



NIAF 49th Anniversary D.C. 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 Journal to be distributed on Saturday, October 26, 2024 at The Omni Shoreham Hotel in Washington, D.C. In addition, all sponsors can provide an electronic ad that will be displayed on the ballroom's big screens during the Gala.

Who designs the sponsorship ad?

Sponsors are responsible for designing their ads.

When is the deadline?

The deadline is Monday, **October 7, 2024** to submit both the print and electronic ads. 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.

Not sure how to design an ad?

Have an idea for an ad, but are unsure of how to create one? We can help you. Email Buddy Vagnoni at buddy@bgdc.net with the details of the ad (what you want the ad to say, any high resolution logos and images) and he will help to make it a reality. We'll also take care of the electronic ad.

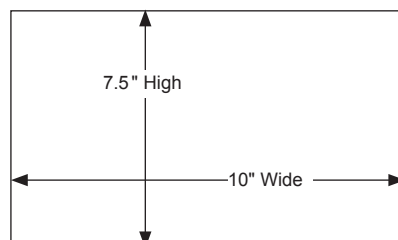
What do typical sponsorship ads look like?

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





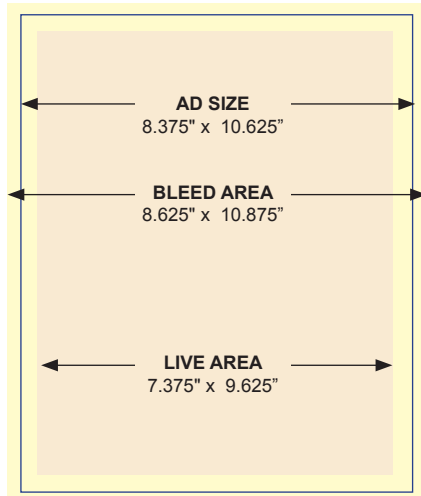
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What are the specs required for the print sponsorship ad?

- 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

\$100,000.....	\$19,500
\$50,000.....	\$13,190
\$25,000.....	\$7,920
\$15,000.....	\$5,950
\$7,500.....	\$2,520
\$3,500.....	\$560
\$1,500.....	\$0
\$1,000.....	\$400

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

Don't forget if your Sponsorship Level benefit includes your company logo displayed on NIAF's gala webpage please submit the logo to sponsorads@niaf.org upon registering.

The logos must be provided in VECTOR file.

For any design questions, contact Buddy Vagnoni at buddy@bgdc.net

Gala Journal Sponsorship Ads Deadline: Monday, October 7, 2024