

# ADSCAPE

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Recruiting advertising's next generation of talent at the high-school level

**AdScape** is an unforgettable educational and motivational day-long program designed to give creative high school students an insider's view of advertising, and to promote cultural diversity in the advertising industry.

This event is hosted by Radford University and will uncover some of the exciting career opportunities to be found in the advertising and marketing fields, and put students in hands-on workshops such as 3D animation, broadcast media, branding, social media, audio/video production, digital media, and commercial photography. All workshops are being presented by leading area professionals in their field.

AdScape has been nationally recognized multiple times by the American Advertising Federation for Club Achievement in Diversity and Education and with a prestigious Mosiac Award in 2016. Mosiac Awards recognize companies, agencies and individuals who show a commitment to diversity and inclusion.

Your sponsorship helps to continue to make AdScape a free program for area high school students to attend. We hope that you will consider partnering with us to help continue to make this event a huge success. Thank you for your consideration.

## **Sponsorship Opportunities**

### **Host Sponsor - \$6,000 Radford University**

Exclusive Co-Branding of event with DAP Roanoke

- Logo on **ALL EVENT** materials (program, sponsor poster, E-blast, event presentations attendee t-shirts and name badges)
- Promoted in **ALL EVENT** related social media posts and banners (1,300+ followers across social media platforms)
- Exclusive thank you recognition video for website talking about partnership with DAP Roanoke for 4<sup>th</sup> year.
- Opportunity to address attendees at commencement, lunch and closing session
- Acknowledgement at commencement, lunch and closing session
- Logo/Weblink on AAF Roanoke/DAP page and DAP Roanoke Page
- Opportunity to supply branded event registration bags
- Opportunity to include branded items and information in registration bag

### **Platinum Scholarship Sponsor - \$2,500 Exclusive**

- As part of this sponsorship you will be the named sponsor for our 2018 Diversity/Education scholarship which will be awarded to one deserving high school senior that has participated in Adscape and will be awarded at the 2018 American Advertising Awards Ceremony. A representative from your company is asked to present the scholarship to the winning student.
- Logo on **Select EVENT** materials (program, sponsor poster, E-blast, attendee t-shirts, scholarship check presentation at 2018 American Advertising Awards Ceremony)
- Promoted in **ALL EVENT** related social media posts and banners (1,300+ followers across social media platforms)
- Exclusive thank you recognition video filmed at your business location to be posted on social media and AAF Roanoke/DAP page and DAP Roanoke page
- Acknowledgement as Platinum Scholarship sponsor at lunch keynote
- Logo/Weblink on AAF Roanoke/DAP page and DAP Roanoke page
- Opportunity to include branded items and information in registration bag

### **Gold Event Sponsor - \$1,000: 2 spots available**

- Logo on **ALL EVENT** materials (program, sponsor poster, E-blast, event presentations, attendee t-shirts, name badges)
- Thank you and acknowledgement post on social media upon sponsorship agreement
- Promoted in **ALL EVENT** related social media posts and banners (1,300+ followers across social media platforms)
- Logo/Weblink on AAF Roanoke/DAP page and DAP Roanoke Page
- Opportunity to include branded items and information in registration bag

### **Transportation Sponsor - \$800: 2 spots available**

- This sponsorship is for the school bus transportation of students from the two schools in Roanoke to Radford University.
- Logo on **Select EVENT** materials (program, sponsor poster, signage at school pick-up locations and on buses, attendee t-shirts)
- Thank you and acknowledgement post on social media upon sponsorship agreement
- Acknowledgement as Transportation sponsor in at least 2 social media posts (1,300+ followers across social media platforms)
- Logo/Weblink on AAF Roanoke/DAP page and DAP Roanoke Page
- Opportunity to include branded items and information in registration bag

### **Silver Sponsor - \$500: Non-Exclusive**

- Logo on **Select EVENT** materials (program, sponsor poster)
- Thank you and acknowledgement post on social media upon sponsorship agreement
- Acknowledgement as Silver sponsor in at least 1 social media post (1,300+ followers across social media platforms)
- Logo/Weblink on AAF Roanoke/DAP page and DAP Roanoke Page

### **Bronze Sponsor - \$250: Non-Exclusive**

- Logo on **Select EVENT** materials (program, sponsor poster)
- Logo/Weblink on AAF Roanoke/DAP page and DAP Roanoke Page