

Public Service 2025-2026



OVERVIEW

The American Advertising Federation – Coastal Bend (AAF-CB) is committed to using the power of advertising to strengthen our community, elevate local organizations, and position our chapter as a trusted educational and creative resource. In 2025–2026, AAF-CB executed two distinct but complementary public service initiatives—ONE DAY and AD LAB—each designed to apply professional advertising techniques in service of nonprofit organizations, small businesses, and community stakeholders.

Together, these programs demonstrate how strategic creativity, volunteerism, and education can deliver measurable community impact while advancing AAF’s mission of protecting and promoting the value of advertising.

PUBLIC SERVICE PROGRAM 1: ONE DAY *(12th Annual)*

a. ONE DAY Goals

ONE DAY is AAF-CB’s signature public service initiative, created to provide professional-level advertising services to a 501(c)(3) nonprofit organization with little or no marketing budget.

The goals were to:

- Deliver a complete brand refresh and year-long advertising campaign for a local nonprofit
- Increase awareness, credibility, and long-term reach of the selected organization
- Provide real-world, hands-on experience for students working alongside professionals
- Demonstrate the advertising industry’s ability to create meaningful community change

b. ONE DAY Target Audience

The primary audience for the ONE DAY project is Mission of Mercy, a local nonprofit serving vulnerable populations. The secondary audience includes: the nonprofit’s donors, volunteers, and service recipients, local creative professionals, University students pursuing careers in advertising, design, and marketing.

c. ONE DAY Strategies

AAF-CB issued a six-week call for applications to area nonprofits, positioning ONE DAY as a rare opportunity to receive comprehensive advertising support valued well beyond typical nonprofit budgets. Having applied for several consecutive years, Mission of Mercy was selected as the top choice out of 16 applicants by the AAF-CB Board of Directors based on a detailed scoring rubric outlining organizational need, mission alignment, and growth potential. (*Exhibit 1*)

The strategy centered on the following:

- Concentrating top creative talent into a single, high-impact day
- Pairing professionals with students to foster mentorship and collaboration
- Producing not just concepts, but ready-to-deploy marketing assets
- Securing donated media to ensure the work would live beyond the event

d. ONE DAY Execution / Tactics

- AAF-CB hosted its 12th Annual ONE DAY on November 15 at the Texas A&M University–Corpus Christi Graphic Design Lab.

Execution included:

- Assembling teams of local designers, creative directors, copywriters, media specialists, videographers, and students (*Exhibit 2*)
- Conducting a discovery session with Mission of Mercy leadership
- Developing a full brand refresh, including messaging, visuals, and tone
- Creating a year-long integrated advertising campaign in one day
- Coordinating professional mentorship between students and industry leaders

- In February 2026, AAF-CB and Mission of Mercy jointly hosted a campaign reveal event to unveil the completed work to their supporters, sponsors, and media partners—reinforcing transparency, celebration, and accountability. *(Exhibit 3)*

e. ONE DAY Promotional Materials

Social media and electronic newsletters were used to promote the “call for applications,” “call for volunteers,” and to promote the public campaign reveal event of the completed project.

- Call for applications *(Exhibit 4)*
- Call for volunteers *(Exhibit 5)*
- Unveiling event *(Exhibit 6)*

f. ONE DAY Results

AAF-CB successfully delivered a comprehensive rebrand and integrated campaign for Mission of Mercy, expanding the nonprofit’s capacity to reach donors, volunteers, and those in need. The event also provided hands-on professional experience for student volunteers and strengthened relationships between AAF-CB, local media partners, and the nonprofit community. And on a wider scope, AAF-CB demonstrated advertising’s tangible value as a force for community betterment. *(Exhibit 7)*

AAF-CB also secured a donated multimedia advertising campaign valued at over \$60,000, a level of exposure Mission of Mercy would not otherwise have been able to achieve. *(Exhibit 8)*

ONE DAY fully meets and exceeds the Public Service category criteria by applying professional advertising techniques directly in service of a nonprofit organization and producing measurable, long-term community impact. *(Exhibit 9)*

PUBLIC SERVICE PROGRAM 2: AD LAB (*Inaugural Event*)

a. AD LAB Goals

AD LAB was created as a first-time public service and educational initiative to address a critical community need: access to affordable, trustworthy advertising and marketing guidance. While many small businesses and nonprofits understand the importance of marketing, they often lack clarity on where to begin or get access to qualified professionals.

The goals of AD LAB were to:

- Position AAF–Coastal Bend (AAF-CB) as a hands-on community resource for advertising education
- Provide affordable, practical, and actionable marketing guidance
- Create direct access to experienced advertising professionals
- Empower small businesses and nonprofits with clarity and confidence
- Strengthen professional engagement and membership involvement within AAF-CB

b. AD LAB Target Audience

AD LAB was designed to serve:

- Small business owners
- Nonprofit leaders and staff
- Corporate marketing teams
- Community stakeholders seeking practical advertising and marketing education

c. AD LAB Strategies

Modeled after the collaborative spirit of AAF-CB's ONE DAY program, AD LAB was strategically designed as a "speed-consultation" event, allowing attendees to meet one-on-one with multiple professionals in a single day.

Key strategic elements included:

- Creating a spreadsheet to ensure that the event offers enough 15-minute consultation sessions to maximize educational impact (*Exhibit 10*)
- Exclusively utilizing AAF-CB members as professional consultants to reinforce the value of membership and chapter expertise (*Exhibit 11*)
- Keeping the ticket price accessible to encourage broad community participation
- Offering pre-registration to sponsors for first come, first served appointments prior to public (*Exhibit 12*)
- Combining education, networking, and inspiration into a single, high-value experience

d. AD LAB Execution / Tactics

AAF-CB hosted the inaugural AD LAB on January 9, 2026, from 8:30 a.m. to 4:00 p.m. at El Camino Restaurant, the previous year's Best of Show winner at the American Advertising Awards. El Camino donated the venue in support of AAF-CB's mission, reinforcing industry partnership and community goodwill.

Execution highlights included (*Exhibit 13*):

- 21 one-on-one consultation tables staffed by AAF-CB member experts
- A "speed-dating" format with 15-minute consultation sessions
- Consultation topics included and promoted on social media:
 - Web design
 - SEO and digital marketing

- Social media strategy
- Creative fundraising
- Agency vs. DIY decision-making
- Competition entry guidance
- Professional headshots
- A \$100 ticket price, which included unlimited consultations that could be pre-scheduled, lunch, and keynote programming

The event paused midday for a one-hour lunch and panel discussion titled “*Turning Your Business into a Story People Remember.*” The panel was moderated by Kathryn Hyatt, Director of Marketing for Visit Corpus Christi, and featured panelists representing small business, media, and video production.

Attendees also had access to professional headshots that day taken by Jason Page Photography, which were included in the ticket price.

Following the event, AAF-CB mailed handwritten thank-you notes to each participating professional, expressing appreciation for donating their entire day to serve the community. This personal stewardship effort reinforced chapter culture, strengthened member relations, and helped incentivize continued volunteer participation for future AD LAB events.

e. AD LAB Promotional Materials

Social media and electronic newsletters were used to promote the event, AAF-CB participating members, and ticket and sponsorship sales.

