



NIAF 2025 New York Gala Sponsorship Ads

Frequently Asked Questions

Who can place a Gala sponsorship ad?

Sponsors at all levels can place a full-page ad in the printed Gala Program Journal to be distributed at the gala to each guest. In addition, all sponsors can provide an electronic ad that will be displayed on the screens during the gala.

Who designs the sponsorship ad?

Sponsors are responsible for designing their ads. If questions, please contact ecamera@niaf.org

When is the deadline?

The deadline is **Wednesday, March 12, 2025** for the print Gala Journal ad.

The deadline is **Friday, April 4, 2025** for the ballroom screen electronic ad.

Please send the print ad as a PDF file to sponsorads@niaf.org

Please send the electronic ad as a JPEG file to sponsorads@niaf.org

How do you design an ad?

All ads must be created in an industry-standard design program. Please DO NOT create ads in Microsoft Word, Publisher, WordPerfect, Canva, or any other word processing program.

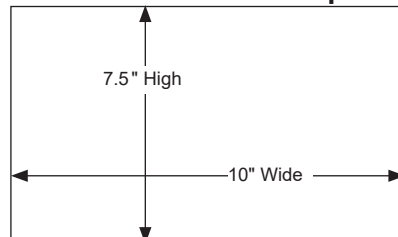
What do typical sponsorship ads look like?

A typical ad will include a congratulatory message for the Gala honorees and express support for NIAF. Also acceptable are personal, family and corporate ads. Many company ads incorporate a logo, an image, a message, and basic corporate information (brief promotional text and a company website address).

What are the specs required for the electronic sponsorship ad?

- Must be full color
- Must be high-resolution (300 dpi)
- Measure 10" wide by 7.5" high
- Landscape orientation
- Send as a JPEG file

ELECTRONIC Ad Specs





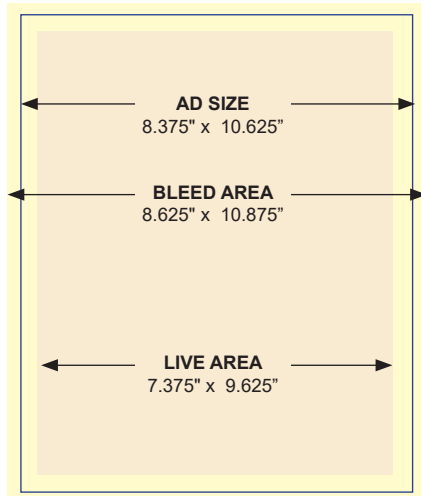
NIAF 2025 New York Gala Sponsorship Ads

Frequently Asked Questions

What are the specs required for the print sponsorship ad?

- Must be full color
- Must be high resolution (300 dpi)
- Measure 8.375" wide x 10.625" high
- Must include trim marks and bleeds .125" all 4 sides
- Portrait orientation
- Send as a press-ready PDF file

Gala Journal **PRINT** Ad Specs



Ad Size - the actual page size of the Gala Journal.

Bleed Area - when color or images run off the edge of the page. The extra .125" on all sides will make sure color and images successfully runs off the page when trimming the Journal.

Live Area - to make sure any logos, type, etc that is kept in the safe area without risk of being trimmed off in the printing process.

Are Gala sponsorships tax deductible?

Most sponsorships are partially tax deductible (see chart below). NIAF's Federal ID# is 52-1071723.

Sponsorship Amount Fair Market Value

| | |
|----------------------------------|----------|
| \$50,000..... | \$18,124 |
| \$25,000..... | \$10,709 |
| \$10,000..... | \$5,429 |
| \$5,500..... | \$3,012 |
| \$3,500 | \$2,256 |
| \$1,500..... | \$0 |
| \$1,000 (Individual Ticket)..... | \$377.97 |

What's next?

Email your Sponsorship Ads as attachments to sponsorads@niaf.org. In the email, please confirm your Sponsor Level and how you want your Sponsor name listed in the Gala Journal.

Company Logo

If your Sponsorship Level benefit includes your company logo displayed on NIAF's gala website or red carpet, please submit the web resolution logo to sponsorads@niaf.org upon register.

Gala Journal Sponsorship Print Ad Deadline: Wednesday, March 12, 2025