looking head in profile, facing left. Inside the head, a small astronaut is visible. Below the head, a circular portal with a red ring is shown, with a small figure standing inside it. The background is a deep blue with a glowing pink and blue rectangular frame on the left and right sides. The text 'aaf american advertising federation cleveland' is in the top left, 'AMERICAN ADVERTISING AWARDS' is in the top right, 'BEYOND LIMITS' is in large white letters in the center, and 'COUNTDOWN BEGINS' is in smaller white letters below it.

 aafcle

 aafcle The 2026 American Advertising Awards are go for launch 🚀

Enter the contest today and soar "Beyond Limits" to enter the ADDY-sphere.

We have contest categories for all kinds of work (from stellar radio ads to out-of-this-world OOH) and divisions for both pros and students. So whether you're a solo-flying freelancer or captain of an epic agency/in-house crew, this is your chance to shine.

Enter now through January 18, 2026 at 11:59 PM.
Edited · 14w



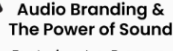
2 likes
December 3, 2025

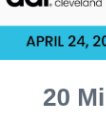
 Add a comment...

[Post](#)

Exhibit 4.C

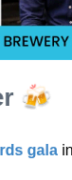
Email Reminders





**Audio Branding &
The Power of Sound**

*Featuring Jon Brennan,
Founder of
Sonic Signatures*



APRIL 24, 2025 • 6-9 PM • GOLDHORN BREWERY

20 Minutes and a Beer 🍺

Were you rockin' along to [the soundtrack at our awards gala](#) in February?

Then this is your chance to meet the person behind the music and learn how you can **use the power of sound for your brand**.

Network with fellow creative pros on **April 24th at Goldhorn Brewery**, and hear how brands like Fireball Whisky, BoomChickaPop and Combat leverage audio branding to connect with emotions and create unforgettable identities.

Tickets are **FREE**. Please RSVP so we have an accurate headcount to buy you snacks 🍕🍷🍹

Admission includes **complimentary appetizers** like cheese and potato pierogies, vegetable potstickers, chicken tenders, and pizza (vegan, veggie, and pepperoni).

Cash bar.

Schedule:

- 6:00 pm - Meet us in the private room at Goldhorn
- 6:30 pm - Presentation and Q&A by Jon Brennan
- 7:00 pm - Casual networking
- 9:00 pm - Event end

Save your spot

Thanks to our sponsor



SONIC

SIGNATURES SM

Stay Connected With AAF-CLE

Be sure to keep up with the latest news, announcements, and events by following us on social media:






American Advertising Federation - Cleveland | PO Box 2002 | Medina, OH 44258 US

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)

aaf.cleveland

OUT OF THE PARK MARKETING WITH
THE CLEVELAND GUARDIANS

TUES. MAY 20TH
6PM - 9PM
JUKEBOX
1404 W 29TH ST., CLEVELAND

aaf.cleveland

DAVE
SUDEMA

DIRECTOR - CONSUMER
ENERGY & SECURITY

C

BAILEY
WELLS

DIRECTOR - MARKETING

C

Let's touch base on May 20th

This panel will be a smash hit 🍌

Directors from The Cleveland Guardians' marketing team are stepping up to the plate for an exclusive discussion about their strategy and success.

From the dugout to the digital space, they'll cover all the bases, exploring what it takes to craft campaigns that rally fans, spark loyalty, and drive real impact.

The panel will be moderated by Andy Shotwell (Senior Director, Mass Media for Progressive Insurance).

Admission is free. Space is limited. RSVP today!

Save your spot

Stay Connected With AAF-CLE

Be sure to keep up with the latest news, announcements, and events by following us on social media:

f i X

American Advertising Federation - Cleveland | PO Box 2002 | Medina, OH 44258 US

Unsubscribe

Update Profile

Constant Contact Data Notice

Continues on next page

Exhibit 4.C (continued from previous page)



Advertising Hall of Fame Awards 2025

Thursday's forecast is 78* and sunny

We're Cleveland locals, so we know that could change. (Yes, we have a rain plan ☔)

But it looks like June 12th will be a fabulous night for a **glam party** in The Flats.