- Event electronic newsletters (*Exhibit 14*)
- Facebook event (*Exhibit 15*)
- Social media posts (*Exhibit 16*)
- Social media advertisements (*Exhibit 17*)

- Sponsor and AAF-CB participating member thank you follow-up (*Exhibit 18*)

f. AD LAB Results Attained

Although attendance was impacted by a postponed event date and limited post-holiday promotional time, participant response was overwhelmingly positive.

Results included:

- Attendees reporting increased confidence and clarity in their marketing strategies
- Nonprofit leaders citing exceptional value due to rare one-on-one access to professionals
- Attendees receiving hundreds of dollars' worth of consulting for a minimal cost
- 46% of AAF-CB corporate membership participated in the event
- 20 paid attendees, 37 AAF-CB member volunteers, and 56 guests at the keynote lunch
- AAF-CB gained two new corporate members specifically to participate as consultants
- Strengthened perception of AAF-CB as an educational, community-focused organization
- Board of Directors has agreed to host the next AD LAB in October of 2026, and all participating
- AAF-CB members have agreed to participate again.

AD LAB successfully achieved its public service goals by delivering high-impact advertising education, fostering meaningful professional connections, and expanding AAF-Coastal Bend's role in community betterment.

Exhibits

Exhibit 1: Scoring Rubric Sample

ONE DAY 2025 Applicants

When looking at applicant organizations, consider these points in determining which organization is a good fit for the format of ONE DAY:

Does the organization have a starter brand in place?



Does the organization have the internal structure and resources in place to sustain increased traffic or awareness?



Does the organization have a way to fulfill the call to action we initiate, "Call XXX, Visit XXX.com"?



Is the organization requesting media and services that we are offering under ONE DAY (light branding, promotional materials, social media graphics, print and outdoor advertising, simple broadcast) NOT (full websites, apps, in-depth marketing strategy plans or consultations etc.)?

Will the organization be easy to work with and grateful for what we can produce in a day. (This is not a fit for clients that want to micro-manage every element in the creative. They get what they get.)

Does the organization seem to be organized and professional? Will they be able to manage and implement the provided campaign deliverables?

Your Name:

Organization Name	RANK 1-16 (1 Best, 16 Worst)	Campaign Goals/Deliverables	Comments
2Feet Out Ministries		• Build Brand Recognition: Develop a strong, consistent identity that highlights our programs and positions us as a trusted resource for families. • Tell Our Story Creatively: Produce compelling visuals, social media content, and possibly video assets that showcase our on-the-groundwork in neighborhoods. • Engage Donors and Partners: Create materials (brochures, flyers, branded items) that we can use year-round to connect with donors, volunteers, and community partners. • Reach Families Directly: Design outreach materials that can be distributed in apartment complexes and community gathering spots, so families know when and where to access our services. 1. Web Design 2. Print Materials/Donor Cards/Brochures, etc. 3. Social Media Graphics 4. Branded Promo Items 5. Logo	
American Association of University Women		Our main source of fundraising is our book sales, in person and online. We struggle with getting advertising for our sales to drive customers to us. None of us are marketing or advertising professionals and without our book sales, we worry about continuing our scholarships and projects. We need an advertising plan and help in designing press releases and other marketing materials and where to place (free hopefully) to increase sales. We do utilize mail chimp to market to current customer data base but could really benefit from having updated information here as it's pretty boring and uninteresting.	
Corpus Christi Habitat for Humanity		Our most pressing advertising and marketing need is to increase visibility and awareness of our Habitat ReStore, which directly funds our housing and repair programs. Many in the community are still unaware that shopping, donating, or volunteering at the ReStore helps build homes locally. In addition, while we receive strong interest from families in our homeownership and repair programs, funding limitations prevent us from serving all who qualify. To address this, we also need to focus marketing efforts toward corporate partners and potential donors, sharing the impact of their support and encouraging grants, sponsorships, and contributions that expand our reach and allow us to serve more families in Corpus Christi.	
Craft Training Center		If your company/organization were chosen as the ONE DAY recipient, what are your most pressing advertising and marketing needs? * Radio, Television, and Streaming What types of promotional assets do you hope to obtain from ONE DAY? (logo, social media graphics, print advertisements, outdoor advertising, radio/tv, branded promo items, etc.) List your desired collateral in order of priority. 1. Radio/TV 2. BUS Wrap, Bus Stops signs 3. Outdoor advertising 4. Branded promo 5. Increase merchandise	
Crawfish for a Cause		The most pressing need is to develop a consistent message. After that, the printed materials schedule and a detailed marketing timeline to improve fundraising goals is critical.	

Exhibit 2: Behind the Scenes of ONE DAY

BTS



ONE DAY 2025
American Advertising Federation - Coastal Bend & TAMU-CC Graphic Design

BTS



ONE DAY 2025
American Advertising Federation - Coastal Bend & TAMU-CC Graphic Design

BTS

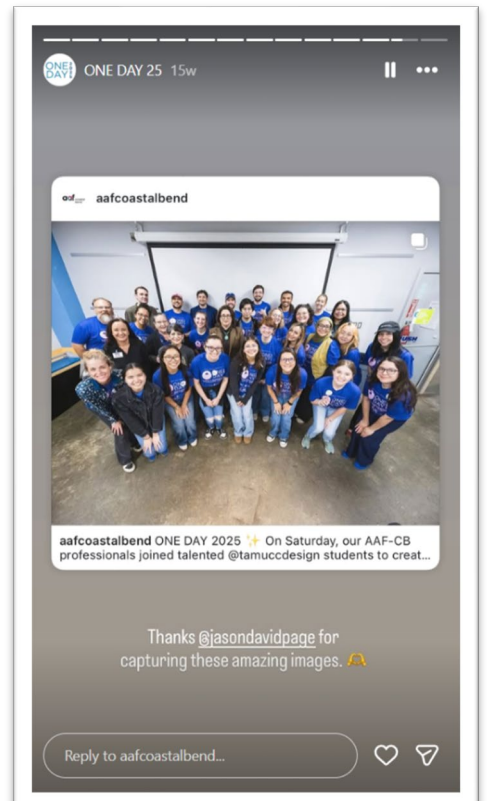


Exhibit 3: Reveal Event

MEMBERSHIP EVENT

BRANDING & AD CAMPAIGN

REVEAL EVENT

17

Tuesday, February 17, 2026 at 6PM

AAF-CB January Event - Mission of Mercy Brand Reveal

Texas A&M University-Corpus Christi

About Discussion

★ Interested

Edit as American Advertising Federation - Coastal Bend

Details

30 people responded

Event by American Advertising Federation - Coastal Bend and Mission Of Mercy - Texas

Texas A&M University-Corpus Christi

Public · Anyone on or off Facebook

Each year, AAF-CB selects a local non-profit to receive a multi-media advertising campaign. And in November, we were honored to give Mission of Mercy an updated brand identity complete with a media buy valued at tens of thousands of dollars!

