



2021-2022 AAF Austin Club Achievement :

MEMBERSHIP DEVELOPMENT & COMMUNICATION

OVERVIEW

Collaboration was the guiding principle for our board as we were determined to build on our Club of the Year victory. We focused on easing back into safe in-person events while still providing virtual options to our members. We educated our members and non-members about the many benefits AAF provides. This includes thought leadership events, career networking, and many business discounts. We did this through programs designed to be inclusive of all backgrounds and job roles across the advertising community. (*Exhibit A*) We helped elevate and educate our tight knit Austin community, building a strong foundation for the coming years.

Membership

Katie Dickerson, Co-VP Membership Chair • Alyssa Gonzales, Co-VP Membership Chair

2021-2022 GOALS:

#1 Recruitment: Promote member benefits to the Austin community to recruit new members

#2 Retention: Focus on annual events to engage and retain existing members

#3 Involvement: Continue to plan successful virtual events while transitioning back into in-person events as COVID-19 restrictions begin to lift.

GOAL #1: Recruitment: Highlight our membership benefits to the growing Austin community

In 2020, the Coronavirus and extensive layoffs drastically shifted our approach to recruitment.

As we continue to shift our approach due to the pandemic and economy, we find ourselves in a more optimistic landscape. As the New York Times reported in an August 2021 article, Austin has become the “hottest market in the country”, with many corporations and individuals relocating to the “Live Music Capital of the World”. In partnership with our Programs committee, we were able to bring back some in-person events where we met several individuals who were new to Austin and eager to expand their network.

Our Programs committee hosted a 2022 Kickoff event in January to highlight the benefits of joining AAF. *(Exhibit B)* Our membership team highlighted the national benefits to promote development like AAF Career Center which puts you in front of employers in the industry. Our partnership with Communo provides community resources to expand network/net worth. Day-to-day benefits include Hertz discounts for moving rentals and Office Depot discounts for the work-from-home essentials. From a local level, we focused on the various opportunities to meet like-minded professionals and peers through our happy hours, speaker series, and annual events.

Results: Out of 33 total attendees *(Exhibit C)*, we identified 21 potential members. We crafted an email to reach out to these individuals *(Exhibit D)* and discuss joining AAF. We’re currently in the follow-up stage of realizing membership conversions.

GOAL #2: Retention: Focus on annual events to engage with existing members and continue reaching out for renewals

After a year of sporadic lockdowns, social distancing, and event cancellations, we wanted to focus on one of the aspects of life that many people missed—in-person events, and for us more specifically Big Wigs and AAAs.

We started the year with a bang at our annual Big Wigs event that was held at the brand new Austin FC stadium on October 19th. This was the first time many people were getting a

glimpse of the fabulous new MLS stadium. Our Membership and Big Wigs chairs partnered to make this the comeback event of the year. We reached out to many individuals leading up to the event (*Exhibit E*), and saw 70 total attendees (*Exhibit F*), including members from some of our larger corporate partners like GSD&M and T3. We received great feedback and rode the momentum leading up to the in-person AAAs.

Our Big Wigs and American Advertising Awards events celebrate the members in our chapter and local advertising community. People appreciate recognition, making these events a big part of our membership recruitment and retention. (*Exhibit G*)

For the first half of the year, our focus has been on driving awareness of AAF within the community. We now shift our sights to converting new leads to active members and retain existing members.

We've seen a 11.6% decrease in membership from 1,439 members in January 2021 to 1272 total members in February 2022. We lost one of our corporate memberships due to budget cuts, which has contributed to the decrease we've seen. With many corporate membership renewals approaching this summer, we are taking a page out of last year's book and bringing back our renewal campaign.

GOAL #3: Involvement: Continue to plan successful virtual events while transitioning back into in-person events as COVID-19 restrictions begin to lift

Method 1: Present a mix of virtual and in-person thought leadership and networking events outside of Addys and BigWigs around topics that are relevant to current events and industry hot issues.

Speaker Series Events (*Exhibit H*)

Event topic #1: Virtual Machine Learning in Advertising: Thriving in a Cookieless Future.

We explored how cookies are becoming a thing of the past and what a cookieless future looks like in advertising.

Event topic #2: Wake & Bake: Digital Advertising for CBD/Cannabis. This in-person event explored what is on the horizon for CBD/Cannabis marketing.

Event topic #3: Diverse & Small Business Virtual Showcase. We explored how working together creates stronger work that makes a difference.

Event topic #4: Passion Led Us Here, Diversity Begins with YOU - Be the Change. We hosted a virtual meet and greet to showcase what the AAF Austin diversity team is doing and how the community can help promote diversity in advertising and marketing.

Community Networking

Two Co-Sponsored Happy Hours AAF / Ad2 members and potential members were encouraged to take a break from the daily grind and grab a drink with some of the biggest movers and shakers in local advertising. Sponsors provided free drinks enticing higher attendance and buzz. (*Exhibit I*)

AAF Austin Official 2022 Kickoff We hosted a virtual event to inform members and non members of upcoming events and initiatives for AAF Austin in 2022. We previewed ways to get involved and upcoming events including: 2022 AAAs, Programs & Events, Membership Benefits, Diversity & Inclusion, Government Relations, Education, Public Service (*Exhibit J*)

Method 2: Engage and partner with Ad 2 Austin to welcome new members through communications, mentorship, and events.

Several of our members are involved in the Ad 2 mentorship program, preparing college seniors and early professionals for the workforce. Members meet with their mentees once a

month to set goals and guide them on finding an internship, reviewing their resume, creating mock-interviews, or helping them network. This program engages membership on a deeper level and provides a way to give back. [\(Exhibit K\)](#)

Communications

Lara Cattlin, VP Communications

Overview

As Lara's first time on the board, this was a year of learning but also one of great achievement with the execution of two hugely successful campaigns for the club's largest money-making events—Big Wigs [\(Exhibit L\)](#) and AAA. [\(Exhibit M\)](#) Through the course of the year, core operational shortcomings were identified and plans put in place to resolve those issues for the upcoming year.