And even if the weather isn't impressive, our special guests are. Don't miss your chance to **network with industry VIPs**, like our 2025 Hall of Fame inductees, 4 under 40 class, Rising Star honoree, and Marc Wyse Scholarship recipients.

Tickets for members, non-members, and students are available via our website.



Reserve your seats

Want to sponsor this event or a future one?

Let us know.








GAME ON: THE NEW PLAYBOOK FOR LIVE SPORTS ADVERTISING IN THE AGE OF STREAMING

Powered By   FEATURING 

Screens change. Habits evolve. Great ads adapt.

Welcome to the era of streaming, targeting, and real-time fan engagement, where the rules are changing and the winners know how to pivot fast.

Join us for **Game On: The New Playbook for Live Sports Advertising in the Age of Streaming**, a night of industry insights, bold ideas, and top-tier networking featuring speakers from the **Cleveland Cavaliers**, **NBC Universal**, and **Spotlight IQ**.

 **When:** Tuesday, July 22

 **Time:** 6 PM – 9 PM

 **Location:** Jukebox, 1401 W. 29th St., Cleveland, OH

 **Tickets:** Free to attend! Includes one complimentary drink ticket

 Limited space, so RSVP early!

What to Expect

From linear broadcasts to streaming and beyond, this panel explores how data, real-time targeting, and evolving viewer habits are reshaping sports advertising. Learn how brands and teams can win across every screen with smarter strategies, sharper targeting, and dynamic audience engagement.

Moderator

- Walter Cade** - SVP, Ad Sales Group, NBCUniversal

Featured Panelists

- Beth Donovan** - VP, SPD/Digital Sales, NBCUniversal
- Sean Nowlin** - Founder & CEO, SpotlightIQ
- Chris Kaiser** - EVP & CMO, Cleveland Cavaliers & Rock Entertainment Group

[RSVP Today](#)

Follow AAF-CLE on social media:






Continues on next page

Exhibit 4.C (continued from previous page)



CLEVELAND ADVERTISING



BEAT CANCER

A FUNDRAISER NIGHT AT THE RACES




Final Lap—Don't Miss Out

The wait is almost over. **A Night at the Races' Fundraiser** is happening **tomorrow night!** If you haven't claimed your ticket yet, this is your last chance.

Included With Your Ticket 

- Race night fun
- A complimentary drink ticket
- Crave-worthy bites
- A great night for a great cause

Bring Cash for the Action 

Please note that racing games and raffle tickets can **only be purchased with CASH**

- Racing: 5 bets = \$10
- Raffles: 1 ticket = \$5 | 3 tickets = \$10 | An arm's length = \$20

Each "wager" fuels donations to the [Leukemia & Lymphoma Society](#), so you're having fun and making a difference.

Event Details

 Welcome to the Farm, 1054 Old River Rd, Cleveland, OH 44113

 Thursday, August 21, 6 - 9 PM

Don't get left at the starting line! Grab your ticket now and be part of the excitement!

Get Tickets Now

Follow AAF-CLE on social media:






American Advertising Federation - Cleveland | PO Box 2002 | Medina, OH 44258 US

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)



Save The Date for Our Upcoming Event



We're teaming up again with our sister chapter, **AAF-Akron**, for another laid-back evening of networking!

Reconnect with your Cleveland crew and meet new Akron friends in a casual, welcoming setting. Weather permitting, we'll head out for a group walk on the towpath, networking in motion. All paces are welcome (no one gets left behind!).

Not feeling the trail? No worries! You can kick back at the venue, and we'll regroup afterward to keep the conversations flowing.

Mark Your Calendar
 📅 Thursday, September 25
 📍 Winking Lizard Peninsula, 1615 Main St, Peninsula, OH, 44264
 🆓 **FREE** to attend (food & drinks available for purchase)

Evening Flow
 5:45 PM – Arrive & mingle (look for us on the patio)
 6:15 PM – Optional towpath walk
 7:30 PM – Back at Winking Lizard for more networking
 9:00 PM – Event wrap-up

This event is open to both members and non-members, so feel free to invite a friend, colleague, or client to join!

RSVP Today

STAY CONNECTED

Be sure to keep up with the latest news, announcements, and events by following us on social media:






American Advertising Federation - Cleveland | PO Box 2002 | Medina, OH 44258 US

[Unsubscribe](#) |
 [Update Profile](#) |
 [Constant Contact Data Notice](#)

Continues on next page

Exhibit 4.C (continued from previous page)



Thank you, members 🥰

Your existence is a public service.

