

A's foundation



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Mission

The 4A's foundation exists to advocate for and connect diverse talent to the marketing industry. We celebrate a community that fosters a culture of curiosity, creativity and craft to fuel a more equitable future. By investing in and developing them, we believe that possibilities are endless

The 4A's foundation provides financial support via scholarships to diverse individuals studying advertising, media, the creative arts and/or PR. Since 1997 over 3.6 million dollars has been distributed. Over 400 talented students from top colleges, universities and portfolio schools have received scholarships from one or more of the funds within the foundation.

In 2018 the 4A's Foundation included support for two NYC public high schools - the Manhattan Early College for Education (MECA) and the High School for Innovation in Advertising (IAM) - which are dedicated to preparing more than 1,000 diverse high school students for careers in advertising and media. The MAIP program has connected more than 3,000 diverse talent at all professional levels with agencies for over 46 years.





Face of Talent Celebration

The 4A's Face of Talent connects more than 750 advertising and marketing talent leaders with the next generation of the marketing workforce with a concentration on diversity, equity and inclusion.

Now in its ninth year, this week-long calendar of events celebrates more than 200 college students in the Multicultural Advertising Intern Program (MAIP) and Foundation Scholars. All proceeds from the Face of Talent will benefit the 4A's Foundation.





Schedule of Events

Day	Date	Time	Event
Monday	August 5	1:00pm – 4:00pm	Diversity Career Fair/Greenhouse
		7:00pm – 10:00pm	Society of Excellence Reception
Tuesday	August 6	12:00pm – 3:00pm	Face of Talent Luncheon
Wednesday	August 7	9:00am – 1:00pm	Leadership Development Forum
		6:00pm – 9:00pm	maip Fellow Graduation Dinner
Thursday	August 8	9:00am – 12:30pm	Agency Immersion Day
		2:00pm – 5:30pm	Client/Partner Immersion Day
Friday	August 9		maip Cares Day



Face of Talent Marquee Partner

Limited to one partner

Marquee Partner
\$75,000

Four (4) Premium tables for eight (8) at the Face of Talent Luncheon

15 Tickets to the Society of Excellence Reception

Branding at all Face of Talent events

Full-page color ad in the Face of Talent Program Book

Collateral distributed at Diversity Career Fair and maip Greenhouse, Society of Excellence Reception and Face of Talent Luncheon.

Premium placement of 6' recruiting table at Diversity Career Fair and maip Greenhouse (agency only)

Dedicated maip fellow headshot studio at Diversity Career Fair and maip Greenhouse (non-agency only)

C-Suite quote in Face of Talent Program Book

Logo featured on Face of Talent website, 4A's foundation website and Face of Talent 2019 recap video

maip alumni partner community event





Face of Talent Luncheon Partnerships

	Gold Partner \$35,000	Silver Partner \$25,000	Bronze Partner \$15,000
	Main stage speaking opportunity		
	Three (3) tables of eight (8) to Face of Talent Luncheon	Two (2) tables of eight (8) to Face of Talent Luncheon	One (1) tables of eight (8) to Face of Talent Luncheon
	Ten (10) tickets to Society of Excellence Reception	Five (5) tickets to Society of Excellence Reception	Two (2) tickets to Society of Excellence Reception
	Seat drop at luncheon		
	Full page color ad in the Face of Talent Program Book	Half page color ad in the Face of Talent Program Book	Quarter page color ad in the Face of Talent Program Book
	Premium placement of 6' recruiting table at Diversity Career Fair and maip Greenhouse (agency only)		
	Logo featured on Face of Talent website, 4A's foundation website	Logo featured on Face of Talent website, 4A's foundation website	Logo featured on Face of Talent website, 4A's foundation website
	C-Suite quote in Face of Talent Program	C-Suite quote in Face of Talent Program	C-Suite quote in Face of Talent Program



Leadership Development Forum

Limited to one agency and one partner

maip fellows leadership development training
\$25,000

Two (2) premium tables for 8 at the Face of Talent Luncheon

Fifteen (15) tickets to the Society of Excellence Reception

Branding at all Face of Talent events

Full-page color ad in the Face of Talent Program Book

Logo featured on Face of Talent website, 4A's foundation website and Face of Talent 2019 recap video

