





AMERICAN
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The AMERICAN ADVERTISING FEDERATION OF MIAMI is now accepting corporate partners at all levels for its 2020 Creative Futures Scholarship Fund.

AAFMiami is a passionate group of advertising industry leaders dedicated to serving our members. We are part of a community of 40,000 members across the United States and the Caribbean who advocate for the industry and share our knowledge and experience.

In its inaugural year (2019), we were able to raise \$10,000 in large part to the generous contribution of local agencies, our Board of Trustees, and individual gifts.

In its second year, our goal is to give 20K in scholarship money to some of Miami's most underprivileged students who show talent in a creative field.

**YOUR SPONSORSHIP OF THE 2020 SCHOLARSHIP FUND
will facilitate and nurture the talents and aspirations of a student
who would otherwise maybe never consider pursuing a creative career.**

AAF Miami invites the community to support outstanding local talent and receive generous promotional consideration, recognition at our Annual Awards Gala and throughout our various communication channels including our mailing list to over 2000 professionals.

There are several levels of partnerships for your consideration.
We are looking forward to give the gift of creativity this coming year, and we invite you to be a part of it.

**Please note AAFMiami is a 501c6 nonprofit organization*
We are currently working on our 501c3 status for tax-deductible donations!*



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ABOUT THE 2020 CREATIVE FUTURES SCHOLARSHIP FUND:

The American Advertising Federation is over 40,000 members strong nationally and we are committed to the growth and progress of the industry as a whole. That means recognizing the lack of diversity within certain roles at the agency level and understanding that the pursuit of creative passion is often a luxury not afforded to everyone.

As a non-profit that is committed to the progress of creativity and equal opportunity for all, we aim to make this small step in alleviating some of the financial burden around the next generation's objective of a career in the creative industry.

That's why we are created the

CREATIVE FUTURES SCHOLARSHIP to benefit Title 1 Miami public high school students who show promise in a creative field.

Title 1 Public high schools are schools with a student base where at least 40% come from low-income families.

This is where we know we can make the biggest difference.

A \$3,000 scholarship can buy the next generation of creatives a computer, a camera, or other necessary equipment that will enable them to enter our workforce. With so many cuts in public school funding related to the arts, we see this scholarship as necessary to keep creative curiosity alive among our most underprivileged youth.

In 2019 we raised \$10,000 in scholarship money with the support & help of the Miami advertising & creative community.

**FOR 2020 WE HOPE TO NOT ONLY MEET, BUT EXCEED THIS GOAL.
WE HOPE YOU CAN JOIN US IN THIS INITIATIVE.**

**IN 2020, IT IS OUR COMMITMENT TO AWARD THESE SCHOLARSHIPS
to BIPOC students.**



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CREATIVE FUTURES SCHOLARSHIP APPLICATION PROCESS

Here's how the scholarship works:

Teachers in Title 1 schools in some of Miami's most deserving neighborhoods nominate a Junior or Senior student who has shown an aptitude and skill for creative roles, whether design, writing, illustration, multimedia, film or others.

The AAFMiami Board, along with our Board of Trustees review the nominations, as well as samples of the student's work, and plans for the future based on a personal statement they must submit with their nomination.

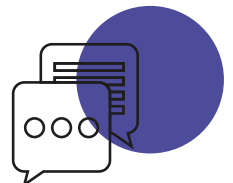
Winners are selected based on merit, skill, and need based on the recommendation of their nominating teacher.

Recipients will be honored at a Scholarship Dinner in August 2020.

Scholarship recipients, and their nominating teachers will also receive a full year of membership to AAFMiami where they will be able to attend any of educational or social events we host throughout the year at no cost to them.



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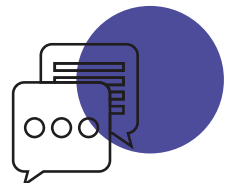
2019 - 2020 MIAMI - DADE TITLE 1 PUBLIC SCHOOLS ELIGIBLE TO PARTICIPATE

7011 - American	7341 - Miami Jackson
7751 - Barbara Goleman *	7411- Miami Northwestern
7111 - Hialeah	7461 - Miami Senior
7191 - Hialeah Gardens	7511 - Miami Springs 7021-Center for Inter-
7131 - Hialeah-Miami Lakes	national Education
7231- Miami Carol City	7781 - Felix Varela *
7391 - Miami Lakes Educational Center	7151 - Homestead+
7381 - Miami Norland	7701 - South Dade+
7591 - North Miami	7051 - G. Holmes Braddock
7541 - North Miami Beach	7171 - Medical Academy for Tech
7049 - Westland Hialeah	@ Homestead *
7791- Booker T. Washington	7361 - Miami Killian *
7071 - Coral Gables *	7731 - Miami Southridge
7005 - iTech @ Thomas A Edison Ed. Center	7531 - Miami Sunset
7033 - Law Enforcement Officers Memorial	7371 - Robert Morgan Educational Center
7251 - Miami Central	7741 - Southwest Miami
7271 - Miami Coral Park	7721 - South Miami
7301 - Miami Edison	7601 - William H. Turner Technical Arts

* New 2018-2019



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2019 CREATIVE FUTURES SCHOLARSHIP RECIPIENTS



Damarcus Chandler & Johnnika Dorcely from Miami Edison High School each received \$3,000 Scholarships.