Let's celebrate at our **Member November** party!

This casual happy hour is **open to ALL** (including both members and non-members). Don't miss your chance to meet **three iconic local pros**. They'll each give a 10-minute talk followed by a quick Q&A and lots of opportunity for casual networking 🍷

Details:

- Date: November 18, 2025
- Time: 6 PM to 9 PM
- Location: Jukebox
- Admission: FREE (for members AND non-members)
- Refreshments: Food and drink available for purchase

[Reserve your seats](#)

Featured Speakers



Amy Haddad McDonald
Creative Director
Creative isn't the frosting—it's the cake.



Jack Costello
Director, Client Partnerships (Wilkins Media)
OOH's Continued Rise as the Human Medium: Trends, Measurement & Moments



Ms. Cream of the Crop
Entrepreneur (Digital Communications Manager/Media)
The Relatable Hustle: Conquering the Current Market

[Reserve your seats](#)

Want to sponsor this event or a future one?
Let us know.



American Advertising Federation - Cleveland | 316 North Court Street | Medina, OH 44256 US

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)

Continues on next page

Exhibit 4.C (continued from previous page)



PRESENTED BY



Network for the new year!

Meet us at Goldhorn Brewery on **December 11th** for our fourth annual Jingle & Mingle holiday party 🎄

The evening includes a **20-minute talk** by **SAG-AFTRA's local Executive Directors** Brian Lysell (Ohio-Pittsburgh) and Maureen O'Brien (Missouri Valley). They'll share helpful tips about special contract options for local advertisers.

The rest of the night will be casual networking with **complimentary comfort food** and a **free drink ticket** for each registered attendee 🍹

ALL are welcome (including non-members), so bring your friends!

RSVP For Free



American Advertising Federation - Cleveland | 316 North Court Street | Medina, OH 44256 US

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)



New year, new art 🎨

And a great excuse to get out with fellow creative pros!

You're invited to our upcoming event, "What's New at CMA," at the Cleveland Museum of Art. We'll kick things off with happy hour in the museum's stunning atrium, then head out for a private guided tour of newly featured works.

 **Wednesday, January 28, 2026 | 6-10 PM**
 **Cleveland Museum of Art, 11150 East Blvd, Cleveland, OH 44106**
 **Free admission (cash bar)**

Come for the conversation, stay for the inspiration.

See you there!

RSVP Today



American Advertising Federation - Cleveland | PO Box 2002 | Medina, OH 44258 US

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)

Continues on next page

Exhibit 4.C (continued from previous page)





Confirm Your Coordinates 🌐

The 2026 American Advertising Awards Gala lands on **Thursday, February 26**.

Beam over to the gala buffet for **savory sliders, delicious flatbreads, and classic dips**, and see which local stars won our Best of Show ADDY 🌟

[Reserve My Seat](#)

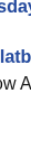
Thank You To Our Creative Partners




[Think Media Studios](#)

[thunder::tech](#)

Thank You To Our Solar Trophy Sponsor



Falls & Co.

[Falls & Co.](#)





