



VHO'S HUNGRY?

# Welcome to Corporate Membership in the Philly Ad Club!

2,500 advertising, media, creative, marketing, and public relations professionals focused on the betterment of its members through education, networking, and professional development.

## ■ KEY FACTS:

- Established in 1947
- AAF Affiliated Since 1990
- Over 2,500 Members
- More Than 30 Events Per Year
- Signature Programs to Include:
  - » Mentoring
  - » TEENS
  - » Philly Ad Club 2.0
  - » Students
  - » Creative Collective
  - » *Details @ [www.phillyadclub.com](http://www.phillyadclub.com)*
- Industry Leaders Driven
  - » Board of Governors = 43
  - » Super Advisory Board = Add'l 39
- Dedicated Executive Director
- 100's of Active Volunteers
- Advertising and Sponsorship Opportunities
- *Philly Ad News Magazine*
- New Powerhouse Website
- Online Database Functionality
- Value Priced Dues and Event Fees
- Solid Financial Statement
- 24/7 Networking
- Philly Ad Club Educational Foundation
  - » Tax deductible opportunities
  - » Fundraising activities
  - » Supporting the TEENS and Scholarship Programs

## ■ IMPORTANCE OF CORPORATE MEMBERSHIP

- Provides Education, Networking and Professional Development Opportunities for Your Total Employee Team
- Saves Up To \$480 in Reduced Event Fees Per Employee Over the Year (that's \$50 for the ADDY Awards alone)
- Supports the Professional Programs and Communications Tools Provided:
  - » *Philly AD NEWS Magazine*
  - » Philly Ad Club Website
  - » Top Level Events
  - » 2.0 for the younger professionals
  - » Student Programs
  - » Philly Ad Club TEENS
  - » Mentoring Program
  - » College Scholarships
  - » *Details @ [www.phillyadclub.com](http://www.phillyadclub.com)*

We All Benefit:

Corporate Membership Creates a More Vibrant Advertising Community through Success of the Philly Ad Club ... The Voice of the Greater Philadelphia Communications Industry!

## ■ TYPES OF EVENTS

- Educational Workshops
- Informative Breakfast Seminars
- Honors Luncheons
- Student and 2.0 Events
- ADDY® Awards
- Other Annual Events

## ■ PRIMARY COMMITTEES

- Mentoring
- Programs
- Public Relations
- Social
- Students
- Summer Outing
- 2.0 (The Next Wave)

Experience what's in it for your employees ... join now and benefit from being part of the largest AAF affiliated ad club in the country!

### MISSION STATEMENT

The Philly Ad Club, a non-profit organization of working professionals in the communications field, is dedicated ... to serve its membership through educational programs, networking opportunities and the recognition of creative excellence ... to serve its industry by promoting high standards in advertising and communications and by mentoring young people who plan to pursue careers in the industry, and ... to serve its community through a series of public service initiatives.

## ■ CORPORATE MEMBERSHIP LEVELS\*

- Companies of <10 Employees — \$550
- Companies of 11-50 Employees — \$1,100
- Companies of 51-100 Employees — \$2,200
- Companies of >100 Employees — \$3,300

NOTE: Membership is on a running calendar basis with anniversaries one year from time of joining.

*\* Member companies can have 5, 10, 20 or 30 full employee memberships, respectively, based on the levels above (i.e. both Philly Ad Club and AAF memberships) ... PLUS, as many additional corporate affiliated members (with Philly Ad Club membership only) up to the total number of employees within the company who's job description is typically associated with the activities of the club.*

## ■ PRIMARY BENEFITS OF CORPORATE MEMBERSHIP

- Vibrant/Professional Organization
- Discounts on all events
- Free Workshops
- Access to Online Services
- Listing in and Access to Directory
- Subscription to Philly Ad News Magazine
- Access to All Programs and Volunteerism
- Participation on Active Committees
- Access to Health and Other Insurance
- Federal Credit Union Eligibility
- Complete Access to AAF Offered Benefits



WHO'S HUNGRY?

### Philly Ad Club

P.O. Box 1155, c/o Seamless Events, Havertown, PA 19083

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