



2025 American Advertising Awards

March 6

Sponsorship Opportunities

About The American Advertising Awards

A three-tiered, nationwide competition presented by the American Advertising Federation (AAF), the American Advertising Awards is the advertising industry's largest and most representative competition. Attracting over 40,000 entries every year, the mission of the competition is to recognize and reward the creative spirit of excellence in the art of advertising.

At the first tier, central Maryland regional entrants vie to #WinAnAddy and receive recognition as the very best in the market. At the second tier, local winners compete against winners from New York, New Jersey, Pennsylvania, Delaware, Maryland, and Washington, DC. in the District 2 competition. District winners are then forwarded to the national stage.

The central Maryland competition is presented by the AAF Baltimore chapter, which brings together the region's advertising and marketing elite from global agencies to small local shops, freelancers, photographers, and more. Averaging more than 250 entries that represent dozens of agencies, thousands of professionals, and hundreds of brands, the American Advertising Awards competition in Baltimore is the nexus of creativity, innovation, and business.

This year's show will be held March 6, 2025.

About AAF Baltimore (AAFB)

A hub for all things advertising in central Maryland. We support and connect the advertising industry through collaboration, education, events, networking, and thought leadership.

Representative of an engaged, diverse, and growing audience of advertising professionals in the greater Baltimore area.

- A not-for-profit organization representing advertising agencies, corporate marketing departments, freelancers, advertising professionals, and students.
- Part of the AAF - Founded in 1905, this national organization includes 200 local chapters and over 40,000 members.

AAFB members represent a diverse and dynamic industry, including:

Agencies

Client Companies

Trade Organizations

Community Services

Marketing Services Suppliers

Media Firms

Marketing Research Companies

Independent Professionals

Business Owners

Agency Professionals

Production Professionals

Corporate Marketers

Marketing Professionals

Creative Professionals

PR Specialists

Media Experts

Digital Experts

CEOs

VPs

Directors

Managers

Creative Directors

Account Managers

Media Directors

Media Sales

Educators

Students

Writers

Artists

Web Designers

Baltimore by the numbers.

The AAFB represents thousands of professionals and positions within the advertising and marketing community. The largest segment consists of senior-level, decision-makers.



Our Corporate Members

(to name drop a few)



alex+tom



the cyphers agency



idfive



marriner marketing
let clarity define you.™



sympatico

tbc

viscul.



Why sponsor the American Advertising Awards?

The American Advertising Awards provide unprecedented access to agencies, companies, influencers, and individuals across advertising, marketing, and business communities in the central Maryland region—all for a fraction of the cost of a standalone marketing campaign.

Sponsorship packages were developed to provide maximum engagement and flexibility over an extended period of time. They also provide additional opportunities for customization. To request a customized package, email winanaddy@baltimoreadvertising.com.

Sponsorship is ideal for:

Local Businesses

Paper Companies

Print Shops

Production Studios

Media Production

Advertising Media Outlets

Print and Digital News Outlets

Radio Stations

Advertising Platforms

Recruitment Agencies

Office and Technology Services

Freelance Creative Services

Restaurants

Caterers

Event Spaces

Networks

Research & Analytics Firms

Consultants

Leisure & Sports Businesses

Merchandise & Promotional

Clothing & Grooming



Sponsorship Opportunities

Title Sponsor

\$7,500 (1 spot available)

- Recognition as official “Title Sponsor” of The American Advertising Awards Baltimore, presented by [Your Company] with logo featured on all event signage and marketing materials (including emails, social media, print ads, etc).
- Recognition as “Title Sponsor” on the AAFB website
- Inclusion in The American Advertising Awards Baltimore social media campaign
- Opportunity to have a company representative serve as “Welcome Host” during Opening Ceremonies
- 10 tickets with premium seating for the awards event
- Ability to set up a promotional table during cocktail hour (manned by sponsor)
- Two-minute commercial slot at the opening of the awards event
- Full page “Welcome Letter” by company representative in awards show book
- Full-page ad (inside front cover) in awards show book
- Company logo in awards show book sponsor acknowledgments
- Company logo in the Winner’s Reel presented at the live event
- Special mention during the awards presentation at the live event
- Ability to provide promotional items in attendees’ swag bag
- Sponsorship recognition with logo and link on the AAFB website for one year

Gold Sponsor

\$4,000 (up to 5 spots available)

- Recognition as “Gold Sponsor” on the AAFB event page with prominent logo placement and link
- Prominent company name and logo placement on event signage and all marketing materials (including emails, social media, print ads, etc).
- Inclusion in The American Advertising Awards Baltimore social media campaign
- Five tickets for the awards event
- Company logo in awards show book sponsor acknowledgments
- Full-page ad in awards show book
- Company logo in the Winner’s Reel presented at the live event
- Special mention during the awards presentation at the live event
- Ability to provide promotional items in attendees’ swag bag
- Sponsorship recognition with logo and link on the AAFB website for one year

Sponsorship Opportunities

Bar Sponsor

\$2,750 (2 spots available)

- Prominent logo placement on bar signage at the live event
- Signature cocktail selection and naming rights
- Recognition as “Bar Sponsor” on the AAFB event page with logo and link
- Company name and logo placement on event signage and all marketing materials (including emails, social media, print ads, etc).
- Inclusion in The American Advertising Awards Baltimore social media campaign
- Two tickets for the awards event
- Signature cocktail recipe page in awards show book with sponsorship acknowledgment
- Company logo in awards show book sponsor acknowledgments
- ½ ad in awards show book
- Company logo in the Winner’s Reel presented at the live event
- Special mention during the awards presentation at the live event
- Ability to provide promotional items in attendees’ swag bag

Silver Sponsor

\$1,500 (up to 10 spots available)

- Recognition as “Silver Sponsor” on the AAFB event page with logo placement and link
- Company name and logo placement on event signage and all marketing materials (including emails, social media, print ads, etc).
- Inclusion in The American Advertising Awards Baltimore social media campaign
- One ticket for the awards event
- Company logo in awards show book sponsor acknowledgments
- ¼ ad in awards show book
- Company logo in the Winner’s Reel presented at the live event
- Special mention during the awards presentation at the live event
- Ability to provide promotional items in attendees’ swag bag
- Sponsorship recognition with logo and link on the AAFB website for one year

Sponsorship Opportunities

Bronze Sponsor

\$500 (up to 10 spots available)

- Recognition as “Bronze Sponsor” on the AAFB event page with logo placement and link
 - Inclusion in The American Advertising Awards Baltimore social media campaign
 - Company name and logo placement on patron signage at awards events
 - Company name listed in awards show book sponsor acknowledgments
 - ¼ page ad in awards show book
 - Company logo in the Winner’s Reel presented at the live event
 - Special mention during the awards presentation at the live event
 - Ability to provide promotional items in attendees’ swag bag
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Media sponsorship opportunities also available!

For more information or to become a sponsor, contact us.

Awards Committee

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Award Show Book Ad Space

2-Page Spread: \$750

Full page: \$500

1/2 page: \$400

Freelance Directory Listing

\$25

Printed listing in the awards show book, distributed to 350+ attendees, and inclusion in digital freelance directory for one year.



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