C-Suite quote in Face of Talent Program Book

Premium placement of 6' recruiting table at Diversity Career Fair and maip Greenhouse (agency only)





Immersion Partnerships

Limited to one agency and one partner

Agency Immersion \$30,000	Client/Partner Immersion \$25,000
Two (2) Premium Tables of eight (8) at the Face of Talent Lunch Luncheon	Two (2) Premium Tables of eight (8) at the Face of Talent Lunch Luncheon
Fifteen (15) tickets to Society of Excellence Reception	Fifteen (15) tickets to Society of Excellence Reception
Full-page color ad in Face of Talent Program book	Full-page color ad in Face of Talent Program book
Premium placement of 6' recruiting table at Diversity Career Fair	
Collateral distributed at the event	Collateral distributed at the event
Linked logo and bi-annual message in the maip alumni newsletter	Linked logo and bi-annual message in the maip alumni newsletter
Logo featured on Face of Talent website, 4A's foundation website	Logo featured on Face of Talent website, 4A's foundation website
C-Suite quote in Face of Talent Program	





Diversity Career Fair & Greenhouse Partnerships

Gold Partner \$15,000	Silver Partner \$10,000	Bronze Partner \$7,500
One (1) tables of eight (8) to Face of Talent Luncheon	Six (6) tickets to Face of Talent Luncheon	Four (4) tickets to Face of Talent Luncheon
Ten (10) tickets to Society of Excellence Reception	Seven (7) tickets to Society of Excellence Reception	Five (5) tickets to Society of Excellence Reception
Premium placement of 6' recruiting table at Diversity Career Fair and maip Greenhouse (agency only)		
Opportunity to send two (2) dedicated email blasts to maip 2019 fellows (pre or post FoT)	Opportunity to send One (1) dedicated email blast to maip 2019 fellows (pre or post FoT)	Logo featured on Face of Talent website, 4A's foundation website
Collateral items distributed at the Career Fair and Greenhouse events		





Society of Excellence Reception Partnerships

VIP Host \$20,000	Sponsor \$10,000
One (1) Premium Tables of eight (8) at the Face of Talent Lunch Luncheon	Two (2) Premium Tables of eight (8) at the Face of Talent Lunch Luncheon
Twenty-five (25) tickets to Society of Excellence Reception	Fifteen (15) tickets to Society of Excellence Reception
Opportunity to present award at Society of Excellence Reception	
Logo branded on Face of Talent and foundation websites	Logo branded on Face of Talent and foundation websites
Collateral distributed at the event	Collateral distributed at the event
One (1) message in maip alumni newsletter	
C-Suite quote in Face of Talent Program	



Branding Opportunities

Diversity Career Fair & Greenhouse		Face of Talent Luncheon	
Lanyard	\$15,000	Attendee Bag	\$10,000
Attendee Bag	\$10,000	Photo Booth	\$15,000
Headshot Photos	\$10,000	Branded Centerpieces	\$10,000
WiFi Partner	\$10,000	DJ Entertainment (includes Society of Excellence)	\$7,500
Hallway Column Clings	\$10,000		
Branded Refreshment Bar	\$10,000		
Branded Water Bottles	\$7,500		





Face of Talent Program Book Partnerships

Program Book Partner	\$10,000
Full Page Color Ad	\$2,000
Half Page Color Ad	\$1,200
Quarter Page Color Ad	\$650



About the American Association of Advertising Agencies

Founded in 1917, the 4A's was established to promote, advance and defend the interests of our member agencies, their employees and the industry at large. The organization serves 700+ member agencies across 1,300 offices, which control more than 85% of total U.S. advertising spend.

As the leading trade organization for marketing communication agencies, the 4A's purpose is to help empower its members to deliver insightful creativity that drives commerce, and influences culture all while moving the industry forward. The organization provides community, leadership, advocacy, guidance and best-in-class training that help enable agencies to innovate, evolve and grow. 4A's Benefits division insures more than 160,000 employees and its D.C. office advocates for policies that best support a thriving advertising industry.



Contact Information

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