Join us for the Reveal Event, which will serve as our January Membership Program, to view the new campaign, celebrate the professional and student volunteers, and thank our media sponsors. Light bites will be provided.

This is a FREE event for ALL AAF-CB members. Event to be held in the University Center - Lone Star Ballrooms Rm: 142 AB.

Parking:
We have arranged for all event guests to park in the Jellyfish parking lot (directly beside the University Center) at no cost.

Please RSVP to info@aafcc.club. See less

Corpus Christi, Texas

Texas A&M University-Corpus Christi
27.714080, -97.324070

Guests

8 Went

22 Interested

See all



Exhibit 4: Call for Applications Messaging



Brand Identity + Multi-media Advertising Campaign Creation for a Local, Non-Profit Organization.

APPLY BY OCTOBER 3rd

PRESENTED BY **aaf** american advertising federation coastal bend

TEXAS A&M UNIVERSITY CORPUS CHRISTI

22 3

Liked by laceypguzman and others
aafcoastalbend Only ONE WEEK LEFT to apply!

Here's just a glimpse of the amazing work that gets done during ONE DAY, where local advertising professionals and TAMUCC graphic design students come together to create powerful, multi-media campaigns that elevate non-profits and amplify their mission.



2022

New Life Refuge

22 3

Liked by laceypguzman and others
aafcoastalbend Only ONE WEEK LEFT to apply!

Here's just a glimpse of the amazing work that gets done during ONE DAY, where local advertising professionals and TAMUCC graphic design students come together to create powerful, multi-media campaigns that elevate non-profits and amplify their mission.



2023

Special Hearts IN THE ARTS

22 3

Liked by laceypguzman and others
aafcoastalbend Only ONE WEEK LEFT to apply!

Here's just a glimpse of the amazing work that gets done during ONE DAY, where local advertising professionals and TAMUCC graphic design students come together to create powerful, multi-media campaigns that elevate non-profits and amplify their mission.



2024

TEXAS GULF SURFING ASSOCIATION

22 3

Liked by laceypguzman and others
aafcoastalbend Only ONE WEEK LEFT to apply!

Here's just a glimpse of the amazing work that gets done during ONE DAY, where local advertising professionals and TAMUCC graphic design students come together to create powerful, multi-media campaigns that elevate non-profits and amplify their mission.



BRANDING + ADVERTISING + STRATEGY IN ONE DAY

ONE DAY is an annual public service initiative hosted by the American Advertising Federation - Coastal Bend in collaboration with Texas A&M University-Corpus Christi's Communication Design (formerly Graphic Design) Program. This event unites professional designers, creative directors, copywriters, media specialists, and video professionals to collaboratively create and execute innovative advertising materials supported by donated media within a single day. The primary goal of ONE DAY is to help a 501(c)3 non-profit organization that typically operates with minimal or no marketing budget.

KNOW A NON-PROFIT THAT COULD BENEFIT FROM A FREE MULTI-MEDIA ADVERTISING CAMPAIGN AND MEDIA?

Direct them to link below to
APPLY BY OCT 3rd for consideration.

SPONSORED BY **AEP TEXAS** An AEP Company

MEDIA COORDINATION **MDR**

SAVE THE DATE & PARTICIPATE

SATURDAY, NOVEMBER 15th
Time: 7:30am - 7:00pm
Location: TAMU-CC Communication Design Lab

LEARN MORE & APPLY AT

WWW.AAFCB.CLUB/ONE-DAY-2025

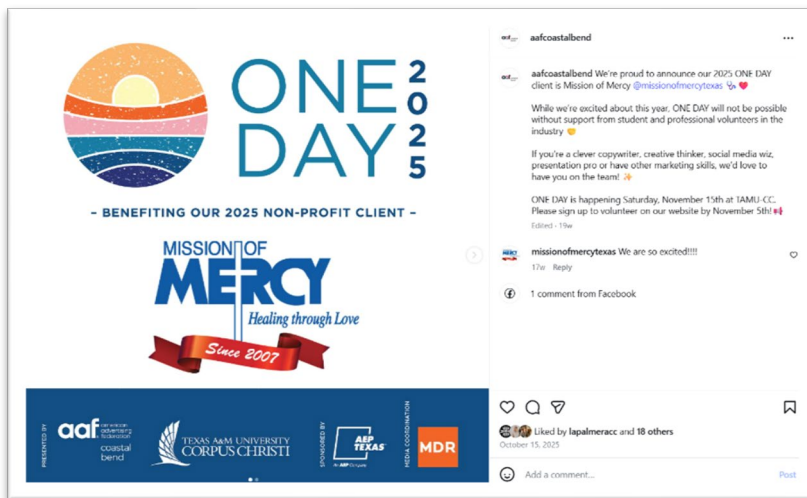
PRESENTED BY **aaf** american advertising federation coastal bend

TEXAS A&M UNIVERSITY CORPUS CHRISTI

4B: Electronic Newsletter

4A: Instagram Promotional Posts

Exhibit 5: Call for Volunteers Messaging



5A: Instagram Promotional Posts



5B: Facebook Graphic

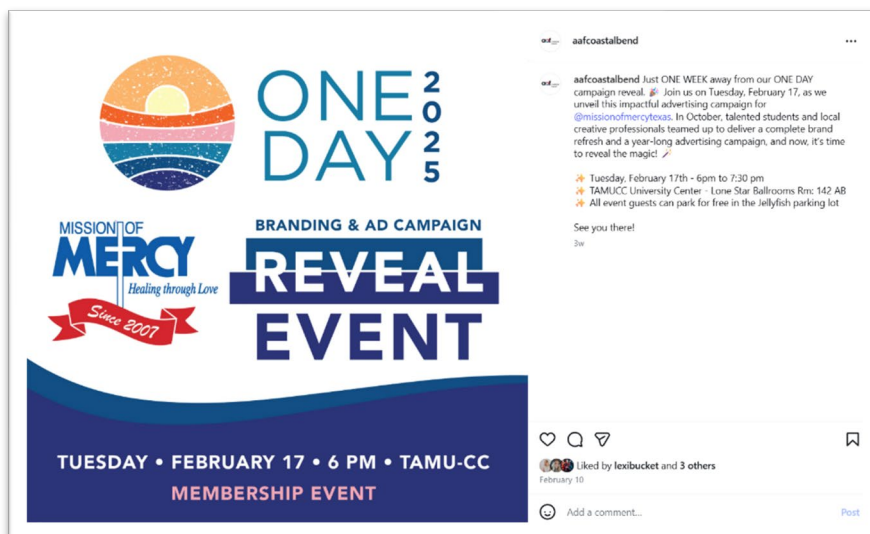
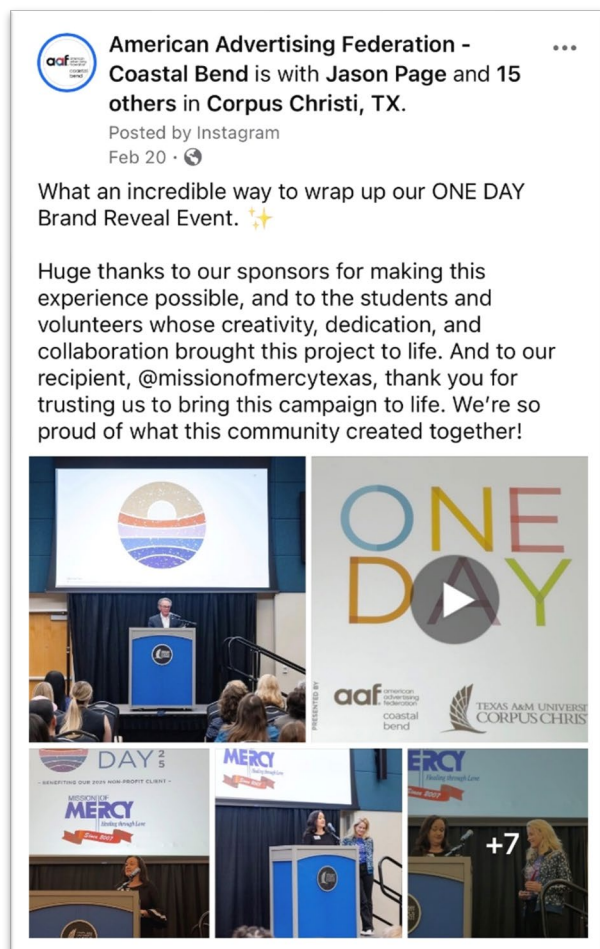


