



AMERICAN ADVERTISING FEDERATION  
BATON ROUGE

2016

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**American  
Advertising  
Awards**

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*of Baton Rouge*

## Why AAF-BR?

AAF-Baton Rouge prides itself on many years of public and community service, awards and recognition, and fellowship with our friends in this truly unique business. For those of you unfamiliar with the AAF-BR, our club consists of local professionals based in the fields of advertising, sales promotion, public relations, marketing, social media, production and the buying or selling of advertising. We are an affiliate of the American Advertising Federation, the only national organization representing the interests of the entire advertising community. The AAF membership includes more than 400 corporations, 216 clubs and federations, and 133 college chapters, together creating a unified network of almost 50,000 affiliated members dedicated to the good of advertising.



For decades, the AAF-BR has been a valuable and dedicated community partner. We organize club-wide food drives, produce public service advertising campaigns and provide scholarships and a variety of educational opportunities for LSU, Southern University and other local students. Our club also showcases local talent at its annual American Advertising Awards, formerly known as the AAA Awards, with winning entries advancing to the district and national AAA competitions. Other club achievements include 18 wins as the District 7 Division III Club of the Year, and a four-time winner of the AAF National Division III Club of the Year.



***Thank you for supporting the efforts of AAFBR. Your investment will go a long way in maintaining the integrity of the advertising industry. For more information on how AAF-BR makes a difference, please visit [www.aafbr.org](http://www.aafbr.org).***

# Sponsorship Levels For The 2016 American Advertising Awards

## Platinum

### Platinum \$3,000

- FULL VIP TABLE\* (10 seat) for the AAA Awards ceremony
- Full-page 4-color ad in the AAA Winners' Book
- 30-second video promotion for your company on Winners' Reel shown during the AAA Awards ceremony
- Sponsor acknowledgment during awards program
- Logo recognition on all AAA promotions and printed collateral
- Logo placement with link on the AAA event web site
- Free guest ticket to any AAF-BR professional development luncheon

\*VIP seating is the only reserved seating available for this event (General Admission seating is first come first serve), it is preferred seating and the only seating that comes with special beverage waitress service during the Baton Rouge AAA Awards ceremony.

Posters given with all  
Call for Entry bags

## Gold

### Gold Level \$2,000

- Four tickets to the AAA Awards ceremony
- Half page 4-color ad in the AAA Winners' Book
- 15-second video promotion for your company on Winners' Reel shown during the AAA Awards ceremony
- Logo recognition on all AAA promotions and printed collateral
- Logo placement with link on the AAA event web site
- Free guest ticket to any AAF-BR professional development luncheon



*Congratulations*  
to the 2015 American Advertising Award Winners!

### 2015 E.A. "PETE" GOLDSBY SILVER MEDAL AWARD WINNER: JEFF WRIGHT

Over the course of his career, Jeff put his insightful strategic thinking and creative problem solving to work for many prominent organizations including Campus Federal, Louisiana Department of Revenue, Louisiana Workforce Commission, B&B, L&H Workers' Comp and Blue Cross Blue Shield of Louisiana to name a few. He was also very giving of his time and knowledge to students and those new to the industry.

For his dedication to the advertising profession, to advertising and public relations students and young professionals, and to the Baton Rouge community, we proudly honor Jeff Wright with the 2015 E.A. "Pete" Goldsby Silver Medal Award.