American Advertising Federation - Cleveland | PO Box 2002 | Medina, OH 44258 US

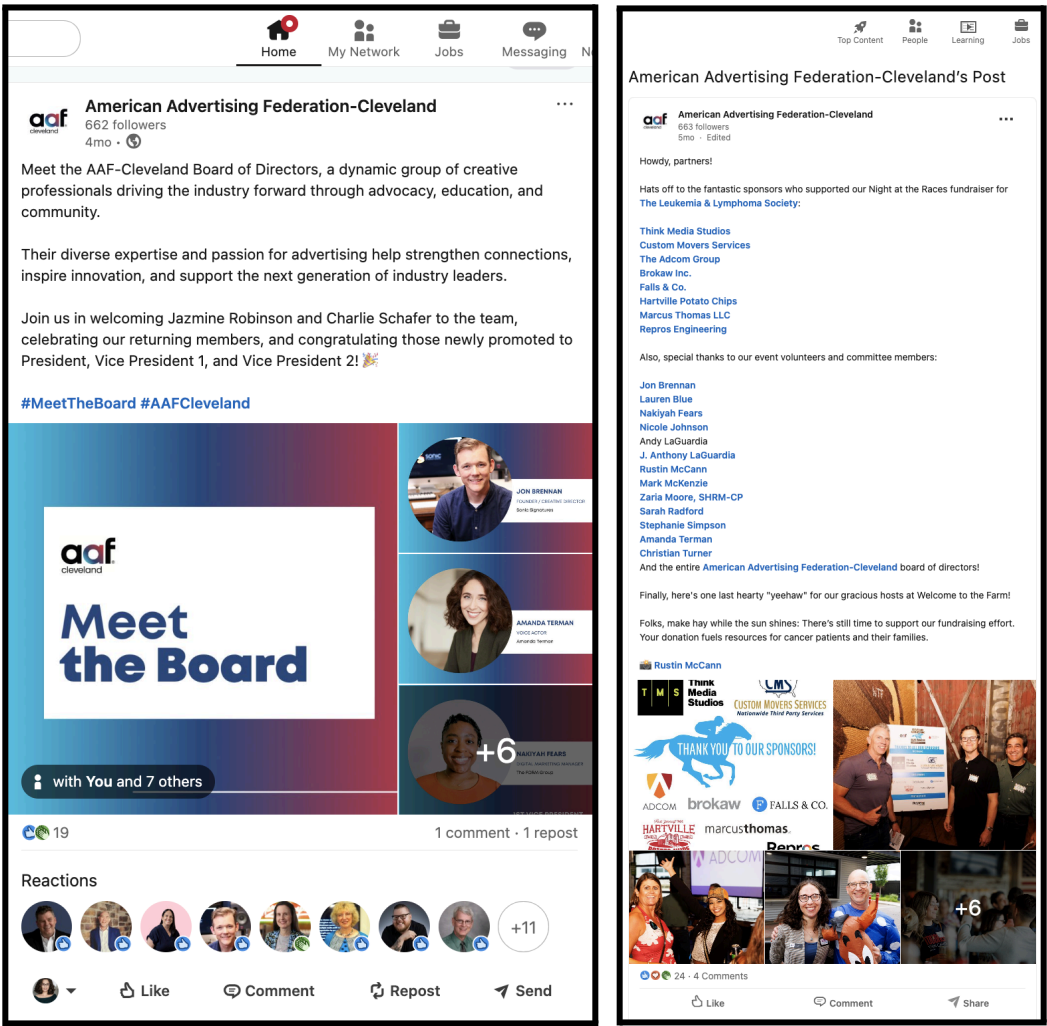
[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)