5C: Electronic Newsletter

Exhibit 6: Reveal Event Messaging



6A: Facebook Graphic



6B: Instagram Post

6C: Facebook Post-Event Graphic

Exhibit 7: ONE DAY Campaign Overview

Social Media Posts & Stories



ONE DAY 2025
American Advertising Federation - Coastal Bend & TAMU-CC Graphic Design

Social Media Posts & Stories

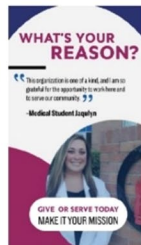


Social Media LinkedIn Post



ONE DAY 2025
American Advertising Federation - Coastal Bend & TAMU-CC Graphic Design

Social Media Posts & Stories



ONE DAY 2025
American Advertising Federation - Coastal Bend & TAMU-CC Graphic Design

Bus Shelter



ONE DAY 2025
American Advertising Federation - Coastal Bend & TAMU-CC Graphic Design

Terminal Pillar Wrap



ONE DAY 2025
American Advertising Federation - Coastal Bend & TAMU-CC Graphic Design

Directory Back-lit



ONE DAY 2025

Billboards (Vinyl or Digital)



ONE DAY 2025
American Advertising Federation - Coastal Bend & TAMU-CC Graphic Design

Exhibit 7: ONE DAY Campaign Overview- *continued*

5 col Ad

4,000 Pacientes Atendidas.
10 en Fondos Gubernamentales.
100% Poder Comunitario.

SE LA RAZÓN
Para Que Alguien Sienta

MISSION OF MERCY

ONE DAY 2025
American Advertising Federation - Coastal Bend & TAMU-CC Graphic Design

Half Page Ad

BE THE REASON
Our Community Stays Healthy

4,000 Patients Served Annually.
10 Government Funding.
100% Community Powered.

SE LA RAZÓN
Para Que Alguien Sienta

MISSION OF MERCY

ONE DAY 2025
American Advertising Federation - Coastal Bend & TAMU-CC Graphic Design

Medical Trade Magazine Quarter Page Ad

BE THE REASON
Someone Sees a Doctor Today.

Your Skills. Their Hope.

Flexible volunteer schedules.
Meaningful impact.
Compassionate community.

VOLUNTEER to Provide Care Without Costs.
Make It Your Mission.

MISSION OF MERCY

ONE DAY 2025

Flyer

BE THE REASON
Someone Smiles Today

Providing Free Medical Care to Single Moms.

Volunteer Donate

MISSION OF MERCY

ONE DAY 2025
American Advertising Federation - Coastal Bend & TAMU-CC Graphic Design

Brochure

BE THE REASON
Our Community Stays Healthy

4,000 Patients Served Annually.
10 Government Funding.
100% Community Powered.

SE LA RAZÓN
Para Que Alguien Sienta

MISSION OF MERCY

ONE DAY 2025
American Advertising Federation - Coastal Bend & TAMU-CC Graphic Design

Postcard Thank you Volunteers

YOU'RE THE REASON
Someone Smiled Today

Thank You For
VOLUNTEERING

LEARN ABOUT YOUR IMPACT | MissionOfMercyTX.org

Your Generosity is a Blessing

Thank you for making care possible for those who need it most. Your support brings hope and comfort to the people who come to us every day. Because of you, no one faces their darkest days alone.

MISSION OF MERCY

ONE DAY 2025
American Advertising Federation - Coastal Bend & TAMU-CC Graphic Design

Website Hero Header Images



ONE DAY 2025
American Advertising Federation - Coastal Bend & TAMU-CC Graphic Design

Exhibit 8: ONE DAY Media Plan

Media

Mission of Mercy 2026 ONE DAY Media Plan

Corpus Christi												
Type	Detail	Start Needed	April	May	June	July	August	September	October	November	December	Total
Digital												
Search	MDR Advertising - Google Grants (\$10,000 / Month)											\$ -
Display	MDR Advertising - Rich Media		\$ 7,000.00									\$ 7,000.00
	MDR Advertising - Display Ads		\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00						\$ 5,000.00
Digital Video	3amLoop - Branded Video		\$ 30.00									\$ 30.00
	MDR Advertising - Digital Video			\$ 1,000.00								\$ 1,000.00
Total			\$ 8,680.00	\$ 2,250.00	\$ 1,250.00	\$ 1,250.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 13,390.00
TV												
Television			\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00					\$ 5,000.00
KRIS			\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00					\$ 5,000.00
Spectrum			\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00					\$ 5,000.00
Total			\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ -	\$ -	\$ -	\$ -	\$ 15,000.00
Radio												
Radio			\$ 1,000.00	\$ 500.00								\$ 1,500.00
	Starlight Radio Group		\$ 2,000.00	\$ 2,000.00								\$ 5,000.00
Total			\$ 3,000.00	\$ 2,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,000.00
Out-of-Home												
Billboard			\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00				\$ 4,500.00
Banquets	Iconic		\$ 1,700.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00				\$ 4,472.00
Mail	La Palmera	- One vehicle directory panel per month - Three one-sided posters per month	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00							\$ 4,800.00
Airports	CCIA		\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00				\$ 1,800.00
Total			\$ 4,350.00	\$ 3,150.00	\$ 3,150.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ -	\$ -	\$ -	\$ 15,722.00
Print												
Newspaper					\$ 1,000.00	\$ 1,000.00	\$ 1,000.00					\$ 3,000.00
	South Texas News				\$ 1,000.00	\$ 1,000.00	\$ 1,000.00					\$ 3,000.00
Total			\$ -	\$ -	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ -	\$ -	\$ -	\$ -	\$ 6,000.00
Production												
Production												\$ -
	Arrow											\$ -
Total			\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Channel												
Digital			\$ 8,680.00	\$ 2,250.00	\$ 1,250.00	\$ 1,250.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 13,390.00
TV			\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ -	\$ -	\$ -	\$ -	\$ 15,000.00
Radio			\$ 3,000.00	\$ 2,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,000.00
OOH			\$ 4,350.00	\$ 3,150.00	\$ 3,150.00	\$ 1,600.00	\$ 1,600.00	\$ 1,600.00	\$ -	\$ -	\$ -	\$ 15,722.00
Print			\$ -	\$ -	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00	\$ -	\$ -	\$ -	\$ -	\$ 6,000.00
Total			\$ 18,980.00	\$ 11,452.00	\$ 11,607.00	\$ 9,497.00	\$ 8,157.00	\$ 1,602.00	\$ -	\$ -	\$ -	\$ 60,587.00

