



THE
MEDIA
AUCTION

THE
AD
CLUB
{Are You In?}

2017 MEDIA AUCTION

Cindy Stockwell, Chairman
Trilia Media
John Cooney, Co-Chairman
The Ad Club

MEDIA AUCTION COMMITTEE

Paul Alexander
Eastern Bank
Lauren Blanchard
DigitasLBI
Jessica Correa
Planet Fitness
Jennifer Cruz
Trilia Media
Tim Davies
Decibel Media
Jane Deery
PGR Media
Matt Dowling
PJA
Madeleine Drouin
Havas Media
Nick Dunham
Dunkin' Brands
Emily Greenhalge
PGR Media
Jennifer Hickey
DigitasLBI
Kathy Klingler
Blue Cross Blue Shield of MA
Pat LaCroix
Bose
Shoshana Levine
PGR Media
Amy Maguire
Havas Media
Gary Manis
Centro
Michele McElhinney
Trilia Media
Lynne Montesanto
Boston Magazine
Andy Reinhard
Amazon
Rudy Rodriguez
Telemundo
Cheryl Savage
Independent
Nicole Smalley
DigitasLBI
Jordan Spyek
Trilia Media
Elaine Tocci
Allen & Gerritsen
Daniel Tugender
JC Decaux
Tyler Vermette
Independent
Diane Witkowski
Fidelity Investments

2017 DONOR BENEFITS

PLATINUM DONOR | Donation Value: \$100,000 + (Per Official Valuation)

- 5 tickets for Media Innovation Day & Maven Awards on October 11, 2017
- Option for full page ad in the Media Innovation Day program
- Option for preferential branded booth space at Media Innovation Day & Maven Awards
- Promotion during The Ad Club's on-site Auction activation at Media Day & Maven Awards
- Inclusion in one Media Auction print ad to run in the Boston Globe
- Donation featured on Media Auction website homepage
- Donation featured in Media Auction marketing blasts to 9,000+ Ad Club members
- Integration into The Ad Club's robust social media marketing plan
- Inclusion in one weekly newsletter to The Ad Club database 30,000+ industry professionals
- Logo featured prominently on:
 - Media Innovation Day event poster
 - Media Innovation Day projector screens, looping for duration of the event

GOLD DONOR | Donation Value: \$50,000 - \$99,999 (Per Official Valuation)

- 3 tickets for Media Innovation Day & Maven Awards on October 11, 2017
- Option for full page ad in the Media Innovation Day program
- Option for branded booth space at Media Innovation Day & Maven Awards
- Promotion during The Ad Club's on-site Auction activation at Media Day & Maven Awards
- Donation featured on Media Auction website homepage
- Donation featured in Media Auction marketing blasts to 9,000+ Ad Club members
- Integration into The Ad Club's robust social media marketing plan
- Inclusion in one weekly newsletter to The Ad Club database 30,000+ industry professionals
- Logo featured on:
 - Media Innovation Day event poster
 - Media Innovation Day projector screens, looping for duration of the event

SILVER DONOR | Donation Value: \$25,000 - \$49,999 (Per Official Valuation)

- 2 tickets for Media Innovation Day & Maven Awards on October 11, 2017
- Option for branded booth space at Media Innovation Day & Maven Awards
- Donation featured on Media Auction website homepage
- Integration into The Ad Club's robust social media marketing plan
- Inclusion in:
 - One email marketing blast promoting the Media Auction to 9,000+ Ad Club members
 - One weekly newsletter to The Ad Club database 30,000+ industry professionals
- Logo included on:
 - Media Innovation Day projector screens, looping for duration of the event

BRONZE DONOR | Donation Value: \$5,000 - \$24,999 (Per Official Valuation)

- 1 ticket for Media Innovation Day & Maven Awards on October 11, 2017
- Inclusion in one of the below:
 - Email marketing blast promoting the Media Auction to 9,000+ Ad Club members
 - Weekly newsletter to The Ad Club database 30,000+ industry professionals
- Logo included on:
 - Media Innovation Day projector screens, looping for duration of the event

"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 | PRESIDENT | TRILIA MEDIA**