GOAL #1: Create robust messaging to support the return to in-person events

This year, we focused on increasing email open and interaction rates. Email is our strongest communication channel by far, followed by LinkedIn, for measurable engagement. We continuously monitored and analyzed email statistics for all programs—particularly AAA and Big Wigs—using this information to fine-tune our overall strategy until we found an improvement in numbers. Our strategic outlines for email were treated as fluid documents while we pinned down the best possible timing, cadence, subject lines, body copy, CTA placements, and graphics for our audience. [\(Exhibit N\)](#)

Results: These efforts improved our email open and interaction rates: [\(Exhibit O\)](#)

- Increased average email open rate for the AAA by 9.34% since last year and 10.39% since last in-person event in 2020
- Increased our average email click-through rate for the AAA by 2%

- Produced AAA email with the highest open rate (38.13%) and click-through rate (10.10%) of all time
- Increased our average email open rate for Big Wigs by 5%
- Increased our average email click-through rate by 2%
- Produced Big Wigs email with the highest open rate (39.20%) and click-through rate (4.92%) of all time

GOAL #2: Lara to familiarize herself with the structure and cadence of club events

Through the course of the year, Lara has identified the need to expand the Communications team. As every program and event runs through Communications, managing the pacing has been overwhelming at times. Duties include overall strategy, day-to-day communications, creating and posting content for email and all social channels, writing new web pages, analyzing communications and event data.

Results: Lara has proposed bringing on a Communications co-chair, to divide content creation tasks and delegation during the club’s two largest events, as well as a social media chair. This new chair would handle social media in an ongoing capacity to build and direct meaningful traffic toward membership growth. She believes that this will make for more thoughtful communications to increase event attendance, grow the membership base and reduce board turnover.

Despite the challenging workload, Lara and the team realized some impressive accomplishments:

- Promoted 10 plus events (*Exhibit A-J*)
- Drove more than 518 ticket sales and generated more than \$7,800 in event revenue— a 63% increase since last year.
- Increased average open rate from 18.9% to 21.54%. Industry average is 17.4%,

according to Mailchimp (*Exhibit P*)

- Consistently increased our following in all our social media platforms. (*Exhibit Q*)

Big Wigs

Kat Thay, VP, Big Wigs

Goal #1: Unite, honor and celebrate the contributions of our Austin advertising community who are not typically recognized.

Goal #2: Raise money to benefit AAF Austin.

Details: Second only to the AAA, AAF Austin's Big Wigs event is one of the club's most attended. It includes and unites all groups within our industry: agencies, vendors, and suppliers. The in-person awards ceremony took place at the brand new Austin FC stadium. The theme, a night with the Austin AF All-Stars, took a cue from the donated venue and celebrated Austin advertising's finest team players.

We streamlined the entries and judging and executed from launch to the event in an impressive 5-week turnaround. In this time, seven sponsors (*Exhibit R • S*) jumped on board and supported this heroic effort. From printing sponsors to donations, we had an excellent support network and all pulled together to create a very memorable event. (*Exhibit T • U*) We had a total of 38 categories and over 230 nominations. Winners included some brand new faces in Austin Advertising as well as some repeat talent.

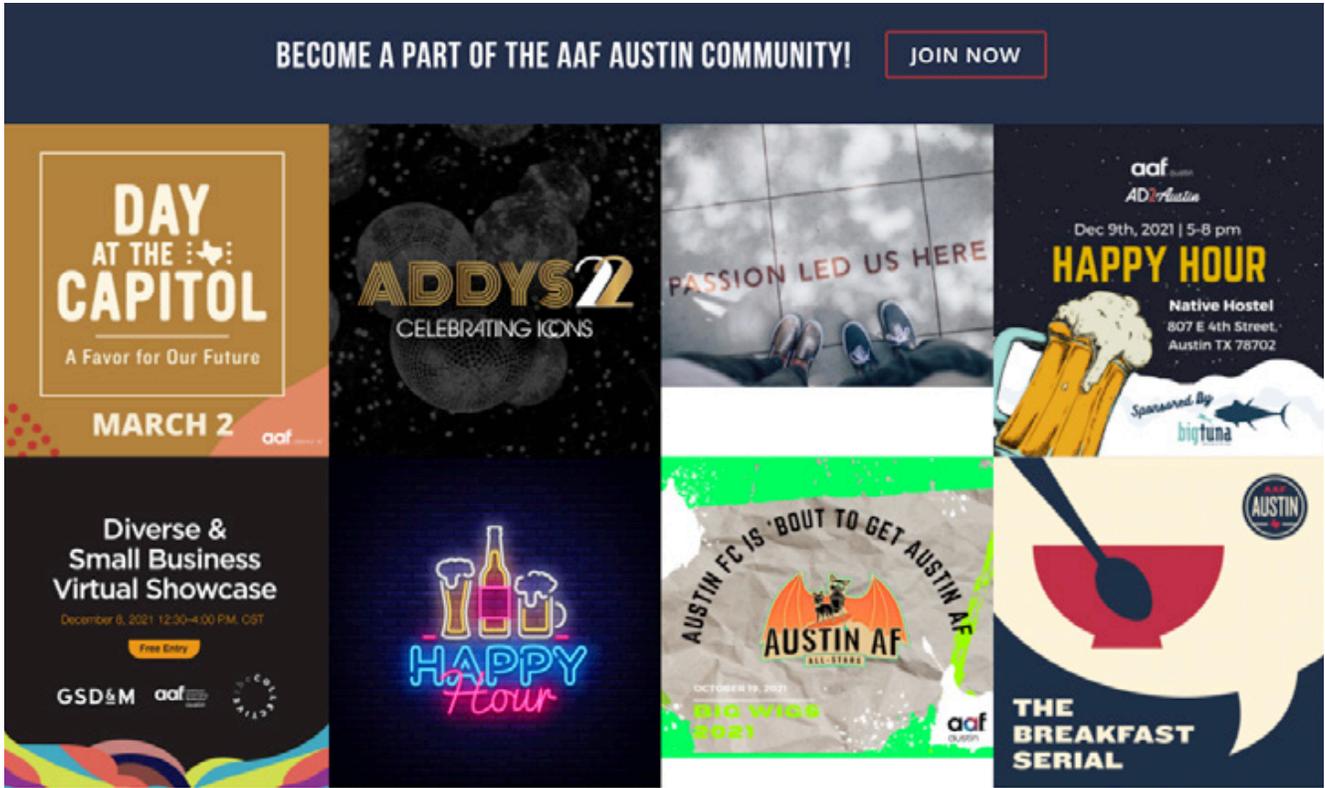
Promotion: We had 15 individual promotion emails and posts for Big Wigs. We also heavily publicized each phase of the event across our own website and social media channels, including Facebook, LinkedIn, and Instagram. (*Exhibit V*)

Attendance: We had 70 attendees for the in-person event. And, although we still had challenges with COVID, we were able to raise a profit of \$4,000 through ticket sales, the support of our sponsors, and fifteen dedicated volunteers. *(Exhibit W)*

Feedback: Attendees were excited about getting together again and the room was bustling with friends and colleagues, many of whom hadn't seen one another in-person in over a year. *(Exhibit X)* The venue, theme, and in particular, the Austin AF trading cards *(Exhibit Y)* were a hit with the audience. This helped create goodwill and aligns with our membership recruitment and retention.