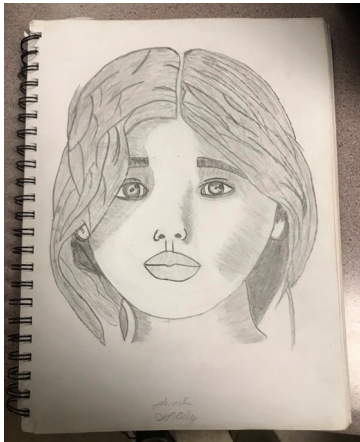
Their Graphic Arts teacher, Mr. Damian Flores (Left) nominated both of them.





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2019 CREATIVE FUTURES SCHOLARSHIP RECIPIENTS

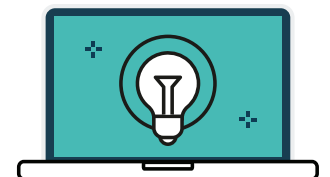


“My plans for the future after graduation is to go to my dream college to pursue my dreams. I want my career to be something that is challenging, interesting, and makes a difference in people’s lives on the daily basis. My creative skills will help me by expanding my mindset for that particular career, it will help me come up with unique ways to create what I need to make a difference in this country. I will be working hard for me to be success and my future career. Those goals will help me to keep me going no matter what.”

**- Johnnika Dorcely / Miami Edison High School
Class of 2019**



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Partnership LEVELS & REWARDS

PRESENTING SPONSOR:

\$6,000 in monetary contributions

*Major Visibility Prior to Scholarship Announcement as well as during
2021 Miami Advertising Awards Gala :*

2021 AAFMiami Creative Futures Scholarship presented by naming rights
3-5 company-specific posts/stories on social media channels (IG & Facebook)
Specific email campaign to our membership list announcing partnership
1-2 minute video introduction to Scholarship on our website Company logo on Scholarship/Gala website page
Company logo on printed promotions of event including promotion of scholarship

Major Visibility Scholarship Dinner:

Company logo in promotion materials
Swag bag opportunities
2 Scholarship dinner tickets

Major Visibility at 2021 Miami Advertising Awards Gala:

1-2 minute video introduction to Scholarship on our website Gala reel
Speaking opportunity for sponsor to introduce Scholarship recipient announcement
Company logo on Gala Step & Repeat banner
Company logo on Scholarship Donors banner
6 Miami Advertising Award Gala tickets



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Partnership LEVELS & REWARDS

PLATINUM SPONSOR:

\$4,000 in monetary contributions

*Major Visibility Prior to Scholarship Announcement as well as during
2021 Miami Advertising Awards Gala :*

- 3 company specific posts/stories on social media channels (IG & Facebook)
- Partnership announcement included in email campaigns
- 1 minute video introduction to Scholarship on our website
- Company logo on Scholarship page
- Company logo on printed promotions of event including promotion of scholarship

Major Visibility Scholarship Dinner:

- Company logo in promotion materials
- Swag bag opportunities

Major Visibility at 2021 Miami Advertising Awards Gala:

- 1 minute video introduction to Scholarship on our website
- Gala reel
- Company logo on Gala Step & Repeat banner
- Company logo on Scholarship Donors banner
- 4 Miami Advertising Award Gala tickets



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Partnership LEVELS & REWARDS

GOLD SPONSOR:

\$2,000 in monetary contributions

*Major Visibility Prior to Scholarship Announcement as well as during
2021 Miami Advertising Awards Gala :*

2 company specific posts/stories on social media channels (IG & Facebook)
Company logo on printed promotions of event including promotion of scholarship

Major Visibility Scholarship Dinner:

Company logo in promotion materials
Swag bag opportunities

Major Visibility at 2021 Miami Advertising Awards Gala:

Company logo on Scholarship Donors banner
3 Miami Advertising Award Gala tickets



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Partnership LEVELS & REWARDS

SILVER SPONSOR:

\$1,000 in monetary contributions

*Major Visibility Prior to Scholarship Announcement as well as during
2021 Miami Advertising Awards Gala :*

1 company specific post or story on Instagram
Company logo on printed promotions of event including promotion of scholarship

Major Visibility Scholarship Dinner:

Company logo in promotion materials
Swag bag opportunities

Major Visibility at 2021 Miami Advertising Awards Gala:

Company logo on Scholarship Donors banner
2 Miami Advertising Award Gala tickets



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Partnership LEVELS & REWARDS

BRONZE SPONSOR:

\$500 in monetary contributions

*Major Visibility Prior to Scholarship Announcement as well as during
2021 Miami Advertising Awards Gala :*

1 company specific Story on Instagram
Company logo on printed promotions of event including promotion of scholarship

Major Visibility Scholarship Dinner:

Company logo in promotion materials
Swag bag opportunities

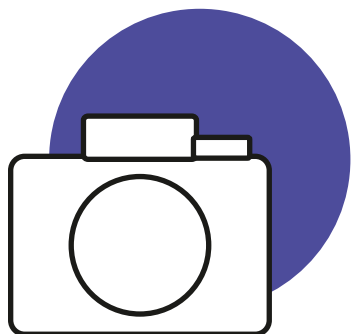
Major Visibility at 2021 Miami Advertising Awards Gala:

Company logo on Scholarship Donors banner
1 Miami Advertising Award Gala tickets



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Scholarship**





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