### PRESIDENT'S SERVICE AWARD: Theresa Nguyen

COMPANY SERVICE AWARD: Otey White & Associates

### BEST OF SHOW OVERALL

Brew at the Zoo Campaign  
TILT  
Baton Rouge Zoo

### SPECIAL JUDGE'S AWARDS

Wish by You Brand  
Brew Agency  
Angel Award Program  
Blue Cross and Blue Shield of Louisiana  
Taco Roads Brewing Philanthic  
BRZoom

### BEST OF SHOW AWARDS

INTEGRATED CAMPAIGN  
Creative Camp  
Lamar Advertising Company

### PRINT

CDI Fine Jewelers Business Card  
deandinteractive

### BROADCAST

Job Law Video Campaign  
Louisiana Economic Development

### INTERACTIVE

Wilson Worldwide Connect Plus Idea Network Website  
Cavalent Logic

### ART DIRECTION

Wilson's Center for Wellness Campaign  
MSR

### COPYWRITING

Louisiana Job Connection Integrated Campaign  
Louisiana Economic Development

### AWARD PROFESSIONALS

#### GOLD | SILVER

- |    |    |                                |
|----|----|--------------------------------|
| 1  | 1  | AAFR                           |
| 2  | 2  | BCBSLA                         |
| 3  | 1  | Brew Agency                    |
| 7  | 2  | BRZoom                         |
| 1  | 1  | Cavalent Logic                 |
| 1  | 1  | The Day Group                  |
| 1  | 1  | deandinteractive               |
| 1  | 1  | Digital FX                     |
| 1  | 1  | Dimensional Goldstein          |
| 1  | 1  | elbowroom                      |
| 2  | 1  | Envoc                          |
| 1  | 1  | Gatorworks                     |
| 1  | 2  | Hatchbit                       |
| 1  | 1  | Lamar Advertising Company      |
| 2  | 2  | Lamar Graphics                 |
| 1  | 1  | Launch Media                   |
| 6  | 5  | Louisiana Economic Development |
| 1  | 1  | LSU Athletics                  |
| 10 | 14 | MSR                            |
| 1  | 1  | Miles                          |
| 1  | 1  | OLG Regional Medical Center    |
| 1  | 1  | Marketing & Communications     |
| 1  | 1  | Red Six Media                  |
| 2  | 1  | Rock Science Agency            |
| 1  | 1  | Rotolo's Pizzeria              |
| 1  | 1  | TILT                           |
| 1  | 2  | UnityTV                        |
| 1  | 1  | Visit Baton Rouge              |
| 1  | 1  | Xdesign, Inc.                  |
| 2  | 5  | Zehnder                        |

### STUDENT BEST OF SHOW

BFA Recruiting Material, School of Art  
Tina Korani, Luka Restrepo, Lynn Daggert, Rod Parker, Kitty Phony

### STUDENT SPECIAL JUDGES' AWARD

#HoldFourTongue Integrated Campaign  
Hayley Sauer, Alexander Orlowski

### GOLD AWARDS STUDENTS

BFA Recruiting Material, School of Art  
Tina Korani, Luka Restrepo, Lynn Daggert, Rod Parker, Kitty Phony

#HoldFourTongue Integrated Campaign  
Hayley Sauer, Alexander Orlowski

LSU College of Art & Design Annual Report 2013-2014  
Amy Blacketter, Luka Restrepo, Rod Parker, Kitty Phony

Mac Daddy Restaurant Logo  
Katherine Roberts

### SILVER AWARDS STUDENTS

- |   |   |                                   |
|---|---|-----------------------------------|
| 1 | 1 | Amy Blacketter                    |
| 3 | 1 | GD09 - LSU School of Art          |
| 2 | 1 | Sarah Kershaw                     |
| 1 | 1 | Legacy Magazine                   |
| 1 | 1 | LSU Graphic Design - Junior Class |
| 1 | 1 | Maddison Scullin                  |
| 1 | 1 | Nichole Wierschman                |
| 1 | 1 | Lauren Zimmerman                  |

Learn More:  
[www.addybr.com](http://www.addybr.com) & [www.aafbr.org](http://www.aafbr.org)  
#addybrprom