Exhibit 4.D

LinkedIn Recognition Posts

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

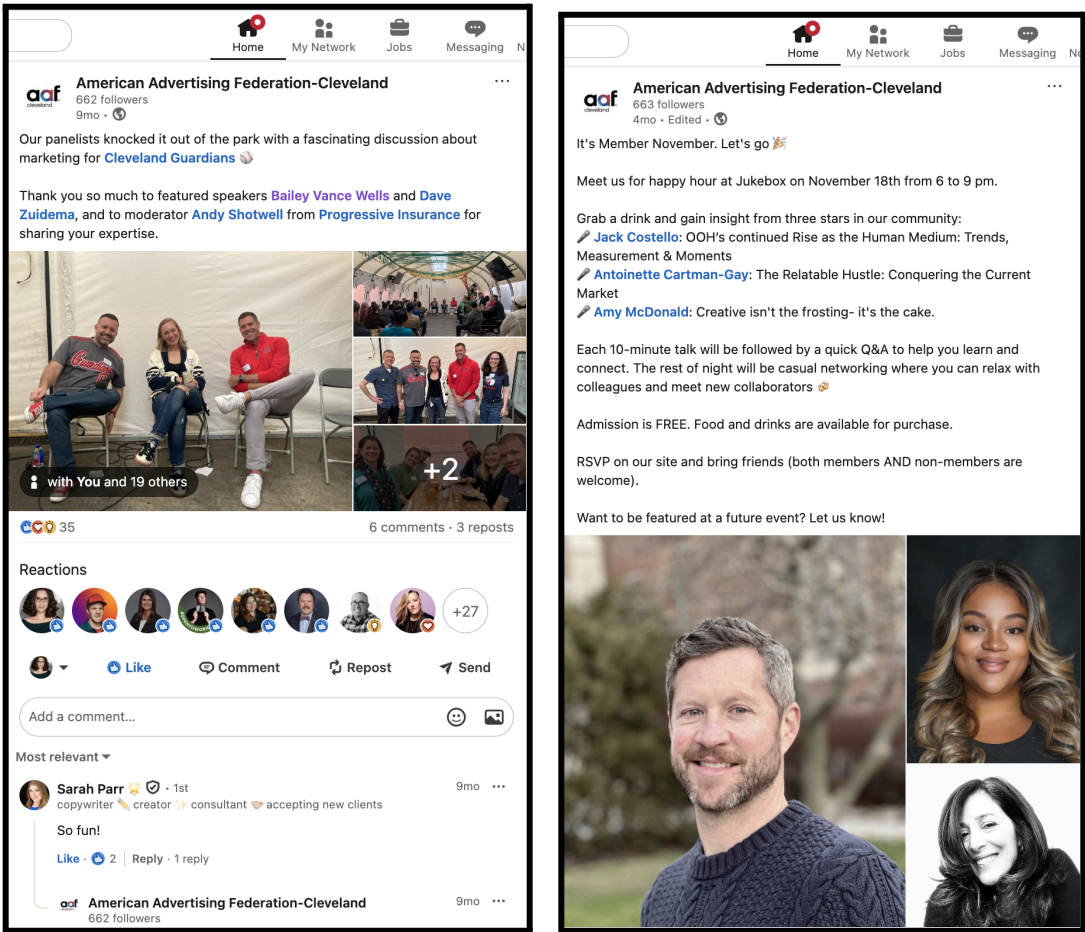
4.D.i Volunteer Recognition



Continues on next page

Exhibit 4.D (continued from previous page)

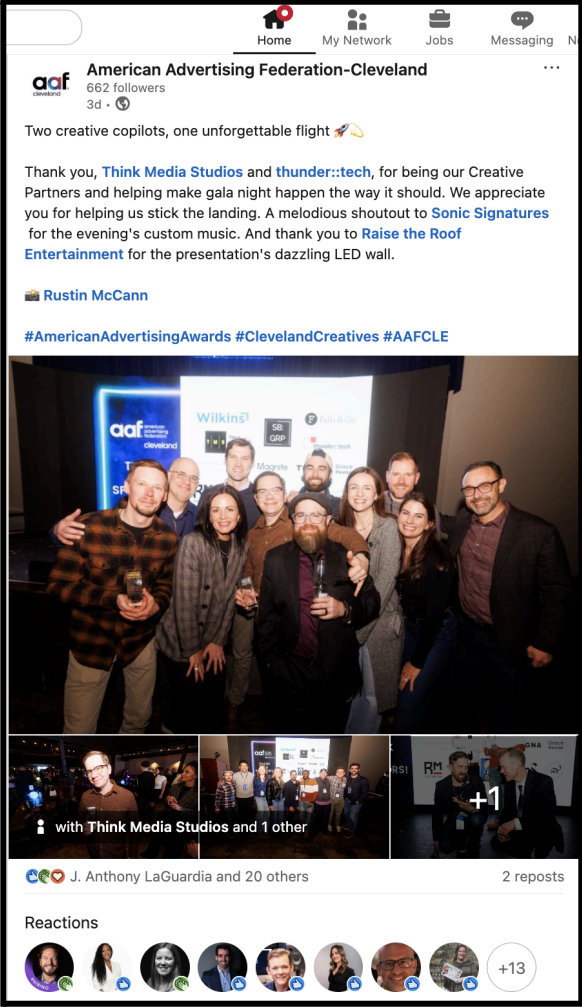
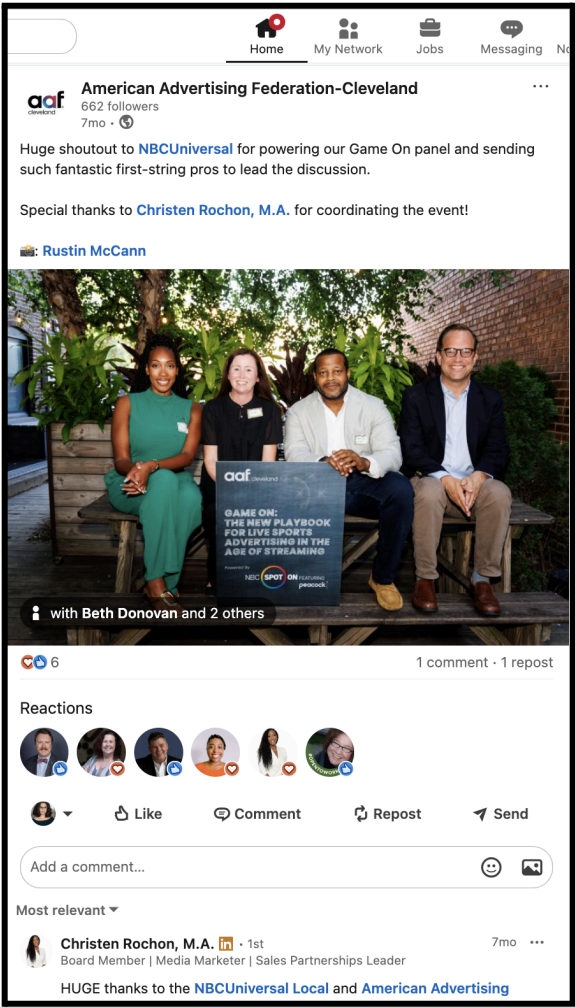
4.D.ii Speaker Recognition