\$60,000 + In Donated Media

Media

\$21,000+ In Broadcast Media

TELEVISION



\$1000 per month
for 5 months of TV airtime/ads
Value \$5,000



\$1000 per month
for 5 months of TV airtime/ads
Value \$5,000



\$1000 per month
for 5 months of TV airtime/ads
Value \$5,000

RADIO



\$2500 per month
for 2 months of radio airtime/ads =
Value \$5,000



Starlight Radio Group
\$500 per month
for 2 months of radio airtime/ads =
Value \$1,000



ENLIGHTENED IMAGES
Carlos Hancy
Donated Radio/Video Production
Value \$1,000

Exhibit 8: ONE DAY Media- *continued*

13

Media

\$10,000+ In Print Media

PRINT



South Texas News Inc.
Beeville Bee-Prayune | Karnes Countywide | The News of San Patricio | Action Printing
Goliad Advance-Guard | The Progress | Refugio County Press | STexasNews.com

\$3555 per month - 3 months
27 ads in all 9 communities
Value \$10,665

\$13,000+ In Digital Media

DIGITAL



\$7000 rich media
\$5000 display
\$350 pre-roll
\$1000 digital video
Value \$13,350

Media

\$15,000+ In Out-of-Home Media

OUT OF HOME



(1) tri-side directory panel - 3 months
(3) one-sided posters - 3 months
Value \$4,800



(1) billboard - 6 months
Value \$4,500



CCRTA bus bench - 6 months
\$1160 production fee donation
Value \$4,472



CCIA - Pillar Ad in airport - 6 months **Value \$1,800**



ARROW - Pillar production fee donation **Value \$1,000**

Exhibit 9: Non-Profit Response

With Deep Gratitude for an Incredible ONE DAY Reveal

From Sherry Bowers <SBowers@amissionofmercy.org>

Date Wed 2/18/2026 4:38 PM

To Omar G Lopez <oglopez@aep.com>; Lexi Buquet <lexi@bucketworksadvertising.com>; Miller, Nancy <nancy.miller@tamucc.edu>; Dennis Wade <dennis@southtexasnews.com>; D'Anne Buquet <danne@bucketworksadvertising.com>; Jason Page (jasondavidpage@gmail.com) <jasondavidpage@gmail.com>; Quinton Smithwick <quinton@mdradvertising.com>; Carlos Haney <carloshaney1@me.com>; Kira Elizondo@tamucc.edu <kira.elizondo@tamucc.edu>

Cc Jennifer Janecek <jjanecek@MissionofMercy.org>; Taylor Young <tyoung@amissionofmercy.org>; Angie Martinez <amartinez@amissionofmercy.org>; Sherry Bowers <SBowers@amissionofmercy.org>

Dear ONE DAY Team,

On behalf of our Mission of Mercy leadership, staff, and entire team, thank you for an extraordinary ONE DAY Reveal Event last night.

We were truly blown away by the presentation and the comprehensive multi-media advertising campaign with donated media. None of us realized just how extensive and far-reaching this effort would be — the way it spans so many marketing platforms and touchpoints is remarkable. It was evident that an incredible amount of professional talent, strategy, and heart went into every detail.

All day today, our team has been “giddy.” Staff members kept stopping by one another’s offices sharing their favorite pieces — whether it was the stickers, the billboard, the volunteer lawn signs, or the creative messaging woven throughout the campaign. The excitement has been contagious.

We wasted no time getting started. This morning, our team began implementing next steps:

- Made a couple of minor adjustments to the brochure to prepare it for print
- Coordinating printing — with sincere thanks to AEP for their generous printing sponsorship
- Beginning website updates to incorporate the new messaging and creative
- Preparing social media announcements about the Reveal Event and the campaign announcement
- Preparing to order the vinyl pop-up for our waiting room
- Ordering the banner for the classroom, yard signs, magnets, stickers, t-shirts, and other materials

The momentum is already building.

I cannot adequately express our gratitude for this gift. What you have given is far more than marketing materials — you have strengthened our mission, expanded our impact, and amplified our ability to serve patients across South Texas with dignity and Healing through Love.

I am especially excited to continue working with Nancy throughout this year as we implement the various components of the campaign and maximize its reach.

Please extend our heartfelt thanks to every professional, volunteer, sponsor, student, and partner who made this possible. We are deeply grateful and incredibly excited for what lies ahead.

With sincere appreciation

Sherry Bowers, ACFRE-CFRE - Executive Director
Mission of Mercy Medical Center
2421 Ayers, Corpus Christi, TX 78404
361-883-5500 Ext. 104