Results: We safely got everyone together, and were able to celebrate after a long time in isolation. We successfully delivered 38 awards to valued, industry professionals. The winners were presented with their very own, custom designed Austin AF trading card in a special case. *(Exhibit Z)* Nearly 80% of those who won were in-person to pick up their award. This made the event really momentous and exciting for everyone involved. Throughout the evening, light-hearted jokes were made about our industry and how we all strive tirelessly to make the work come together—as a sporting team should. This encapsulated the spirit of the Big Wigs awards.

Exhibit A 2021-2022 Events & Programs



Event	Sold	Gross	Status
FEB 17 2022 American Advertising Awards Austin Marriott Downtown Thursday, February 17, 2022 at 7:00 PM CST	2 / 720	\$167.70	On-Sale
FEB 21 Mentor Sign-Up - Ad 2 Austin Mentorship Event Monday, February 21, 2022 at 7:00 PM CST Private	9 / 100	\$270.00	On-Sale
JAN 26 AAF Austin Official 2022 Kickoff Online event Wednesday, January 26, 2022 at 11:00 AM CST	49 / 500	\$0.00	Event ended
DEC 13 Diversity Begins With YOU - Be the Change Online event Monday, December 13, 2021 at 6:30 PM CST	11 / 100	\$0.00	Event ended
DEC 9 December Happy Hour hosted by AAF Austin and Ad 2 Austin Native Hostel and Bar & Cafe Thursday, December 9, 2021 at 5:00 PM CST	20 / 100	\$0.00	Event ended
DEC 8 2021 Diverse & Small Business Virtual Showcase Online event Wednesday, December 8, 2021 at 12:30 PM CST	328 / 500	\$0.00	Event ended
NOV 18 The Building Blocks to a Successful Career ft. Jennifer Server Austin Public Library Thursday, November 18, 2021 at 6:30 PM CST	13 / 51	\$0.00	Event ended
NOV 16 Ad 2 Austin Diversity Speaker Series Ft. Eric Odlum Austin Public Library Tuesday, November 16, 2021 at 6:30 PM CST	22 / 50	\$0.00	Event ended
OCT 19 Big Wigs 2021: Celebrating the All-Stars of AAF Austin Q3 Stadium - VIP Lobby Entrance Tuesday, October 19, 2021 at 6:30 PM CST	70 / 85	\$6,876.64	Event ended
SEP 29 September Happy Hour hosted by AAF Austin and Ad 2 Austin Native Hostel and Bar & Cafe Wednesday, September 29, 2021 at 5:00 PM CST	55 / 100	\$0.00	Event ended
AUG 18 VIRTUAL ONLY PROGRAM - Wake and Bake: Digital Advertising for CBD/Cannabis Online event Wednesday, August 18, 2021 at 10:00 AM CST	1 / 100	\$12.24	Event ended
AUG 10 Wake and Bake: Digital Advertising for CBD/Cannabis V.I.A. - Double Creek Tuesday, August 10, 2021 at 9:00 AM CST	20 / 120	\$802.28	Event ended
JUL 29 July Happy Hour hosted by Ad 2 Austin and AAF Austin Native Hostel and Bar & Cafe Thursday, July 29, 2021 at 6:30 PM CST	63 / 100	\$0.00	Event ended
MAY 18 Machine Learning in Advertising: Thriving in a Cookieless Future Online event Tuesday, May 18, 2021 at 11:30 AM CST	107 / 140	\$0.00	Event ended

Exhibit B 2022 Kickoff



Wed, Jan 26, 2022 AAF Austin's Meeting Room
 11:00AM-12:00PM Meeting ID: 88609477059

Calling all advertising professionals to join AAF Austin for our 2022 Virtual Kickoff on January 26th from 11 am to Noon.

Learn about upcoming events, ways to get involved and exciting new programs within the advertising and marketing community. Speakers will cover the following topics:

2022 ADDY Awards Preview, Programs & Events, Membership, Diversity & Inclusion, Government Relations, Education, Public Service

AAF Austin is inclusive of all fields - creatives, copywriters, media, social, technology, agencies and brands.

See how AAF Austin can help both your company and personal brand grow in 2022!

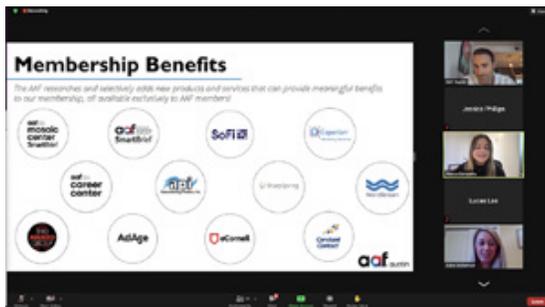
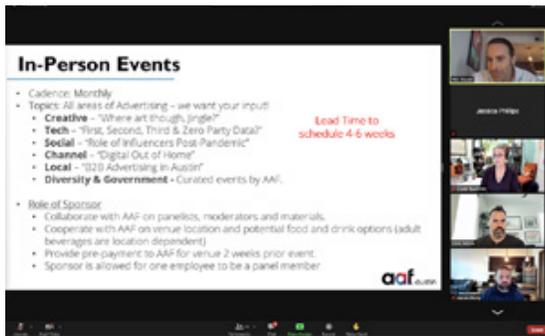