Continues on next page

Exhibit 4.D (continued from previous page)

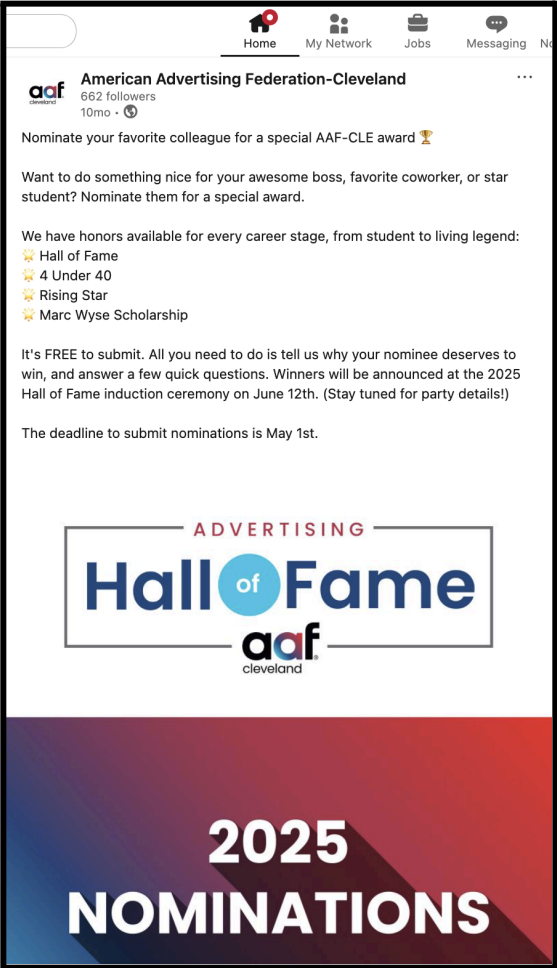
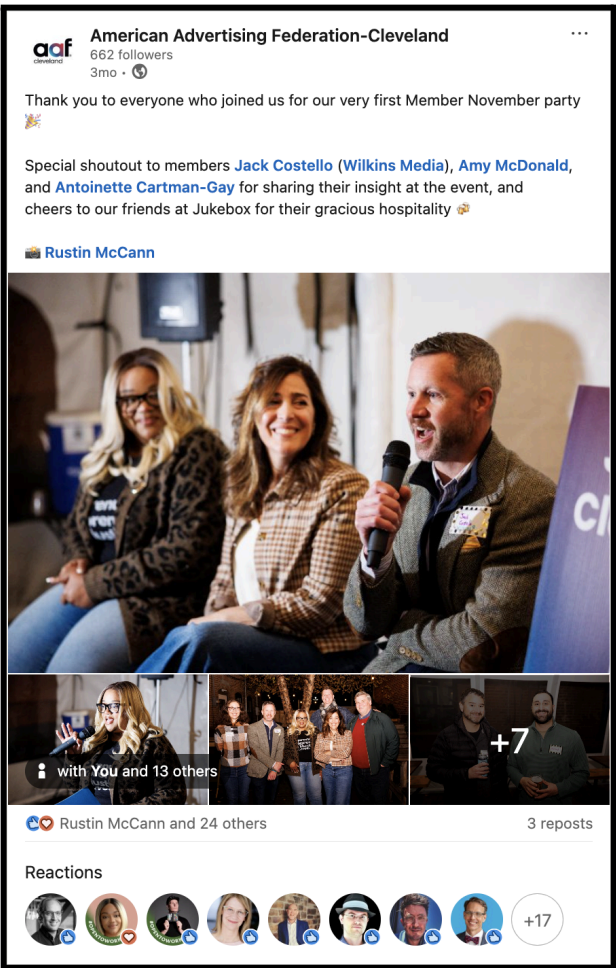
4.D.iii Sponsor Recognition



