

WASHINGTON, D.C. | SEPT. 30th - OCT. 3rd, 2019

Now in its 16th year, ADWKDC is a week-long celebration of Washington, D.C.'s advertising, marketing, and communications community. The cornerstone event of the week is a one-day conference to be held Thursday, Oct. 3rd. Also taking place during the week are hosted programs at venues throughout the city as well as many networking opportunities.

Attending are professionals from media, ad agencies, PR firms, design studios, online/digital platforms, tech start-ups, corporations, nonprofits, mar-comms, and more.

SPONSORSHIP OPPORTUNITIES

Executive Breakfast Sponsor (\$10,000):

The Advertising Week Executive Breakfast is an invitation-only educational and networking event tailored especially for executive-level communications and marketing professionals. Speakers and topics are carefully curated to deliver timely, informative and thought-provoking strategic concepts and innovations to influential leaders from DC's most respected companies and organizations.

- Admittance to the Sponsor-Only Executive Breakfast before the conference
- 5 minutes to introduce your company to all attendees
- Vendor table at the Executive Breakfast
- Sponsor recognition on executive invitations
- Sponsor recognition on other related communications
- 10 tickets to all week's events included
- Logo recognition with on-site signage
- Verbal recognition by breakfast host/facilitator
- Logo and link on AAF DC / ADWKDC website

WiFi Sponsor (\$2,500):

ADWKDC will feature WiFi access throughout the conference venue, where guests can log in on their laptops and mobile devices.

- Company name as the WiFi password for the entire conference day
- Table card signage can include the password and company logo
- Recognition in all publicity materials / signage
- 3 tickets to all week's events included
- Logo and link on AAF DC / ADWKDC website
- Logo in on-screen loop prior to events

Main Conference Company Table (\$2,500):

- 10 person table for prime viewing for the full day event
- Reserved table signage with company logo
- Up to 10 tickets to all week's events included
- Logo and link on AAF DC / ADWKDC website

Single Session Sponsor (\$5,000):

- 5 minutes to introduce the session and topic
- Recognition in all publicity materials / signage
- Recognition from the podium as conference Session Sponsor
- 4 tickets to all week's events included
- Logo and link on AAF DC / ADWKDC website
- Up to 4 AAF DC social mentions
- Logo in on-screen loop prior to events
- On-site table for sponsor materials / giveaways in exhibition area
- Recognition in ADWKDC email blasts
- Dedicated email blast to AAF DC membership

Hosted Event Sponsor (In-kind):

- Location host an ADWKDC event outside of the main conference day
- Special promotion of your hosted event
- Up to 3 AAF DC social mentions
- 2 tickets to all week's events included
- Logo and link on AAF DC / ADWKDC website
- Recognition in all publicity materials / signage

Lunch Sponsor (\$5,500):

- Sponsor of the conference Lunch and Lunch Keynote
- 5 minutes to introduce the speaker and topic
- Branded napkins with logo, if company provides
- Logo on signage and food displays
- Recognition in all publicity materials / signage
- Recognition from the podium as conference Lunch Sponsor
- 4 tickets to all week's events included
- Logo and link on AAF DC / ADWKDC website
- Up to 4 AAF DC social mentions
- Logo in on-screen loop prior to events
- On-site table for sponsor materials / giveaways in exhibition area
- Recognition in ADWKDC email blasts
- Two Dedicated email blast to AAF DC membership

Breakfast or Afternoon Break Sponsor (\$3,000 each):

- Branded napkins with logo, if company provides
- Logo on signage and food displays
- Recognition as Breakfast or Afternoon Break Sponsor
- Up to 3 AAF DC social mentions
- 4 tickets to all week's events included
- Logo and link on AAF DC / ADWKDC website
- Recognition in all publicity materials / signage
- On-site table for sponsor materials / giveaways in exhibition area
- Recognition in ADWKDC email blasts

Business Lounge Sponsor (\$5,000):

Business lounge sponsorship will give one company day long, high-profile brand exposure while providing attendees the services they need at the conference. The Attendee Lounge at ADWKDC will be THE place for attendees to check email, hold meetings, charge their mobile device, make a call, and enjoy a cup of coffee.

- Logo on Business Lounge signage,
- Option to have the lounge named after your company name (e.g. AAF Business Lounge)
- Recognition from the podium as Attendee Lounge sponsor
- Table for sponsor materials in lounge area
- Up to 4 AAF DC social mentions
- 4 tickets to all week's events included
- Logo and link on AAF DC / ADWKDC website
- Recognition in ADWKDC email blasts
- Two Dedicated email blast to AAFDC membership

Coffee Bar Sponsor (\$3,000 each): AM / PM Sponsorships available

Providing coffee to attendees of the conference throughout the day.

- Sponsor a single breakout session (out of 6 total)
- 5 minutes to introduce the session and topic
- Recognition in all publicity materials / signage
- 1 tickets to all week's events included
- Logo and link on AAF DC / ADWKDC website
- Up to 2 AAF DC social mentions
- Logo in on-screen loop prior to events
- Recognition in ADWKDC email blasts

CUSTOM SPONSORSHIPS

If the above options don't fit your organization's unique needs, we'd love to build a custom opportunity with you. Our sponsorship committee is available to work with you to come up with something creative and deliberate for the audience of communication's professionals you are trying to reach.