

# 2010 Media Partnership Program





## AAF Metro Phoenix Media Partnership Program

In 2005, the AAF Metro Phoenix Board of Directors launched a new community public service project designed to provide local non-profit organizations with an exceptional opportunity to maximize their media budget at a minimum 3-to-1 return on investment. That's right, for every media dollar invested by your organization AAFMP strives to return at least three dollars in media value. It's like tripling your media budget!

Now in its fifth year, the AAFMP Media Partnership Program has assisted non-profit organizations, including *United Blood Services*, *Valley of the Sun United Way*, *HomeBase Youth Services*, *the Arizona Partnership for Immunization (TAPI)* and the *Desert Botanical Garden*, to reach and exceed their media objectives. Every program participant has realized a minimum 3:1 return on their marketing investment.

This year, the AAF Metro Phoenix Board of Directors is extending an invitation to non-profit organizations to apply for participating in the program. Your organization was selected based on its non-profit status, mission and many contributions to our community. AAF Metro Phoenix would be honored to assist your organization to increase awareness for your programs within our community and we hope you will accept our invitation to become a media partner.

Depending on your marketing objectives, scheduling requirements and budget, AAFMP will be able to assist you with media placement in the following mediums: Television/Network & Cable; Outdoor; Magazines; Newspapers; Radio; Traffic reports and Internet. Our professional media planner will assemble a plan that takes into consideration your flight/placement requests, geographic considerations and seasonal fluctuations.

To help you learn more about the program, we have included a list of frequently asked questions, case studies and letters of recommendation.

Qualifying non-profit organizations may apply to participate in the 2010 Media Partnership program by contacting AAF Metro Phoenix to discuss your media needs. For additional information or to schedule an introductory meeting, please contact our Executive Director, Carol Murphy, at 602-218-5052 or email [execdirector@aafmetrophoenix.com](mailto:execdirector@aafmetrophoenix.com).

We look forward to working with you soon.

Sincerely,

*Susan Ulrich*

Susan Ulrich, President  
**AAF Metro Phoenix**



## **AAF Metro Phoenix Media Partnership Program**

### ***Frequently Asked Questions***

Founded in 1937, AAF Metro Phoenix (AAFMP) is the local affiliate of the American Advertising Federation (AAF), a national organization headquartered in Washington D.C. AAF Metro Phoenix is an exciting and enthusiastic group of advertising and business professionals who are committed to sharing their knowledge and resources with local non-profits to support educational programs and public service projects in the community. Members contribute their time to; advertising standards programs, local economic development, business education, government relations, college educational programs, industry related awards, and many other activities that positively impact the Phoenix business climate.

#### **What is the AAFMP Media Partnership Program?**

AAFMP is a 501(c)(3) non-profit corporation, with members made up of various advertising services businesses. As a community and public service, AAFMP strives to promote the public good by coordinating with its membership to provide donated or discounted advertising services to other qualifying non-profit organizations, ideally at a 3-to-1 return as to the reasonable market value of advertising services provided versus fees paid. For instance, if you have a budget of \$35,000, AAFMP will strive to deliver \$105,000 in market value for your media investment.

#### **Who May Apply for the AAFMP Media Partnership Program?**

AAFMP accepts applications from 501(C)(3) and 501(C)(6) corporations, and other qualifying non-profit agencies.

#### **How Many Organizations May Apply for the Media Partnership Each Year?**

Annual media inventory is limited to selected applicants and will be awarded on a first-come, first serve basis as long as inventory is available.

#### **What is the Minimum Budget Requirement to Participate in the Program?**

With a minimum investment of \$10,000, AAFMP will assist your organization to secure media that supports your campaign objectives.

#### **How do we Track Return on Investment?**

AAFMP provides media schedules, monthly tracking reports and post-campaign affidavits upon the conclusion of your campaign.

#### **Can you Work with our In-house Marketing Department and/or Agency of Record?**

The AAFMP Media Partnership planning team will communicate with your designated marketing team and/or agency of record to keep them apprised of media availability and schedules, production specifications, and material delivery deadlines.

#### **What is the Duration of the Partnership Agreement?**

Terms of the agreement vary depending on your media budget and/or seasonality of media placement but never exceed 12 months. Depending on your marketing campaign objectives, AAFMP will deliver a 3, 6, 9 or 12-month media plan.

### **When does the Contract Period Begin?**

Following an introductory meeting to explore your marketing objectives, a contract agreement that outlines AAFMP's role in securing media to meet the objectives outlined by your organization will be delivered. The contract period begins immediately upon receipt of the signed contract.