Continues on next page

Exhibit 4.D (continued from previous page)

4.D.iv Member Recognition



Continues on next page

Exhibit 4.D (continued from previous page)

4.D.v Attendee Recognition

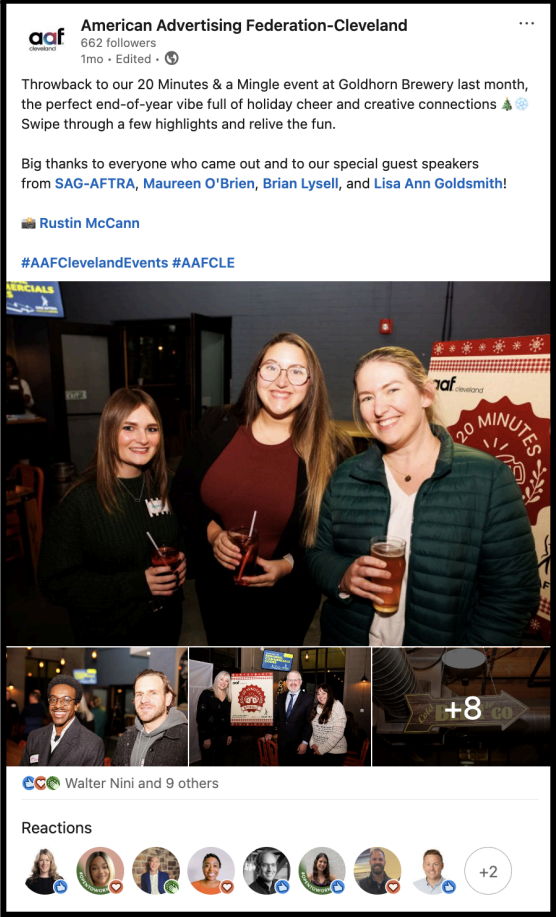
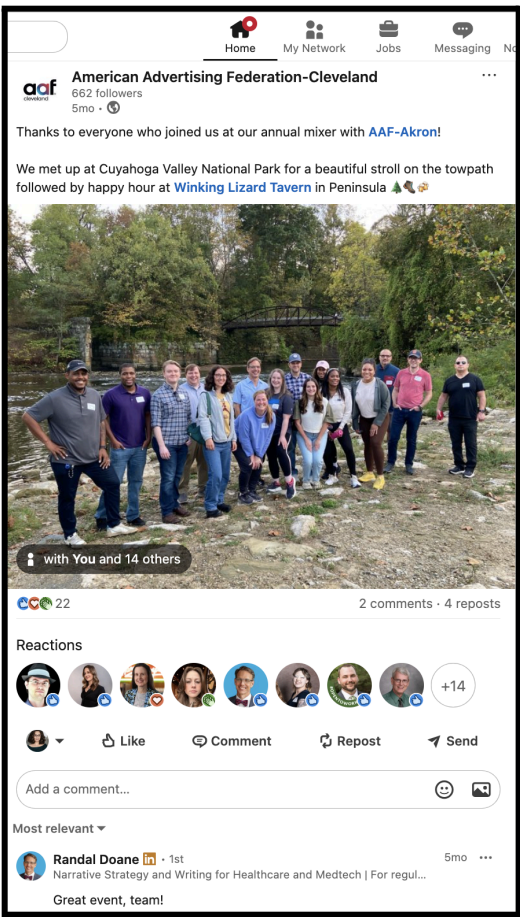


Exhibit 4.G

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** at Cuyahoga Valley National Park?

