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Weber Shandwick

Margie Sullivan

Redtree Productions

Laura West

MNI

#### Bronze | Donation Value: \$5,000 - \$25,000 (Per Official Valuation)

- 2 tickets to Media Innovation Day on September 15th, 2014
- Logo visibility on
  - The Media Auction website ([adclub.org/media](http://adclub.org/media))
  - Media Innovation Day event signage

#### Silver | Donation Value: \$25,000 - \$50,000 (Per Official Valuation)

- 2 tickets to Media Innovation Day on September 15th, 2014
- Opportunity to own a branded booth space at Media Innovation Day
- Opportunity for your donation to be featured on the Media Auction website homepage
- Integration into The Ad Club's robust social media marketing plan (including visibility through Twitter, Facebook, and LinkedIn)
- Logo visibility on:
  - The Media Auction website ([adclub.org/media](http://adclub.org/media))
  - Media Innovation Day event signage
- Inclusion in:
  - Email marketing blasts promoting the Media Auction to 9,000+ Ad Club members
  - Weekly newsletter to The Ad Club newsletter database 30,000+ industry professionals

#### Gold | Donation Value: \$50,000 - \$100,000 (Per Official Valuation)

- 5 tickets to Media Innovation Day on September 15th, 2014
- 1 full page ad in the Media Innovation Day program
- Opportunity to own a branded booth space at Media Innovation Day
- Opportunity for your donation to be featured on the Media Auction website homepage
- Integration into The Ad Club's robust social media marketing plan (including visibility through Twitter, Facebook, and LinkedIn)
- Logo featured prominently on:
  - The Media Auction website ([adclub.org/media](http://adclub.org/media))
  - Media Innovation Day event signage
  - Media Innovation Day projector screens, looping for the duration of the event
  - One media auction ad to run in the Boston Globe
- Inclusion in:
  - Email marketing blasts promoting the Media Auction to 9,000+ Ad Club members
  - Weekly newsletter to The Ad Club newsletter database 30,000+ industry professionals

#### Platinum | Donation: Value \$100,000+ (Per Official Valuation)

- 10 tickets to Media Innovation Day on September 15th, 2014
- 1 full page ad in the Media Innovation Day program
- 5 tickets to the Maven Awards event, date TBD in November 2014
- 1 full page ad in the Maven Awards event program
- Opportunity to own preferential branded booth space at Media Innovation Day
- Opportunity for your donation to be featured on the Media Auction website homepage
- Opportunity for your item to be featured in auction marketing blasts
- Integration into The Ad Club's robust social media marketing plan (including visibility through Twitter, Facebook, and LinkedIn)
- Logo featured prominently on:
  - The Media Auction website ([adclub.org/media](http://adclub.org/media))
  - Media Innovation Day event signage
  - Media Innovation Day projector screens, looping for the duration of the event
  - One media auction ad to run in the Boston Globe
- Inclusion in:
  - Email marketing blasts promoting the Media Auction to 9,000+ Ad Club members
  - Weekly newsletter to The Ad Club newsletter database 30,000+ industry professionals

"The media auction is a wonderful way for our agency and our clients to support an organization we both greatly believe in. The client gets a great value and the media donors get new or enhanced client relationships." **CINDY STOCKWELL | EVR, CMO | HILL HOLLIDAY**