Exhibit C 2022 Kickoff : Participants

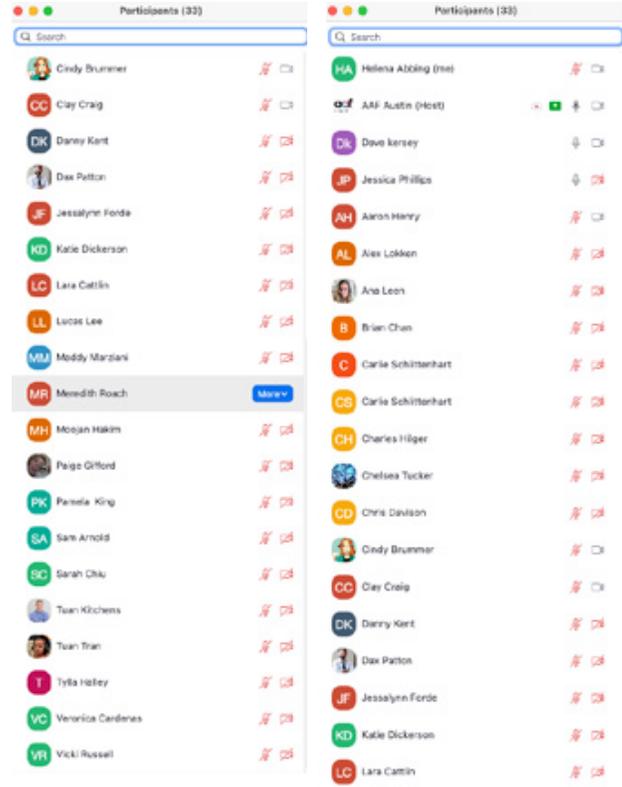


Exhibit D 2022 Kickoff : Follow-Up Email

Hi Dax,

Thanks for joining us at AAF Austin's virtual Official 2022 Kickoff last month! As AAF Austin's Membership Co-VP, I wanted to share some information that we briefly talked through during the event.

Through an AAF Austin membership, you'll have access to a variety of benefits at the national and local level.

Attached you'll find an overview of national membership benefits including access to resources like AAF Career Center and SmartBrief, subscription discounts for AdAge and Experian, discounts at retail stores like Office Depot and Brooks Brothers, and discounts to services like ASPCA and UPS.

At the local level, a membership provides discounted member rates to programs like industry-related info sessions, panels with industry professionals, annual events like Big Wigs, ADDYs, Day at the Capitol, and free networking opportunities. Between AAF and Ad 2 there are other one-off free programs that are sprinkled in throughout the year, too. [See some examples of past events here.](#)

I've linked [our membership options on our website here](#). Please let me know if you have any questions about membership options and/or benefits. We hope that you'll join us!

Exhibit E *Big Wigs : Member outreach*

On Tue, Oct 12, 2021 at 2:58 PM Alyssa Gonzales <alyssa.gonzales@> wrote:

Hi team,

Hope everyone's week is off to a great start. LOVE seeing the nominations for **Big Wigs** this year! Wanted to gather if anyone from the team is planning on or interested in attending next week on Tuesday 10/19.

Would love to celebrate with y'all and grab any tickets for anyone that wants to attend—let me know and I'll secure tickets for those interested! Some of our team will be in town for the event and we're looking forward to a fun evening at Q2 Stadium.

Please let me know if I missed anyone on this thread!

Best,
Aly

It's Party Time



© AAF Austin <info@austinaafed.com>
To: Helena Allsing (SDA)

Yesterday at 8:24 PM



Matthew McCaughy at the inaugural home game for Austin FC. Gary Miller/Getty

Hello Helena,

Please join us as we celebrate the achievements of all Big Wigs winners with a huge bash at Austin FC's glorious Q2 Stadium (you know, the event space where Matthew McCaughy played the bongos while dressed).

The Details:

There will be food included, drink & free parking

When: October 19th @ 6:30pm to 8:30pm

Where: Q2 Stadium

Exhibit F *Big Wigs : Ticket Sales*

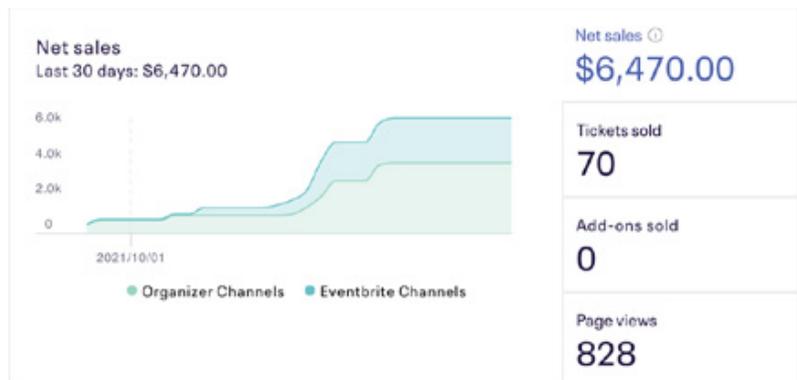


Exhibit G AAA : Winners



Exhibit H *Speaker Series*

AAF AUSTIN VIRTUAL SPEAKER SERIES
 AAF AUSTIN | ADTHEORNT
**Machine Learning in Advertising:
 Thriving in a Cookieless Future**
 TUESDAY, MAY 18 | 11:30AM - 12:30PM CST
 REGISTER TODAY - REGISTRATION IS FREE

[REGISTER NOW](#)

AUSTIN
**THE
 BREAKFAST
 SERIAL**

**Diverse &
 Small Business
 Virtual Showcase**
 December 8, 2021 12:30-4:00 PM CST
 Free Entry
 GSD&M | aaf | COLLECTIVE

FOR MORE INFORMATION AND FREE REGISTRATION [CLICK HERE](#)



JOIN US FOR A FREE VIRTUAL MEET & GREET HOSTED BY AAF AUSTIN'S DIVERSITY CHAIRS, MICHELLE WASHINGTON AND MOSES MUNOZ. LEARN MORE ABOUT AAF AUSTIN AND HOW YOU CAN HELP PROMOTE DIVERSITY THROUGHOUT THE ADVERTISING & MARKETING COMMUNITY IN AUSTIN.