### **What are the Payment Terms for Facilitating the Agreement?**

Client payment is divided into equal installments based on the media schedule; payment terms are noted in the contract. Invoices are payable and due upon receipt.

### **What if we have to Cancel the Agreement?**

The agreement may be terminated by either party with thirty (30) days advance notification, delivered via certified mail. The client remains obligated to make any installment payment to AAFMP that is scheduled less than 30 days after the date of notice of termination. Cancellation fees may apply. See your contract for terms and conditions.

### **Would you like to Learn More?**

Contact Carol Murphy, AAFMP Executive Director, by telephone 602-281-5052 or email: [execdirector@aafmetrophoenix.com](mailto:execdirector@aafmetrophoenix.com) to discuss your media needs. She will coordinate a meeting with your marketing team and the AAFMP Media Partnership Committee to explore the objectives and goal defined in your marketing plan.

### **AAFMP Media Partnership Committee:**

#### **Carol Murphy, Executive Director**

AAF Metro Phoenix  
602-218-5052 phone  
[execdirector@aafmetrophoenix.com](mailto:execdirector@aafmetrophoenix.com)

#### **Tracey Anderson, Media Planner/Buyer**

AAF Metro Phoenix  
480 607-7050 phone  
480 607-7045 fax  
[TAMEDIAMIX@aol.com](mailto:TAMEDIAMIX@aol.com)

#### **Susan Ulrich, President**

AAF Metro Phoenix  
New Business Development  
602-320-6843 phone  
[susanulrich@cox.net](mailto:susanulrich@cox.net)

#### **Pamela Loughman, Vice President**

AAF Metro Phoenix  
New Business Development  
602-427-0207 phone  
[pamela.loughman@mcmurry.com](mailto:pamela.loughman@mcmurry.com)



## ***AAFMP Media Partnership Program***

### **Case Study for Valley of the Sun United Way**

#### **2008-09 *Live United* Campaign**



Serving the needs of the Phoenix community for over 80 years, Valley of the Sun United Way is a local non-profit organization dedicated to advancing the common good and creating opportunities for a better life by focusing on education, income and health challenges of community members.

#### **Marketing Goal:**

The national United Way created the *Live United* media campaign in 2008/09 to increase public awareness for all United Way chapters throughout the United States. The campaign, created by McCann Erickson, featured a message that, underneath everything, we are all connected and influence the condition of all.

#### **Media Campaign Goal:**

Obtain guaranteed and strategic placement of the Benatar TV spot and avoid the random placement usually associated with community service PSAs.

#### **Business Challenge:**

VSUW has an in-house media department that plans and places media spots created by the national organization throughout the year. The television spot for the 2008/09 campaign was set to four-time Grammy winner Pat Benatar's song, "We Belong," and could only be used as a PSA to avoid copyright infringement.

#### **Solution:**

Seasoned marketing professional and VSUW Senior Marketing VP, John Hogg, knew through experience the challenge VSUW would experience in achieving consistent play time for the Benatar spot if left to the sporadic placement usually provided for a PSA spot. VSUW called upon the AAF Metro Phoenix Media Partnership Program, and our close association with all local television stations, to provide insight into the most effective and efficient approach to help VSUW reach its media campaign goal.

#### **AAFMP Media Partnership Results:**

Through generous donations from participating partners across metropolitan Phoenix, AAF Metro Phoenix was able to generate media results that greatly exceeded our commitment to the Valley of the Sun United Way:

- The Benatar TV spot was placed by AAFMP into scheduled rotations at all major TV stations throughout the Phoenix community.
- Obtained placement for slides with the *Live United* call-to-action at six Harkins Movie Theaters in locations throughout the greater Phoenix area.
- Delivered a 6-to-1 return on investment to VSUW, generating \$436,000 media value.



Valley of the Sun United Way  
1515 East Osborn Rd.  
Phoenix, AZ 85014-5386  
(602) 631-4800

July 13, 2009

To Whom It May Concern –

Being a marketer for one of the largest nonprofit organizations in the State of Arizona, I have experienced first-hand the difficult decisions one must make when considering the most effective and efficient approach to investing in paid media. For this reason, I highly recommend the American Advertising Federation's Media Partnership Program (AAFMP) for nonprofit organizations throughout the Valley.

Through generous donations from participating partners across metropolitan Phoenix, Valley of the Sun United Way was able to generate media results that exceeded our organization's expectations. AAFMP provided an opportunity for United Way to work with a host of media buying professionals and the entire Phoenix media community – an opportunity that allowed us to execute an integrated and strategic media plan in support of our goal to improve lives throughout Maricopa County.