BE THE REASON
Care Happens
Without Costs

Free healthcare for South Texas



GIVE or SERVE
MissionofMercyTX.org

Exhibit 10: AD LAB Planning Spreadsheet

AAF Fundraiser Discussion Topics

Topic		Details	Member Expert	Committee Member to Contact	Notes	Secured	Creative
1	Building a Marketing Plan	Budget, goals, strategies	SBOC	Lexi, Dennis	SBOC's Amy Rodriguez & Diana Robison will be available for the whole day	SBOC (Amy Rodriguez & Diana Robison)	Completed (includes lunch for two)
2	All in Marketing	Tools to use and not use	Hameen, Del Mar (Possible)	Jessie		Hameen Reynolds, Del Mar, All Day	Completed (lunch for 1)
3	Social Media that Sells		Carla, Jessie & Lacey	Lacey		Carla PM and Jessie all day	Completed (includes lunch for two)
4	Content that Converts	Blogs, Podcasts, Videos	Knightstorm	Lexi, Emily	Calla for Humerd and Alexis for RadioActive	Hector Zertuche and Erin Mohler, All Day	Completed (includes lunch for two)
5	SEO & Local Search Strategies		It's Moose	Lexi	Pending Moose's time availability but he's in	It's Moose, All Day	Complete (includes lunch)
6	Data Driven Marketing	What tools are available and what do you do with the info	Rachel Deen, JanLoop	D'Anne	She will host her table all day	Rachel Deen, JanLoop, All Day	Completed (includes lunch)
7	Local Partnerships & Collaborations		Visit CO/Influencer	Emily	Pending her bio and headshot	Visit Corpus Christi, All Day	Completed (includes lunch)
8	Seeking Interns and Internships	How do I find interns? What should I be offering interns?	TAMUCC/Del Mar	Jessie	Pending response for Del Mar	Chau Hoang, TAMUCC, All Day	Completed (includes lunch for two)
9	Crisis Communications	Press releases, media interviews, tool kits	La Palmera	Kristina		Kristina Wechsler, Amanda Sanchez, All Day	Completed (includes lunch for two)
10	Media-Ready in 15: Tell a Story That Sells	How to tell your story and what the media is looking for	Art Museum / KEDT	Alexis	Alexis putting together the team	Alexis DeLeon, Emily Salazar	Completed (includes lunch for two)
11	Printing 101	What is available? What paper should I use for what?	Gulf Coast Mailing	Sergio	Tania Shumaker	Tania Shumaker All Day	Completed (includes lunch)
12	Maximizing Local Media Partnerships	What is the media looking for in a partner? What can you ask for?	KRII & KRIS	Lexi	Mia Talley, KRII LSM & Ken Schuetze, KRII Multimedia Consultant	Ken Schuetze, Mia Talley, KRII / Sam Hawkins KRIS	Completed (includes lunch for 3)
13	Ad Campaign Clinic	Bring your current campaign and request a critique	Snyder + Associates	Brad		Brad Snyder, Elto Risi All Day	Completed (includes lunch for two)
14	DIY v. Hiring a Pro	With all the tools available, when should I pay for an expert?	MDR	Lexi		Quinton Smithwick, All Day, Sara Antonentz 9-12:30, Amanda Howell 10-11:30pm, Rebecca Neblett 2-3:30	Complete (includes lunch for 3)
15	Headshots	Free headshots	Jason Page	Jason Page		Jason Page, All Day	Completed (lunch for 1)
16	Fundraiser 101	Ideas, sponsorships & budgeting	Bucket Works	Lexi, D'Anne	Might invite AAF members to contribute	Bucket Works, All Day	Completed (includes lunch for 2)
17	Events through a Different Lens	Stretch a dollar, out-of-the-box ideas	Mansion Royal/Port Royal	Sergio Espinoza		Sergio Espinoza, All Day	Completed (1 lunch)
18	ADDY's 101	How to enter, types of categories	Savannah Garza	Lacey	Pending Gerald for morning sessions	Savannah Confirmed for 12:30-3:30, Gerald Flores 8:30am-11:30am	Completed (includes lunch for two)
19	More Than a Logo: Building a Brand You Can See, Feel, and Experience		Lacey Guzman	Lacey		Lacey Guzman	Completed (lunch for 1)
	Keynote Lunch	Turning Your Business into a Story People Remember	Visit Corpus Christi	Emily		Kathryn Hyatt, Visit Corpus Christi	Completed (lunch for 2)

Exhibit 10: AD LAB Planning Spreadsheet-continued

[illegible]

Exhibit 11: <https://www.aafcb.club/ad-lab> (event webpage)



american
advertising
federation

coastal
bend

OUR CLUB
JOIN
EVENTS
PAYMENT
EDUCATION

JOB POSTINGS



Meet one-on-one with the advertising industry experts at the first ever AAF-CB Ad Lab. Attendees will have an opportunity to receive consulting services from an array of AAF-CB members in 15 minute sessions from 8:30 am to 3:30 pm on a first come, first served basis in addition to a keynote lunch hosted by Visit Corpus Christi. If you have already purchased a ticket to attend the event, please click the button below to schedule your one-on-one sessions.

SESSION HIGHLIGHTS

AD CAMPAIGN CLINIC

Brad Snyder, Founder & Owner
Snyder + Associates

Attendees are invited to a one-on-one branding consultation with Brad Snyder, founder and owner of Snyder + Associates. With nearly four decades of experience since launching his advertising agency in 1987, Brad will personally review and critique attendees' current or proposed creative branding for marketing and advertising efforts. His work has earned an extensive list of honors, including numerous Silver Spurs and Best of Texas awards, recognition in Reputation Management Magazine, Communicator Awards, and hundreds of ADDY awards from AAF-Coastal Bend and the 10th District American Advertising Federation. This is a rare opportunity to gain expert insight from one of the



MORE THAN A LOGO:

BUILDING A BRAND YOU CAN SEE, FEEL & EXPERIENCE

Lacey Guzman, Marketing & Air Service Development Manager
Corpus Christi International Airport

In this one-on-one session, we will move beyond standard digital metrics to focus on the personal and professional "vibe" that defines your reputation. Whether you operate out of a physical office or work as an independent professional, you will learn how to shift from being a service provider to a memorable brand by engineering an experience that people don't just notice, but actively trust. We will explore how to curate your professional atmosphere, from the way you greet clients and the local partnerships you build to the unique "surprises" you provide, ensuring every interaction aligns with your brand's promise. You will gain strategies for infusing a "sense of place" into your work, making you a

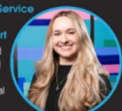


Exhibit 12: Event Session Registration Webpage



aaf
american
association
of
financial
planners®
coastal
band

[OUR CLUB](#) [JOIN](#) [EVENTS](#) [PARTNERSHIP](#) [EDUCATION](#) [JOB POSTINGS](#)

Please choose your sessions and appointment times using the products below. Appointment times are first come, first served. If your desired appointment time is not available, it has already been booked by another attendee. Please choose an alternate appointment time.

Attendees may also sign up for sessions day of if there available.

Please email info@aafch.club with any questions.

 Local Partnerships & Collaborations 10 TO AM ▼ PURCHASE	 Seeking Interns & Internships 8:30 AM ▼ PURCHASE	 Maximize Media Partnerships 9 TO AM ▼ PURCHASE
 SEO & Search Strategies 9:50 AM ▼ PURCHASE	 Content That Converts 10:50 AM ▼ PURCHASE	 More Than a Logo: BUSINESS & BRANDING YOU CAN SELL, RENT & EXPERIENCE 9 TO AM ▼ PURCHASE

Exhibit 13: Event Overview



Exhibit 14: Promotional Electronic Newsletters

AD LAB

PRESENTED BY **VISIT CORPUS CHRISTI**

Meet one-on-one with the advertising industry experts at the first ever AD LAB! All attendees will have an opportunity to receive consulting services from an array of AD LAB members in 15 minute sessions from 8:30 am to 3:30 pm on a first come, first serve basis in addition to a keynote lunch hosted by Visit Corpus Christi.

JAN. 9, 2026
8:30 AM - 3:30 PM
EL CAMINO
IN WATER STREET MARKET

TICKETS

\$1,500 SPONSOR
Eight tickets, a reserved table for eight at the keynote lunch, and first choice scheduling for each of the 8 guests

INDIVIDUAL TICKETS
• \$100 with lunch and a seat for the lunch keynote
• \$75 without lunch and keynote lunch

TOPICS

- Building a Marketing Plan
- Awarding Customer Loyalty
- All in Marketing
- Social Media: How to Get It Right
- Content Marketing
- SEO & Local Search Strategies
- Email Marketing
- Local Partnerships & Collaborations
- Sending Invites & Internships
- Turning Customers into Advocates
- Crisis Communications
- How to Tell Your Story
- Printing 101
- Balancing Traditional & Innovative Strategies
- Awarding Local Media Partnerships
- Ad Campaign Clinic
- 30 or More Years of Advertising
- Events Through a Different Lens

And professional headshots by Jason Page Photography!