DIVERSITY BEGINS WITH YOU - BE THE CHANGE

FOR MORE INFORMATION AND FREE REGISTRATION [CLICK HERE](#)

Exhibit I *AAF & Ad2 Co-Sponsored Happy Hours*



JOIN AAF AUSTIN AND AD 2 AUSTIN FOR OUR SEPTEMBER HAPPY HOUR:
 TAKE A BREAK FROM THE DAILY GRIND AND GRAB A DRINK WITH SOME OF THE BIGGEST MOVERS AND SHAKERS IN THE LOCAL ADVERTISING SCENE.
 REGISTER NOW TO SNAG A SPOT AT OUR SEPTEMBER HAPPY HOUR AT NATIVE HOSTEL BAR & CAFE, WEDNESDAY, SEPTEMBER 29TH FROM 5:00 PM - 7:00 PM.
 BE SURE TO SHOW UP EARLY - THE FIRST 40 PEOPLE IN THE DOOR WILL SCORE A FREE DRINK COURTESY OF OUR SPONSORS!
 IN ADDITION TO NETWORKING & LIBATIONS, AAF AUSTIN WILL BE RAFFLING OFF A FREE TICKET TO OUR 2021 BIG WIGS EVENT AT Q2 STADIUM ON OCTOBER 29TH.

AAF AUSTIN
 AD2 Austin
 Dec 9th, 2021 | 5-8 pm
HAPPY HOUR
 Native Hostel
 807 E 4th Street,
 Austin TX 78702
 Sponsored By
 bigtuna

Exhibit J 2022 Kickoff



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See how AAF Austin can help both your company and personal brand grow in 2022!

Zoom link will be sent to registered attendees.

In-Person Events

- Cadence: Monthly
- Topics: All areas of Advertising - we want your input
 - Creative** - "Where are I though, Jingle?"
 - Tech** - "First, Second, Third & Zero Party Data"
 - Social** - "Role of Influencers Post-Pandemic"
 - Channel** - "Digital Out of Home"
 - Local** - "B2B Advertising in Austin"
 - Diversity & Government** - Curated events by AAF.

Lead Time to schedule 4-6 weeks

Role of Sponsor

- Collaborate with AAF on panels, moderators and materials.
- Cooperate with AAF on venue location and potential food and drink options (adult beverages are location dependent)
- Provide pre-payment to AAF for venue 2 weeks prior event.
- Sponsor is allowed for one employee to be a panel member

Social - (aka Happy Hours)

- Cadence: Monthly (Wednesday or Thursday evening)
- 5 pm to 8 pm
- Attendees: All AAF & Ad2Austin Members and students
- Sponsor Responsibilities & Advantages
 - Provide each attendee with a minimum of one (1) drink ticket upon check-in.
 - Unlimited invites to all colleagues & clients
 - Feel free to bring company swag or marketing materials.
 - Past sponsors have conducted raffles and prize giveaways.
 - AAF is responsible for attendee check-in, email and social (LinkedIn, FB, IG) promotion.

Sponsor Investment \$300-\$500
 (some @sponsors + casual food orders)
Lead Time to schedule 4-6 weeks

STAR BAR

Membership Benefits

The AAF researches and selectively adds new products and services that can provide meaningful benefits to our membership, all available exclusively to AAF members!