### 2015 Proud SPONSORS

#### PLATINUM

- Lambert's
- TURNER INDUSTRIES
- COX Media
- Heart Media

#### GOLD

- LAUNCH
- ADVOCA

#### BRONZ

- CREATIVE E
- OTTEY WHITE ASSOCIATES
- LAUNCH
- Business Report
- TUCK N' ROLL MEDIA
- LAUBERGE CASINO & HOTEL - BATON ROUGE
- LAMAR
- iHeart MEDIA
- ZENNDER
- TURNER INDUSTRIES
- IN-KIND
- LAUNCH
- TUCK N' ROLL MEDIA
- PRINTING
- Business Report
- Type & Image
- OTTEY WHITE & ASSOCIATES
- Emprint

#### IN-KIND

- CREATIVE ENGLISH
- LAUNCH
- TUCK N' ROLL MEDIA
- PRINTING
- Business Report
- Type & Image
- OTTEY WHITE & ASSOCIATES
- Emprint

Tickets



Congratulations Winners newspaper ad

# Sponsorship Levels For The 2016 American Advertising Awards

## Silver

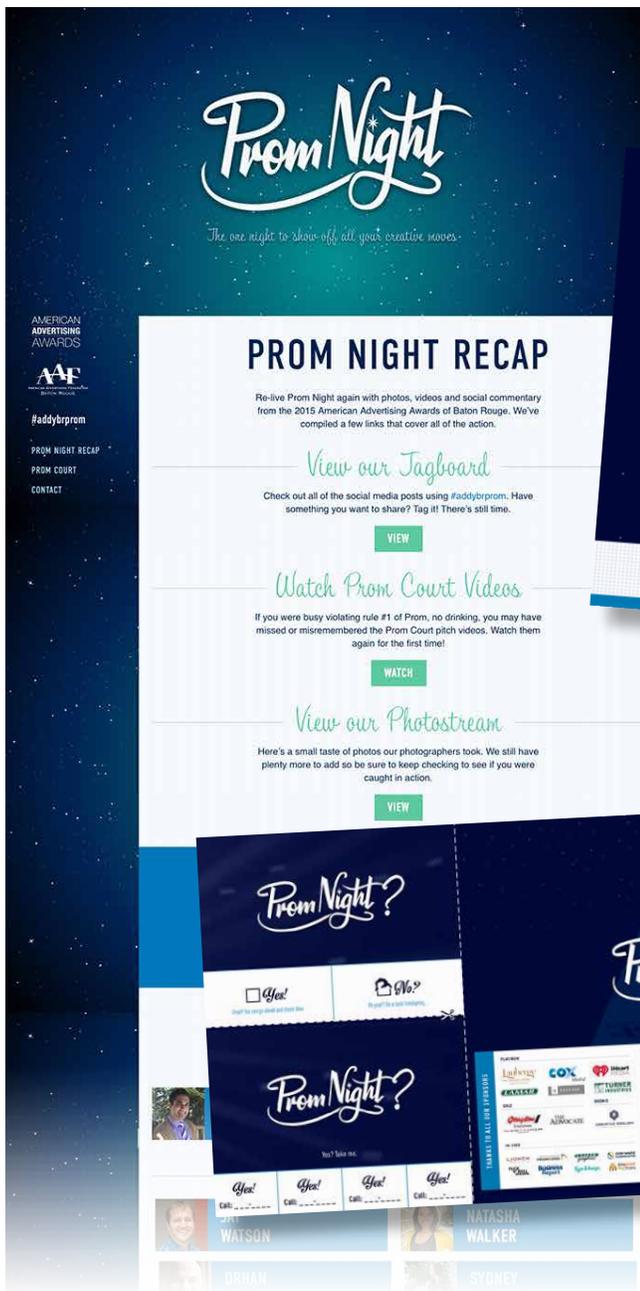
### Silver \$1000

- Two tickets to the AAA Awards ceremony
- ¼ page, 4-color ad in AAA Winner's Book
- Logo displayed on sponsor acknowledgment scroll on Winner's Reel
- Logo placement with link on the AAA event web site
- Free guest ticket to any AAF-BR professional development luncheon