THANK YOU TO OUR DIAMOND & PLATINUM MEMBERS

AD LAB

PRESENTED BY **VISIT CORPUS CHRISTI**

SESSION HIGHLIGHTS

DATA DRIVEN MARKETING
Rachel Campbell Dean, Regional Sales Manager
JamLoop

Rachel Dean is a seasoned strategist specialising in connected TV and digital media, with a strong focus on leveraging data to drive marketing effectiveness. With a robust background in programmatic advertising, audience segmentation, and performance analysis, she crafts tailored campaigns that deliver measurable outcomes. Sign up to visit with Rachel as she helps you find the right approach for you to integrate advanced data analytics to optimize targeting, enhance customer engagement, and maximize ROI across digital platforms.

PRINTING 101
Tonica Shumaker, Graphic Design Specialist
Deel More College

If you go up for a consult with Tonka, you'll be able to explore a wide variety of paper samples ranging in weights, textures, finishes, and available specialty finishes. You'll also understand your material choices affect final output and what possibilities are available. So you can walk away with the essential print knowledge such as bleed, margins, resolution, color modes, file formats, and common printing types and styles. By talking through these key concepts, you'll be able to communicate clearly with printers and avoid costly and action errors. This consult is designed to give you the confidence to take on any print project.

PUTTING THE FUN IN FUNDRAISING
D'Anne Ruggert & Lani Ruggert
Ruggert Works

Sign up for "Putting the Fun in Fundraising" led by D'Anne Ruggert and Lani Ruggert of Ruggert Works, a local fundraising firm specializing in creative, high-impact nonprofit events. With experience managing galas, themed parties, fundraisers, and more for a wide range of community clients, they bring proven expertise to every fundraiser. This session offers practical insights on building a budget, creating an event that offers a compelling program, developing a strong partnership with your donors, and choosing the right venue. Perfect for business owners, CEOs, and board leaders looking to elevate their event fund-raising, this session is a must-attend for anyone looking to make your next fundraising event both fun and successful. Secure your spot and join your next fund-raising event to an unforgettable experience.

FOR THE FULL LIST OF TOPICS & TO PURCHASE TICKETS, CLICK HERE!

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THANK YOU TO OUR DIAMOND & PLATINUM MEMBERS

AD LAB

PRESENTED BY **VISIT CORPUS CHRISTI**

SESSION HIGHLIGHTS

ADDYS 101
Gerald Flores, Creator & Director
Turdoo Groove Films

You are already well on your way through why creating the ADDYS is actually worth it when you do it with intention. Gerald will share how he decided what work to enter, how to be strategic with categories, and how creating the ADDYS has impacted his creative process and business growth.

DIY V. HIRING A PRO
Quinton Smithwick, Media Director
MDR Advertising

Learn what a DIY advertising approach makes sense and when performing your own agency can create a budget, more efficient results. We'll walk through the real costs of each option, including time, tools, opportunity cost. We'll also talk about how to choose the right person for your needs and how factors like design, creative quality, and consistent marketing shape performance. You'll leave with practical questions to consider and a straightforward way to decide which path best supports your goals, budget, and bandwidth.

EVENTS THROUGH A DIFFERENT LENS
Sergio Rodriguez, Resort Sales Manager
Port Royal Ocean Resort & Conference Center

Visit Sergio's table to learn how to approach every planning and execution, idea, and a dedicated perspective. Drawing from his experience managing high-profile productions, such as Power's Candlelight Concerts, events for Texas Parks & Wildlife, large community fundraisers for the City of Corpus Christi, and more, Sergio explains how memorable events are built through a balance of strong logistics, thoughtful storytelling, and a deep understanding of the audience. He shares real-world insights on coordinating large-scale events with multiple partners, creating a compelling narrative, and navigating challenges under pressure with clarity. This will also give you a better understanding of how small details shape the entire guest experience, as well as how to be flexible in the industry.

FOR THE FULL LIST OF TOPICS & TO PURCHASE TICKETS, CLICK HERE!

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THANK YOU TO OUR DIAMOND & PLATINUM MEMBERS

AD LAB

PRESENTED BY **VISIT CORPUS CHRISTI**

SESSION HIGHLIGHTS

TURNING YOUR BUSINESS INTO A STORY PEOPLE REMEMBER
Kathryn Hyatt
Service Director of Marketing
Visit Corpus Christi

Find Your Story: Identify what makes your business uniquely Corpus Christi & tell it with authenticity.
Lead with Emotion: Learn why people remember feelings more than facts.
Know to create that connection with customers.
Simplify Your Message: Cut the marketing clutter with one clear idea customers can repeat and share.
Show, Don't Tell: Use visuals, experiences, and everyday moments to build brand loyalty organically.
Be Part of the Bigger Story: Align your business with the community's pride & tourism momentum to amplify your reach.

PROFESSIONAL HEADSHOTS
Jason Page
Jason Page Photography

More than just a pose and a backdrop, professional headshots are a career, high-quality headshots are essential. It's the first impression you make with clients, employers, and partners. A professional image helps build credibility, confidence, and trust, positioning you for greater success in your career. In business, don't miss the opportunity to update your image and let us help you stand out from the crowd.

AD CAMPAIGN CLINIC
Brend Snyder, Founder & Owner
Snyder+Associates

Attendees are invited to a one-on-one branding consultation with Brad Snyder, founder and owner of Snyder+Associates. With nearly four decades of experience since launching his advertising practice in 1982, Brad will personally review and critique attendees' current or proposed creative branding for marketing and advertising efforts. His work has earned an international reputation, including numerous Silver Stears and Best of Show awards, recognition in Marquette Magazine, Communicator Awards, and hundreds of AdAge awards from the Creative Advertising 100 to the Advertising Advertising Federation. This is a rare opportunity to gain expert insight from one of the region's most respected advertising professionals.

FOR THE FULL LIST OF TOPICS & TO PURCHASE TICKETS, CLICK HERE!

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THANK YOU TO OUR DIAMOND & PLATINUM MEMBERS

PRESENTED BY

9

Friday, January 9, 2026 at 8:30 AM – 3:30 PM

AAFCB's Ad Lab

El Camino Comida & Bar

Lacey Guzman invited you

About
Discussion

Add a Post

RECENT ACTIVITY

American Advertising Federation - Coastal Bend

December 2, 2025 · 🌐

...

Need help with social? 📢 Don't miss this session at AD LAB: "Social Media That Sells," featuring Jessie Chrobocinski from Del Mar College & Carla Swallow from the Texas... [See more](#)

aaf

american advertising federation

coastal bend

Details

- 48 people responded
- Event by American Advertising Federation - Coastal Bend
- El Camino Comida & Bar
- Duration: 7 hr
- Public · Anyone on or off Facebook

AAFCB's first-ever AD Lab is here! Tired of throwing money at ads that don't work? Ready to stop guessing and start getting real results?