Exhibit K Ad2 Mentorship Program



Exhibit L *Big Wigs*

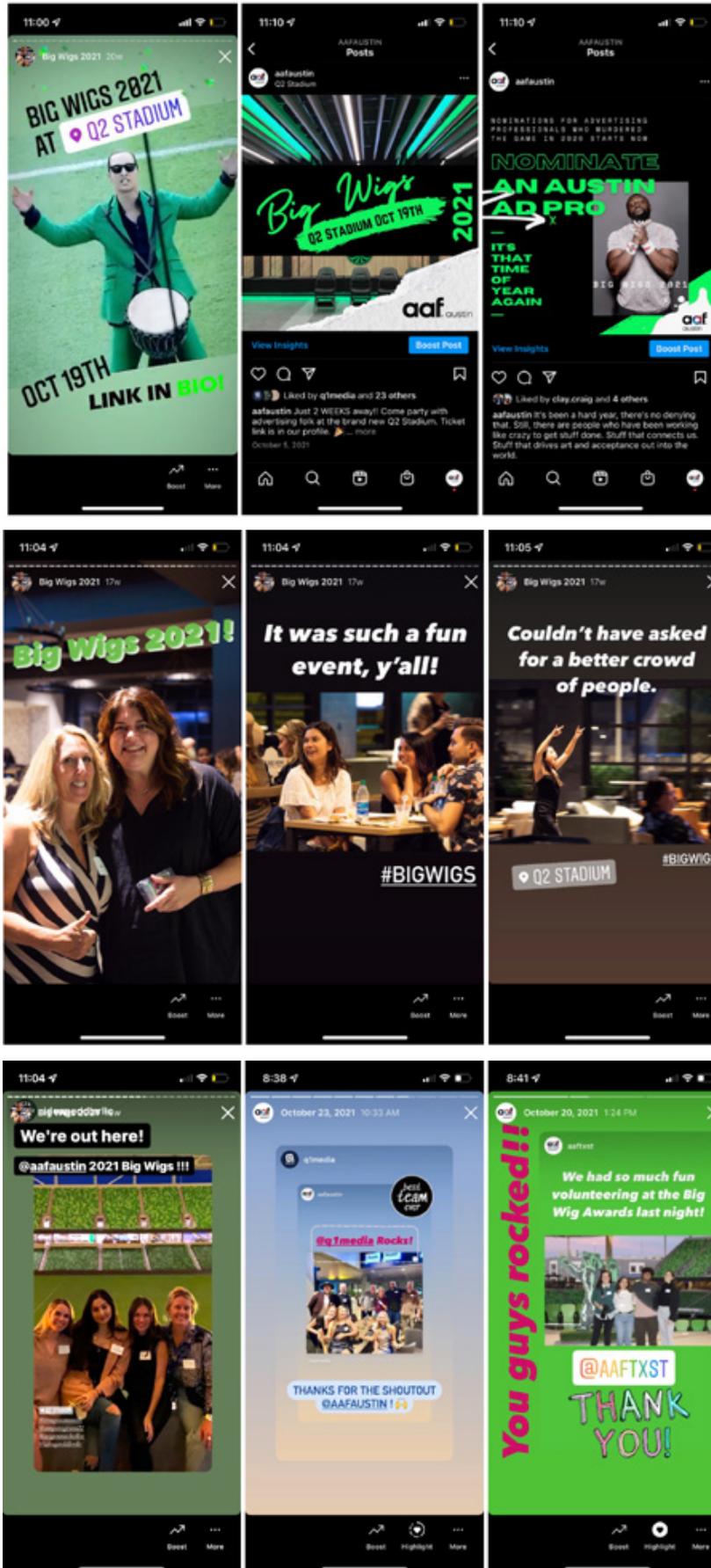


Exhibit M AAA

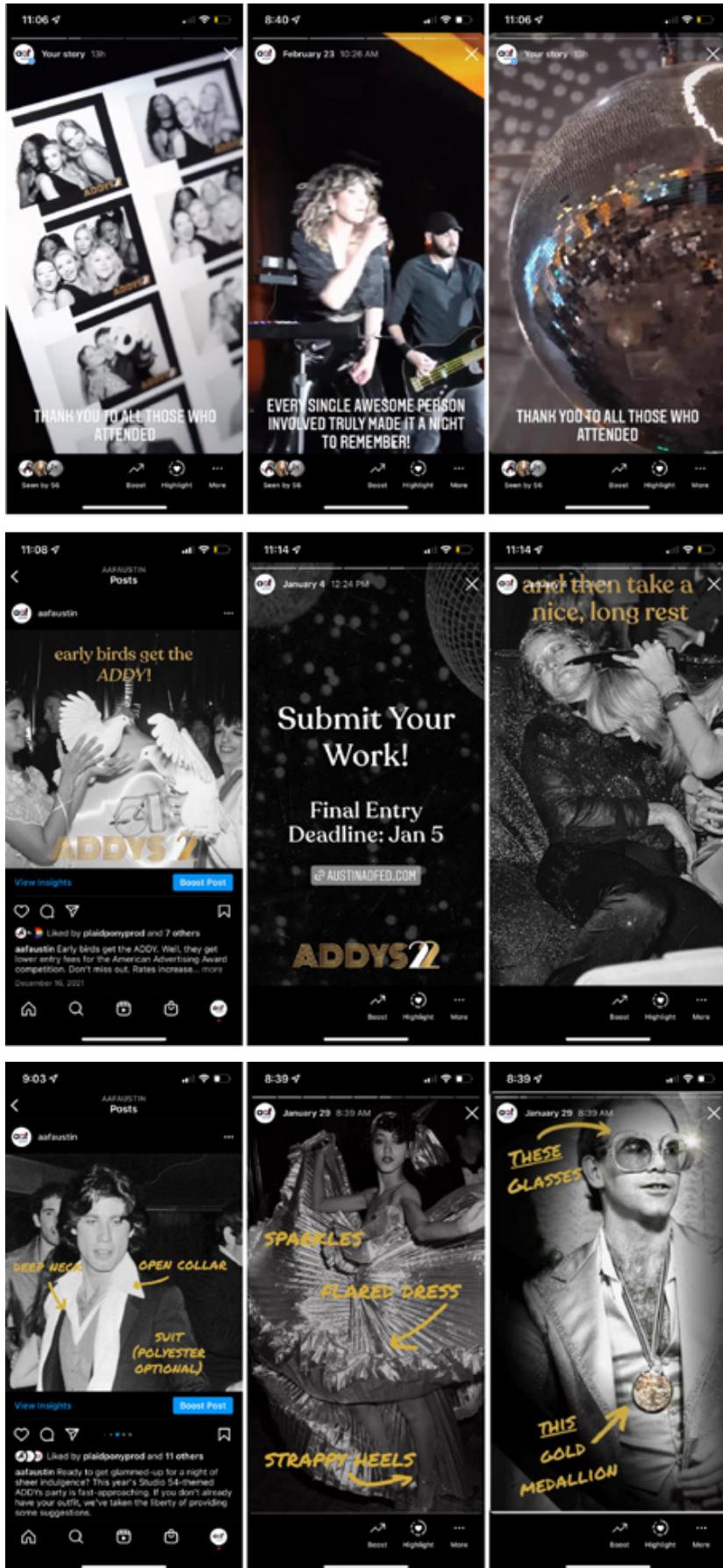
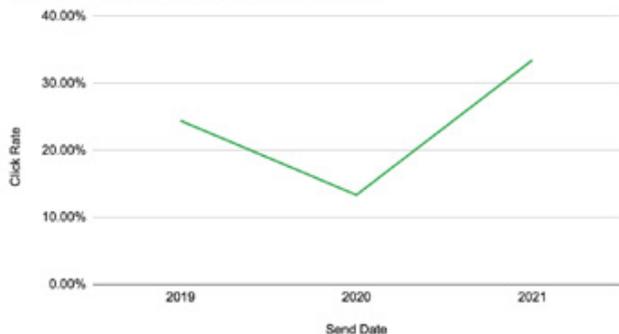
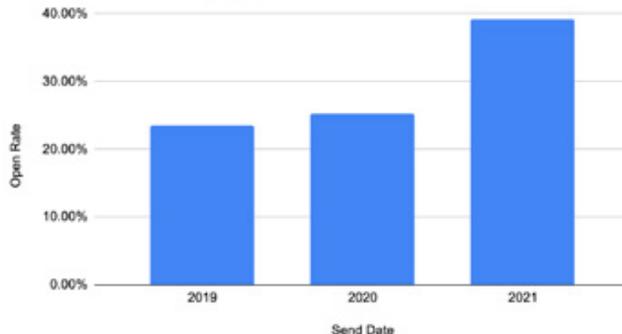


Exhibit O Email Open and Interaction Rates

Big Wigs 2019-2021 | Email Click Rate

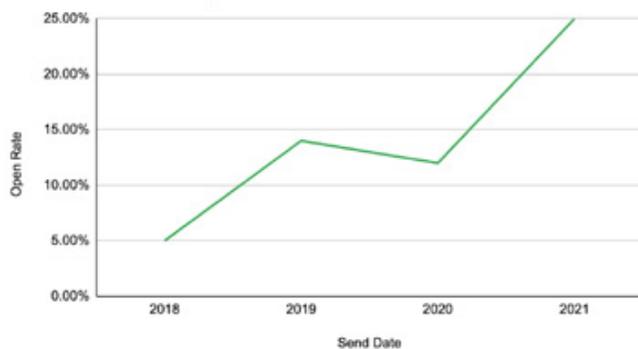


Big Wigs 2019-2021 | Open Rate vs. Send Date

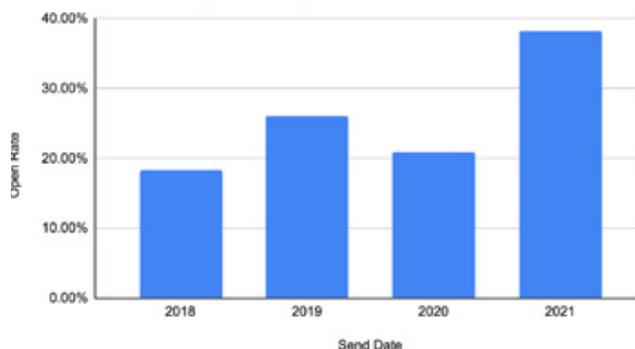


Title	Subject	List	Send Date	Send Weekday	Total Recipients	Successful Deliver	Unique Opens	Open Rate	Total Opens	Unique Clicks
Big Wigs 2021 Voting Email Sept 17th	It's Time to Vote	Master	9/17/2021	Friday	2255	2237	877	39.20%	1396	110