(September 2025)

☐ Yes

☐ No

Back

Next

Clear form

Never submit passwords through Google Forms.

This form was created inside of American Advertising Federation-Cleveland. · [Contact form owner](#)

Does this form look suspicious? [Report](#)

Google Forms

Continues on next page

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)

12345

☐☐☐☐☐

Overall, how well did our programming provide opportunity for **education**?

(5 is the best score)

12345

☐☐☐☐☐

Overall, how well did our programming provide opportunity for **recognition**?

(5 is the best score)

12345

☐☐☐☐☐

BackNext

Clear form

Never submit passwords through Google Forms.

This form was created inside of American Advertising Federation-Cleveland. - [Contact form owner](#)

Does this form look suspicious? [Report](#)

Google Forms

Continues on next page

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

Clear form

Never submit passwords through Google Forms.

This form was created inside of American Advertising Federation-Cleveland. - [Contact form owner](#)

Does this form look suspicious? [Report](#)

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

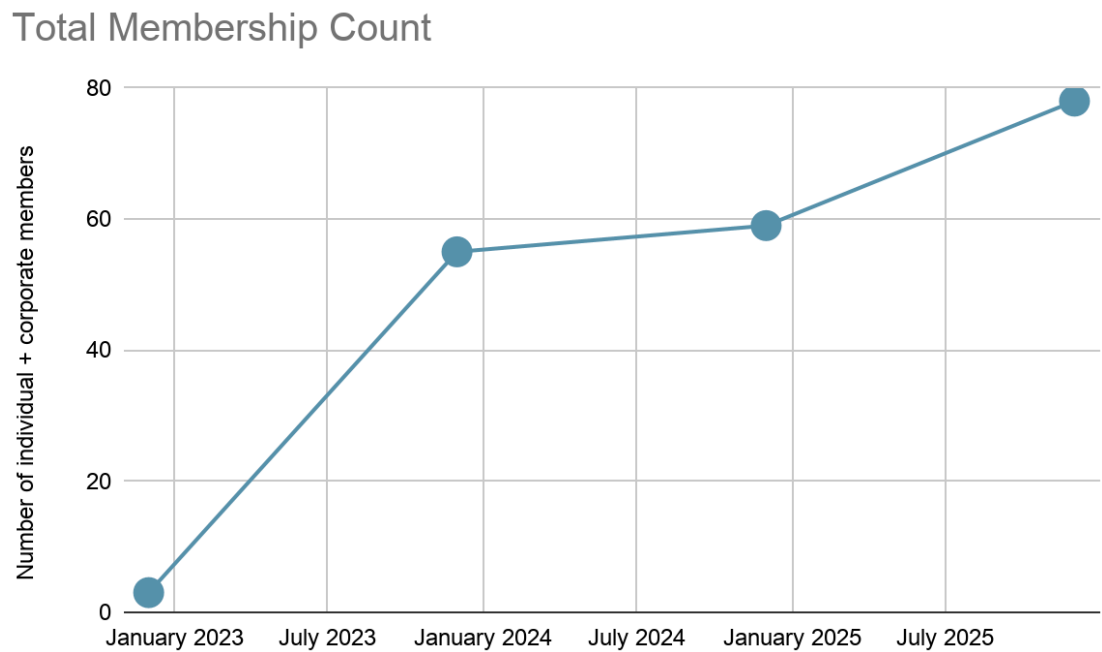
For more information about our upcoming programming, follow us on social at @aafcle, join our email list, or [visit our website](#).

BackSubmit

Clear form

Exhibit 5.A

Growth of Total Professional Membership (2023-2026)



AAF-CLE Corporate Members

Exhibit 6.A

Budget 2025-2026

NOTE: This exhibit contains one column of the spreadsheet. The full spreadsheet includes additional 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