

2025 STUDENT CONFERENCE & COMPETITION TITLE SPONSORSHIP

TITLE SPONSORSHIP PACKAGE:

- Gain invaluable first-hand access to the Gen Z target market, how they view your brand and how they want to be communicated to.
- As Title Sponsor, you will own the work produced by approximately 8-10 creative teams working to solve a specific marketing challenge for your brand. The work is yours to use as you would like.
- Brand presence throughout the event for presenters, panels, students, judges, etc. – once the client and brief are revealed.
- Speaking opportunities at the event, including a kick-off address where you brief the student teams on the marketing challenge, as well as a closing address at the winner's announcement session.
- Title Sponsor receives a table at the Career Fair on Saturday, November 8, 12-3 PM, which includes recruitment opportunities for internships and entry-level positions.
- Logo inclusion on all materials sent to the universities, students, AAF-H audience, and on the AAF-H website, including e-blasts and social media, after the conference. Assistance with press releases as needed.
- Post event interview on the AAF-H podcast Ad Speaks Houston, which also airs on KPRC radio and can be used on your website and social media.

TITLE SPONSORSHIP: \$15,000

A BOLD OPPORTUNITY FOR ONE COMPANY TO GO BIG.

This [video](#) really tells the story of the event. Start by giving it a click.

WHO: The AAF-Houston Student Conference & Competition is attended by approximately 80-100 college students and their professors from 10+ colleges and universities from the AAF Tenth District, which includes Arkansas, Louisiana, Oklahoma and Texas. Past Title Sponsors include **76[®], Academy Sports + Outdoors, Dr. Pepper/Sunkist, Encore Live, Fiesta, Lone Star Markets, Hewlett Packard, Houston Museum of Natural History, Mattress Firm** and **MJWJ Global Radio Network**.

WHAT: The conference is a two-day event, which includes an intense competition where students work in assigned teams to create full advertising and marketing campaigns that solve the specific challenge that the client's company presents to them the morning of the competition. Other activities include a panel discussion, meeting with industry professionals for one-on-one resume and portfolio reviews and a Career Fair. While the students are competing, their professors/educators have the opportunity to stay up to date on industry trends at roundtables with industry professionals on a variety of subjects.

For 20+ years, this conference has been recognized as being one of the nation's most outstanding advertising educational experiences. It takes 40+ Houston's advertising professionals volunteering at every level to make the event a success.

WHEN & WHERE: **Friday, Nov. 7 - Saturday, Nov. 8, 2025**

The Conference will take place at The Houston Chronicle. Judging and hotel rooms for participants will be at the DoubleTree Greenway Plaza.

WHY:

"There is nothing like producing a complete campaign in eight hours to test a student's commitment to the business. Students thrive in this environment, make new friends and pack a semester worth of learning into a weekend."

Larry Kelley

Retired Clinical Professor of Advertising, University of Houston

"First as an attendee, I was lucky to witness the extraordinary work that the students created. Then as an AAF-Houston board member, I was fortunate to be more involved and get a better understanding of how the club supports these students in creating their presentations. Finally, as a sponsor, the students' extraordinary ideas actually helped shape the campaign work I was creating for the 76 brand."

Sonny Villarreal

Marketing Executive