ADDYS 2018-2021 | Email Click Rate



ADDYS 2018-2021 | Email Open Rate



ADDYS - Call for entry - go on Jan 3rd	Final ADDY's deadli	Master	1/3/2022	Monday	2302	2284	871	38.13%	1174	127
ADDYS - Call for entry Jan 5th	Final ADDY's deadli	Master	1/2/2022	Sunday	2308	2296	864	37.80%	1282	231

Exhibit P Mailchimp Benchmarks by Industry

Products Resources Inspiration Pricing

Email Marketing Benchmarks and Statistics by Industry

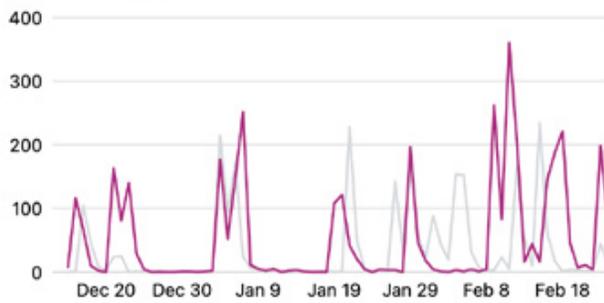
The data provided on this page was last updated in October 2019 and may vary from benchmarking data provided within the Mailchimp application.

Industry	Average Open Rate	Average Click Rate	Hard Bounce	Soft Bounce	Unsubscribe Rate
Marketing and Advertising	17.38%	2.04%	0.44%	0.68%	0.27%

Exhibit Q Increased Social Media Following

Instagram Reach

1,262 ↑ 61.6%



Instagram Profile Visits

570 ↑ 200%

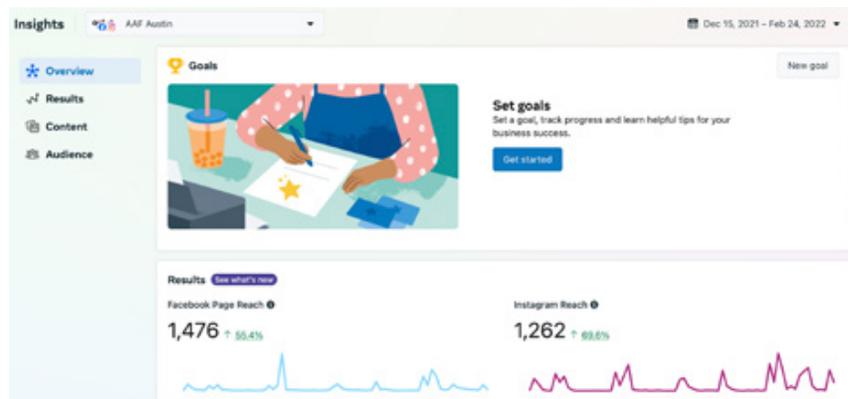
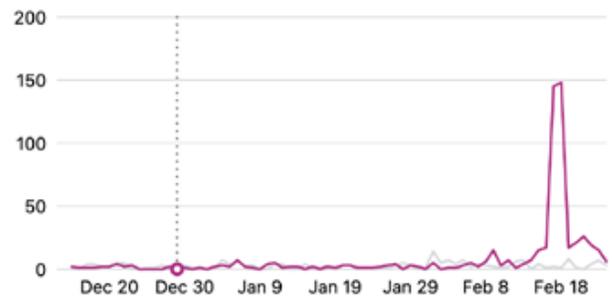


Exhibit R *Big Wigs : Sponsorship Deck*



BIG WIGS 2021

Welcome to Big Wigs 2021, where AAF Austin celebrates the talented men and women that make Austin's advertising scene happen. This is not about the creative work—this is about the work of getting the creative work out the door and into the market. It's about size, place, reach, frequency. It's the when, where, and how. Otherwise, the great campaigns would languish in the dark—and nobody wants that.

This year Big Wigs will be on the 19th of October at the Austin FC Q2 Stadium. Currently there are 25 categories, with hundreds of votes every year, and the event is a busy one with 200 attendees.

The following link will show the 2020 winners and the categories.
<http://www.austinadfeed.com/event/big-wigs-2020/>



LOCATION



SPONSORSHIP PACKAGES

Silver \$4k

- Big Wig Event tickets for up to 6 attendees with company branded table signage
- Logo placement on AAF Austin website and e-blasts as Big Wig Sponsor
- Up to 4 Social Media shout-outs as Big Wig Silver Sponsor through AAF Austin Channels
- Company logo placement before, during and after the Big Wigs Awards Video
- Recognition and thank you from the podium before and after the event

Bronze \$2k

- Big Wig Event tickets for up to 4 attendees with company branded table signage
- Logo placement on AAF Austin website and e-blasts as Big Wig Sponsor
- Up to 2 Social Media shout-outs as Big Wig Silver Sponsor through AAF Austin Channels
- Company logo placement before, during and after the Big Wigs Awards Video
- Recognition and thank you from the podium before and after the event



SPONSORSHIP PACKAGES

Gold - \$6k

- Big Wig Event tickets for up to 8 attendees with company branded table signage
- Premium logo placement on AAF Austin website and e-blasts as Big Wig sponsor
- One Dedicated Social Media post promoting your company as Gold Sponsor
- Up to 6 Social Media shout-outs as Big Wig Gold Sponsor through AAF Austin Channels
- Prominent Company placement before, during and after the Big Wig Awards Video
- Recognition and thank you from the podium before and after the event