AD LAB is your chance to get 15 minutes o... [See more](#)

Corpus Christi, Texas

[Privacy](#) · [Consumer Health Privacy](#) · [Terms](#) · [Advertising](#) · [Ad Choices](#) · [Cookies](#) · [More](#)

Exhibit 16: Social Media Posts

aaf american advertising federation coastal bend

BUILDING A MARKETING PLAN

AMY RODRIGUEZ & DIANA ROBISON
Certified Business Advisors,
Del Mar College Small Business Development Center (SBDC)

aafcoastalbend Don't miss this essential session at AD LAB: "Building a Marketing Plan"! We are featuring Diana Robison (CBA II) and Amy Rodriguez (CBA I) from the Del Mar College Small Business Development Center (SBDC).

In your dedicated AD LAB consultation, Diana and Amy will help you:

- Define your path to market with a solid marketing plan.
- Connect with free local resources to accelerate growth.
- Receive expert advice on your unique business challenges.

This is a must-attend for aspiring entrepreneurs, small business owners, and growing companies. Secure your limited one-on-one spot now with the link in our bio.

Presented by @visitcorpuschristi.

Liked by lapalmeracc and 8 others
November 29, 2025

aaf coastal bend

AD LAB SESSION SCHEDULING IS NOW OPEN

JAN. 9, 2026
8:30 AM - 3:30 PM

EL CAMINO
IN WATER STREET MARKET

aafcoastalbend El Camino Comida & Bar

aafcoastalbend New Year, New Marketing plan! Join us for Ad Lab this Friday for your chance to meet one-on-one with communications, advertising, marketing, and PR professionals from the area's leading agencies and businesses.

This is a rare opportunity for small and large businesses alike to get personalized, actionable strategies directly from an industry leader all in one place.

Attendees will have the opportunity to schedule up to 15 consultations throughout the day, including complimentary headshots, so you can tackle whatever issues your business may be facing. Session scheduling is now open, so grab your ticket today to secure your top choices.

When: January 9th, 2026
Where: El Camino
Tickets: link in bio

Presented by @visitcorpuschristi

Edited · 8w

ladylexington 7w 1 like Reply

liskaelizabeth where is the link to schedule my

Liked by bradsnydercc and 24 others
January 6

AD LAB 10w

aaf american advertising federation coastal bend

AI IN MARKETING

HAMEEN REYNOLDS
Digital Content & Social Media Specialist,
Del Mar College

Reply to aafcoastalbend...

AD LAB 14w

aaf coastal bend

AD LAB

PRESENTED BY **VISIT CORPUS CHRISTI**

Meet one-on-one with the advertising industry experts at the first ever AAF-CB Ad Lab. Attendees will have an opportunity to receive consulting services from an array of AAF-CB members in 15 minute sessions from 8:30 am to 3:30 pm on a first come, first served basis in addition to a keynote lunch hosted by Visit Corpus Christi.

JAN. 9, 2026
8:30 AM - 3:30 PM

EL CAMINO
IN WATER STREET MARKET

Reply to aafcoastalbend...

AD LAB 14w

aaf american advertising federation coastal bend

BUY YOUR TICKET TODAY

Reply to aafcoastalbend...

Exhibit 17: Social Media Advertisements



Meta Verified can help your business
Sign up for a verified badge and build credibility with new customers.

[Sign up now](#)

Performance ⓘ

Landing Page Views ⓘ

432

Cost per Landing Page View ⓘ

\$0.63

Views ⓘ

22,510

Reach ⓘ

14,750

Activity

Post engagements

566

Link clicks

533

Landing page views

432

Post reactions

30

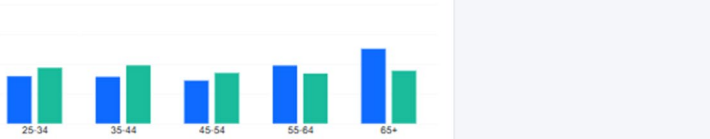
[See all](#)

Audience

This ad reached **14,750 Accounts** Center accounts in your audience.

People Placements Locations

50.6% Women 49.4% Men



Audience details
Only the person who created this ad can see audience details.

Details

Status: **Completed**

Goal: **Get more website visitors**

Daily budget: **\$40.00**

Duration: **10 days**

[See all](#)

Preview

Stop wasting money on bad marketing. Talk to a local expert instead. If you don't have a clear marketing strategy for 2026, you're likely leaving money on the table. Skip the generic webinars and get direct access to the source at Ad Lab at January 9th, 2026. Your ticket...

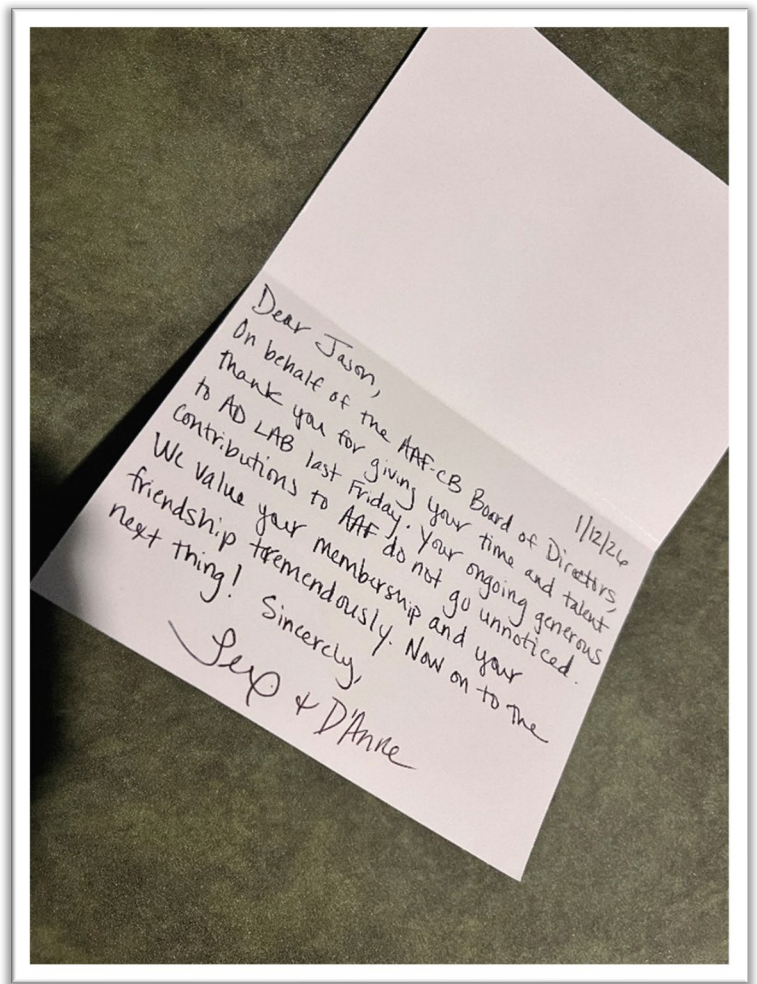
[Book now](#)



Exhibit 18: Event Recap



18A: Thank You Social Media Post



18B: AAF-CB Participating Member Thank You Note