## Bronze

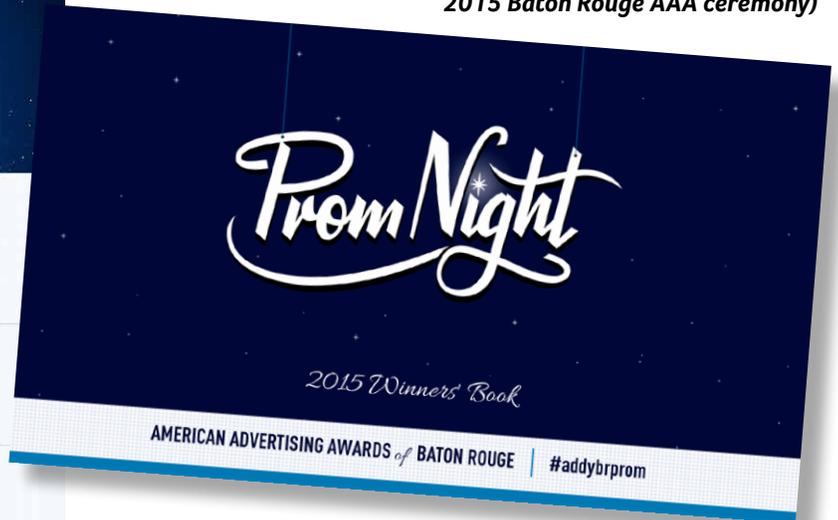
### Bronze \$500

- Two tickets to the AAA Awards ceremony
- Name displayed on sponsor acknowledgment scroll on Winners' Video
- Name listed under "Friend of ADDYs" in AAA Winners' Book
- Free guest ticket to any AAF-BR professional development luncheon



### Website

Winner's books given to all who attend the awards  
(Over 500 local business owners and advertising professionals were in attendance for the 2015 Baton Rouge AAA ceremony)



Minimum 2 postcard mailings to Advertising and Marketing Professionals



# Terms and Condition of Sale

THIS AGREEMENT is made between The American Advertising Federation of Baton Rouge, hereinafter referred to as "AAF-BR," and the customer whose name appears on the face of this contract, either directly or through its advertising agency, both of which are hereinafter collectively referred to as "sponsor," on the date indicated on the reverse.