I strongly recommend that other nonprofit organizations take advantage of the AAFMP program to achieve their annual goals.

Sincerely,

A handwritten signature in black ink that reads "John Hogg". The signature is fluid and cursive.

John Hogg  
Senior Vice President Marketing  
Valley of the Sun United Way



## **AAFMP Media Partnership Program**

### **Case Study for the Desert Botanical Garden**

*2008-09 Chihuly: The Nature of Glass Media Awareness Campaign*



The Desert Botanical Garden, located in Phoenix, AZ, hosts one of the world's finest collections of desert plants. In November, 2008, the Garden was given the honor of hosting the famous Chihuly: Nature of Glass exhibit. The exhibit revealed stunning displays of world renowned artist Dale Chihuly's hand blown glass.

#### **Marketing Goal:**

The Desert Botanical Garden's (DBG) commitment to the community is to advance excellence in education, research, exhibition, and conservation of desert plants of the world with an emphasis on the Southwestern United States. DBG wanted to arouse a sense of 'rediscovery' for the all DBG exhibits and encourage those who had not visited the Garden in recent years to come and enjoy this remarkable display of art nestled among 50 acres of one of the world's finest collections of desert plants.

#### **Media Campaign Goal:**

Desert Botanical Garden made a significant investment to bring the Chihuly exhibit to Phoenix and needed to cover expenses as well as increase community awareness for work of Dale Chihuly and the Garden. The media campaign goals include:

1. Increasing recognition for the Garden in the Phoenix community.
2. Promoting attendance for the Chihuly exhibit.
3. Cross-promoting other DBG events/exhibits.
4. Maximizing DBG's \$52,000 media investment.

#### **Solution:**

DBG's Executive Board called upon AAF Metro Phoenix to become a strategic advertising partner and launch an aggressive media campaign to promote the exhibit. AAFMP executed a multi-media campaign facilitating donations of time and space from member media partners, as well as utilizing AAFMP communication vehicles to provide members with education about the Garden and an invitation to view this rare and world-renowned exhibit.

#### **AAFMP Media Partnership Results:**

- Provided a 6:1 return on DBG's \$52,000 media investment, clearing \$305,514 in media value in a variety of mediums: outdoor advertising, cable and local television advertising, print and Internet.
- Set record-breaking attendance at the Garden from November 2008 through the end of the Chihuly Exhibit in May was record-breaking and the highest turnout ever recorded in the Garden's 70-year history.
- Helped DGB to achieve an historic record-breaking attendance year for its other exhibits. The spring Butterfly Exhibit received record-breaking attendance and for the first time since 2004, the *Las Noches de las Luminarias* exhibit was completely sold out for the 2008/09 season.

April 9, 2009

Carol Murphy  
Executive Director  
AAF Metro Phoenix  
745 N. Gilbert Road  
PMB 254, STE 124  
Gilbert, AZ 85234



Dear Carol,

The 2008/09 season has been one of the most important in recent history at the Desert Botanical Garden. With the debut of two new permanent exhibits, *The Sybil B. Harrington Cactus & Succulent Galleries* and the *Ottosen Entry Garden*, and the opening of the blockbuster exhibit, *Chihuly: The Nature of Glass*, the Garden made significant investment in our community. Along with this investment came an aggressive marketing and promotional campaign, of which AAF Metro Phoenix was a strategic partner.

Through the partnership with AAF Metro Phoenix, the Garden's investment of \$52,000 was expected to yield approximately \$156,000 in advertising. Through hard work and dedication, you secured more than \$300,000 in advertising to support *Chihuly: The Nature of Glass*. This advertising included radio, outdoor and print and brought the Garden's message to more people resulting in an amazing response from the community.

At this time, with nearly six weeks left in our season, I can say with confidence that it will be a successful year for the Garden. Our daily attendance, including entry into the *Spring Butterfly Exhibit*, is record breaking, and for the first time in five years we completely sold out *Las Noches de las Luminarias*. We've also sold out our annual ticketed events including our new event, *Spiked!* All of us here at the Garden appreciate the partnership with AAF Metro Phoenix. We would not have seen these successes without you and highly recommend you to any organization seeking to expand public awareness.

Sincerely yours,

A handwritten signature in black ink, appearing to read "John Sallot". The signature is fluid and cursive, with a large initial "J" and "S".

John Sallot  
Marketing Manager