Exhibit S *Big Wigs : Sponsors Banner*



Exhibit T *Big Wigs*



Exhibit U *Big Wigs : Intro Video*

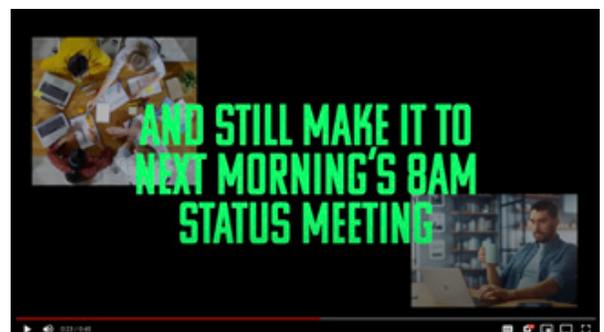
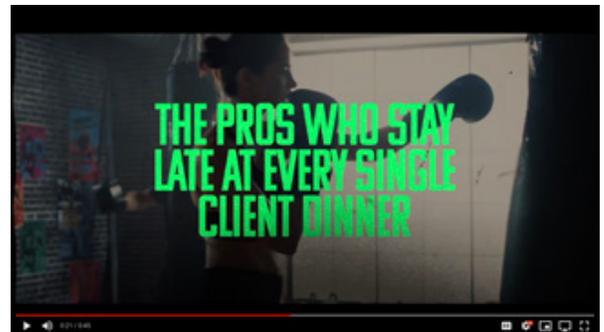


Exhibit V Big Wigs : Email & Social Media

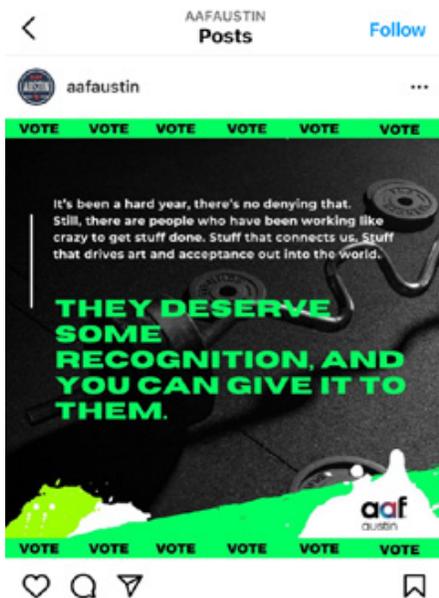
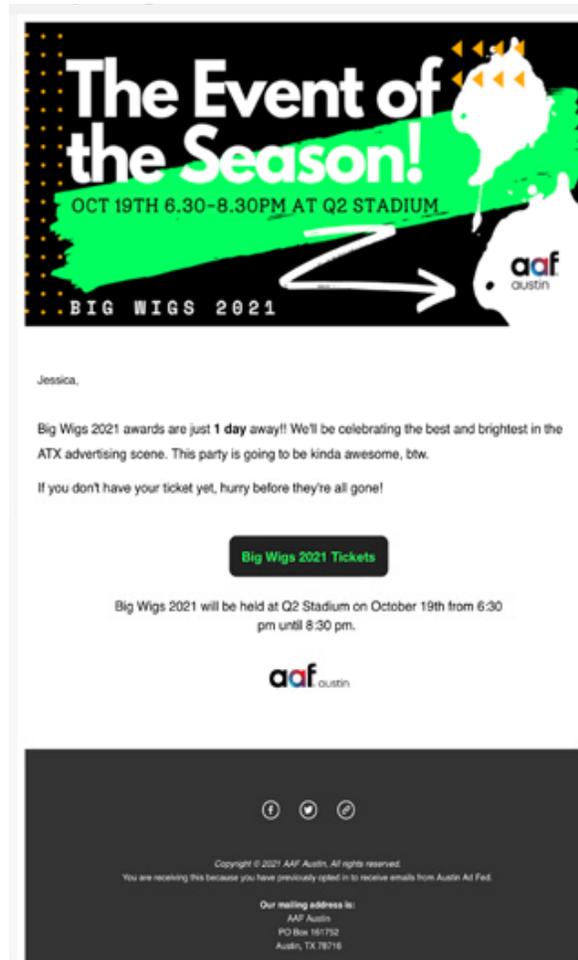
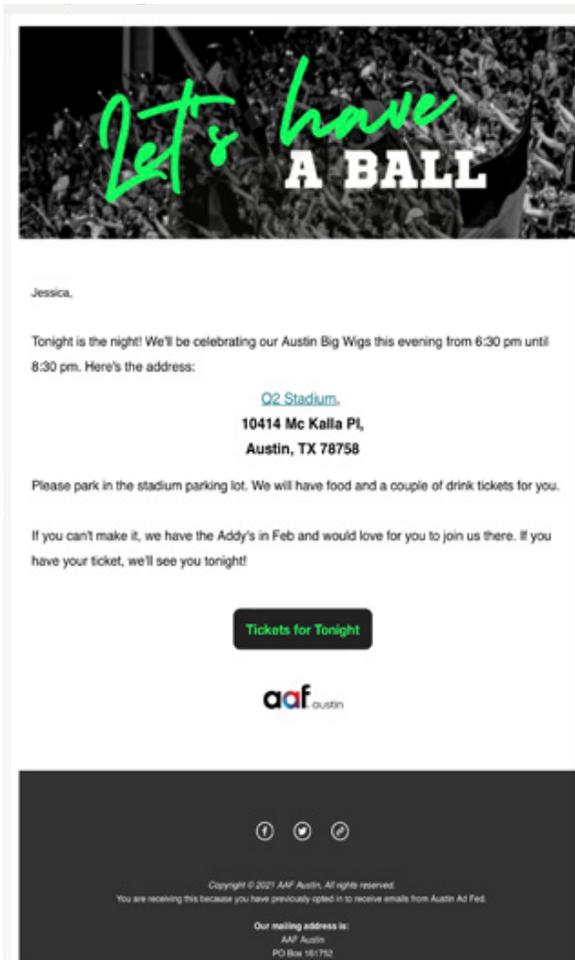


Exhibit W *Big Wigs : Ticket Sales*



Exhibit X *Big Wigs : Feedback*

Big Wigs was so much more fun since we are back in person. The venue was fantastic—it was fun and felt like we were insiders getting a glimpse at the new stadium. And as always, so great to see everyone again. The organizers did such a great job—it flowed really well and the trading cards were such a cool bonus! Thank you for all the hard work!

- Helena Abbing, GSD&M

Exhibit Y *Big Wigs : Trading Cards*



Exhibit Z *Big Wigs : Winners*