- PAYMENT:** Sponsor agrees to pay AAF-BR the aggregate amount set forth on the face of this agreement. Sponsor and its advertising agency shall be liable jointly and separately for payments due and performance required hereunder. If sponsor fails to pay any amounts when due, sponsor agrees to pay all costs incurred by AAF-BR in collecting the amounts due to AAF-BR, including reasonable attorney's fees expended in collecting sums due whether incurred before trial, during trial, or in any appeal there from, as well as any other out-of-pocket expenses expended by AAF-BR in collecting such sums ("collection costs"). Any and all amounts due AAF-BR, including collection costs, if any, may at the option of AAF-BR bear interest starting 30 days after invoice at a rate of 1% per month or at the rate which is the maximum rate of interest allowed under the law of the state of which this Agreement is made if such a rate is less than 1% per month.
- ARTWORK:** Sponsor agrees that it will provide all logos/artwork necessary to satisfy the sponsor agreement camera-ready in accordance with the instructions of AAF-BR on or before the date(s) established by AAF-BR as the closing date of the event promotions required publications dates begin to take effect. In the event the sponsor fails to provide such artwork or logo to AAF-BR, AAF-BR in its sole discretion shall print a copy previously approved by sponsor (if available), design, scan, or layout artwork / logo from its nearest secondary source, or publish a non-revenue producing public interest logo or artwork. There shall be no reduction in the amount due AAF-BR hereunder in the event a sponsor fails to provide artwork / logo before the deadline referred to above.
- PROOFS:** AAF-BR will attempt to provide a proof of all uses of sponsor's logo or artwork if requested in writing. If AAF-BR does not receive acceptance of proof within 48 hours, AAF-BR may publish any materials using the sponsor's artwork / logo without further revision of AAF-BR.
- CANCELLATION:** Unilateral cancellation of the sponsorship package chosen by the sponsor, in whole or part, is not permitted, either before or after the scheduled closing date of event sponsorship availability. Changes in information, such as logo colors, addresses, phone numbers, etc. shall not affect the obligation of the sponsor. Upon signing this agreement, the sponsor shall be obligated to pay all sums due hereunder.
- LIABILITIES:** Sponsor shall, at its sole cost and expense, indemnify, hold harmless and defend AAF-BR, any other publications, republishers, sponsors, event owners, partners, sellers, distributors, etc. from any and all liabilities, damages, costs, claims, and expenses, including but not limited to attorney's fees and litigation expenses arising or alleged to have arisen, directly or indirectly, out of the sponsorship awarded by AAF-BR, regardless of whether such claim is based on an alleged copyright and / or trademark violation, trade libel, obscenity, misrepresentation, misappropriation, unfair competition, or any other violation of the law.
- SPONSOR ADVERTISEMENT SPACE ON SITE:** AAF-BR reserves the right to limit the amount of space allotted for advertisement, activity, promotion, etc. on site during the event in which the sponsor is participating.
- SPONSOR ACTIVITY ON SITE:** AAF-BR reserves the right to limit or demand a cease in activity on site that is in conflict with the event standards, in conflict with sponsorship guidelines such as merchandises sales that are not approved or are in conflict with written guidelines. Any sponsor found to be participating in such activity shall be asked to cease immediately. Sponsor's who continue to such activity will be escorted off site without any refund of fees or reduction or returns in sponsorship revenue.
- WEATHER/NATURAL ACTS OF GOD:** AAF-BR shall not be held responsible for any acts of GOD including weather or terrorist activities that may inhibit, delay, or permanently cancel the event in which the sponsor has agreed to participate in. AAF-BR shall defer and work closely with the appropriate security authorities to ensure the safety of all participants should an act occurs during the event. If an act should occur prior to the event, AAF-BR will do everything possible to reschedule events that may have been canceled due to natural acts of GOD. Event cancellations due to natural acts shall only occur if the State's Department of Emergency Preparedness, FEMA, or other local, state, or federal agency deems it necessary and unsafe to proceed with the event. If a date cannot be found suitable to all participants therein, AAF-BR shall have the sole authority to reschedule at a date it feels appropriate. Any sponsor choosing not to participate after a rescheduling of events shall not be refunded any fees.
- DISASTER PLANNING:** AAF-BR shall take appropriate measures to ensure that it has the appropriate disaster training necessary to react to any disaster occurring on or near the site that may affect the safety of participants.
- FULLFILLMENT:** AAF-BR shall perform to the best of its ability to perform and provide all benefits as outlined in the sponsorship agreement. In the event, some benefits are unable to be satisfied due to weather, physical limitations, or danger to the public or staff, AAF-BR reserves the right to postpone or cancel such benefits without recourse or refund to the sponsors. AAF-BR shall conduct a fair debate and discussion with all parties involved to reach a mutual agreement that is satisfactory to meet the needs of the sponsorship agreement and / or its representatives.
- WAIVER:** the other party of the same or any other provisions of this Agreement shall not consider a waiver by either party of any default or breach by the other party a waiver of any subsequent default or breach.
- JURISDICTION:** The legal areas of jurisdiction shall be in the parish, city, and state where the Agreement is drafted, the home base of AAF-BR unless otherwise noted and arranged prior to the signing of the Agreement.
- If a court of competent jurisdiction finds any provision of this agreement to be enforceable, the remainder of the agreement shall remain enforceable.

# The American Advertising Awards of Baton Rouge

At L'Auberge Casino-Hotel Event Center



777 L'Auberge Avenue | Baton Rouge, Louisiana 70820 | 866.261.7777