



The NATIONAL ITALIAN AMERICAN FOUNDATION

4th Annual Arizona Gala

Saturday, February 1, 2025 | Caesars Republic Scottsdale

Sponsorship Ads Frequently Asked Questions

Who designs the sponsorship ads and what do they look like?

Sponsors are responsible for making their ads and submitting them no later than the deadline. All ads must be designed in an industry-standard design program. Please do not create ads in Microsoft Word, Canva, or another word processing program. Personal and Corporate ads congratulate the Gala honoree(s) and express support for NIAF. Corporate ads are brand ads that incorporate a logo, an image and basic corporate information such as the website address and a brief promotional text.

When is the deadline to submit ads?

Wednesday, January 15, 2025 to submit the Print Ad in **PDF** file

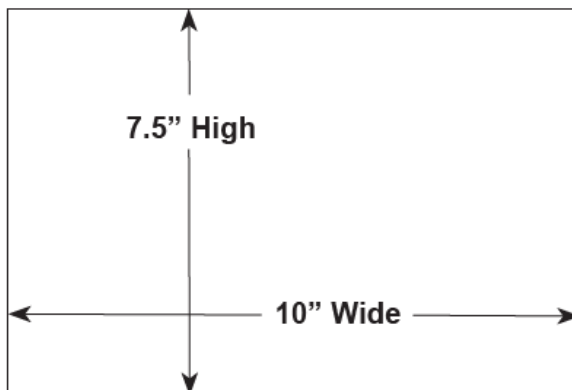
Monday, January 27, 2025 to submit the Electronic Ad in **JPEG** file

Please send to sponsorads@niaf.org

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





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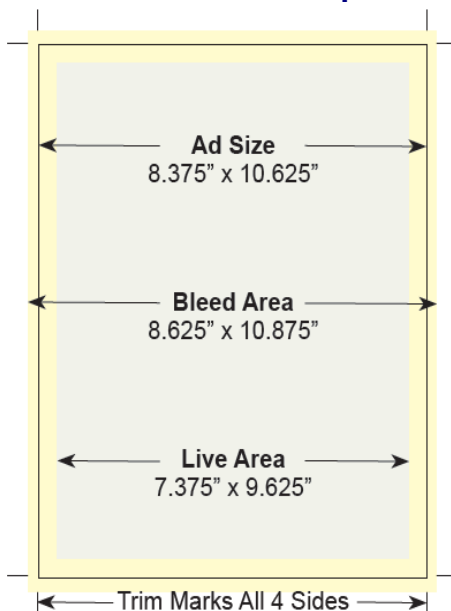
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Sponsorship Ads Frequently Asked Questions

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? Sponsorships are partially tax deductible (see chart below) **NIAF's Federal ID# is 52-1071723**

\$25,000 – Presenting Fair Market Value: \$7,500
\$15,000 – Diamond Fair Market Value: \$5,500
\$10,000 – Platinum Fair Market Value: \$4,500
\$4,500 – Gold Fair Market Value: \$3500
\$1,000 – Branding Fair Market Value: \$0
\$500 – Individual Fair Market Value: \$325

**Proceeds benefit NIAF Education and Scholarship Programs
and the Baller Dream Foundation**

For further ticket/event information contact Jerry Jones at jerry@niah.org and for advertising/design questions contact NIAF at sponsorads@niah.org