

Sponsorship Opportunities

**CHICAGO
ADVERTISING
FEDERATION**

Background of Chicago Advertising Federation

The Chicago Advertising Federation is one of the country's oldest and largest advertising organizations, representing more than 100 companies and touching thousands of advertising professionals.

The mission of the Chicago Advertising Federation is to foster momentum in Chicago's advertising industry.

We are proud to serve as the unifying group that connects all facets of our business from advertisers to advertising agencies to research experts to media.

Four key benefits we offer to our members and sponsors include:

- Chicago market and industry recognition that encourages company and industry growth
- Networking with engaging advertising momentum-makers
- Education to promote industry growth and individual development
- Opportunities to give back to the community

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Why a CAF Sponsorship?

As CAF continues its mission to affect the growth of the advertising industry in the Chicago area, CAF Sponsorships provide exposure to industry professionals and momentum-makers that affect positive change and growth.

There are various ways to be involved as a CAF Sponsor:

- Platinum, Gold or Silver Annual Sponsorships (include membership)
- Event Sponsors that offer a wide variety of options and opportunities

Sponsorships are generously tailored to match your company and provide maximum benefit for your investment dollars

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Annual Sponsors

Annual Sponsorship benefits are customized to suit your needs.

Some typical sponsorship benefits include:

- A CAF hosted event with content provided by the sponsor as a leader in their field
- Opportunity to host a webinar with content provided by the sponsor as a leader in their field
- Opportunity to place an ad on the CAF website
- Opportunity to promote your events through CAF on our website and in our social media channels
- Networking/introductions to leaders in the Chicago advertising industry

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Chicago Advertising Federation Annual Sponsors

Platinum

YAHOO!

Gold

gettyimages®

Silver



Leo Burnett

Annual Sponsorships currently range from \$10,000 - \$25,000.

Annual sponsors are recognized at every event, in all communications, on our website and in our social media.

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Event Sponsors

Event Sponsorship benefits are customized to suit your needs

Some typical sponsorship benefits may include:

- Opportunity to address attendees from the podium at the event
- Opportunity to place an ad on CAF event webpage
- Promoted as a sponsor of the event on our website, in all event communications and in our social media

Typical event sponsorship levels may include:

- Event Sponsor
- Print Sponsor
- Coat Check
- Wi-Fi Sponsor
- Name Badges
- Young Professionals
- Space Rental
- Registration Table
- Catering or Bar

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Chicago Advertising Federation Programs

Some of the events and programs we host each year include:

- The **Silver Medal Award Event** honors a distinguished member of the Chicago community for their lifetime contributions and accomplishments to the field of advertising. (January)
- Our annual **American Advertising Awards** program is highlighted with a fantastic event in March, where we celebrate all of the wonderful creative work being done right here in Chicago. (Program November – January)
- Annual **Career Day** for college students, which offers an inside look at the Chicago advertising industry. (February)
- **Advertising Woman of the Year** honors a distinguished woman of the Chicago ad community for her accomplishments. Candidates are nominated by their peers and selected by the CAF Board. (Oct/Nov).

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Event Sponsors

Event Sponsorship benefits are customized to suit your needs

Event Sponsorships may start at \$1,000 and up, depending on event or level of desired participation by the sponsor.

In-kind sponsorships are also available and may include:

Meeting Space

Do you have a space that would work well for a CAF event?

Printing, Design, Media, Video

Would you like to provide services in exchange for sponsor recognition?

Contact CAF to create a sponsorship to match your needs.

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Sponsorship Contacts

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