



Friday, February 12, 2016 / The Akron Civic Theatre

71st Annual Akron ADDY Awards 2nd Annual Taste of ADDYs

We invite you to be an ADDY Restaurant Partner!

The Akron chapter of the American Advertising Federation (AAF-Akron) invites you to join us for a unique marketing opportunity at the 70th Annual ADDY® Awards at **The Akron Civic Theatre on Friday, February 12, 2016.**

What are the ADDY Awards?

The American Advertising Awards – the ADDYs (“the Oscars for the advertising industry”) – is the premier event of the year that honors the best work produced by area creatives. It is attended by Greater Akron’s industry professionals, their clients and area college students. It is a great opportunity to promote your cuisine to 300 people.

The 2016 ADDYs will feature “tasting stations” – highlighting donated foods from your restaurant or catering business. Attendees will sample your foods during the ‘cocktail hour’ from 5-7:30 p.m. Tasting stations tear down will be at 7:30 p.m. All funds raised at the event benefit AAF-Akron professional development programs for professionals and students.

This year’s theme is Advertising Abe (in honor of Lincoln’s birthday). Feel free to dress up and have fun!

Why be an ADDY Restaurant Partner?

- Reach a new audience of creative professionals and business owners
- Generate new business by reaching potential clients
- Value of one on one interaction with attendees
- Promote your company and build brand awareness
- Network with industry decision makers
- Compete in the “Taste of ADDYs”. Attendees vote for their favorite restaurant. Winner receives an award on stage at the ceremony. Great PR!

Your Partnership includes these benefits:

- 1/4 page color ad (3.75” wide x 5” high) in the winners book (a keepsake that attendees keep for years)
- 24 x 36 sign with your logo/name at your tasting station
- Recognition as a sponsor on the evening of the ceremony
- Swag bag item: we will stuff 300 swag bags (given out to all attendees) with your promotional literature/items
- We will design a promotion (coupon, etc.) that can be used to track the success of this event for your business
- your logo and website link on aafakron.com
- promotion on social media/Press releases
- eblasts to 490 subscribers/Akronlife ad featuring restaurants

Take the next step and join us.

We expect 300 attendees this year! We hope you consider taking advantage of this marketing opportunity.

Tasting stations are limited and are on a first-come, first-served basis.

Early commitment means preferred location in the Grand Lobby until it fills up.

If you are interested in participating, please fill out the enclosed registration form and email it to the contact below.

What is AAF-Akron? Find out more at www.aafakron.com

The AAF is the largest and oldest advertising trade association. It advocates and protects the rights of advertisers. AAF-Akron is a 501(C)6 non-profit organization operated by volunteers. Its mission is to bring all disciplines of Greater Akron’s integrated marketing communications community – advertising, media, public relations, sales & marketing and industry suppliers – together to create networks in our community. AAF-Akron achieves this by providing professional education, networking opportunities, industry recognition, scholastic support and legislative awareness.

We look forward to your participation and doing all we can to promote you. If you have any questions or need additional information, please contact us. Thank you!

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2nd Annual Taste of ADDYs

Special thanks to our 2015 ADDY Restaurant Partners!

1. Michael Treceso's Restaurant
2. Pearl Coffee
3. Saffron Patch in the Valley
4. Nuevo Modern Mexican & Tequila Bar
5. Brewsters Café Bistro Pub
6. Giant Eagle Market District
7. Main Street Gourmet
8. Urban Eats
9. Insomnia Cookies
10. Retro Dog

Special thanks to our 2014 ADDY Restaurant Partners!

1. Acme Fresh Market Catering
2. Burntwood Tavern
3. Cloud Nine Cupcakes
4. Michael Treceso's Restaurant
5. Old Carolina Barbecue Company
6. Pearl Coffee
7. Prime 93/Waterloo Restaurant & Catering
8. Taste of Fine Dining
9. The Tangier
10. Totally Cooked Catering
11. Twisted Sushi
12. Urban Eats
13. Valley Cafe

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American Advertising Federation-Akron 2016 Akron ADDY Awards

Friday, February 12, 2016

Akron Civic Theater at 182 South Main Street in downtown Akron
5:00-7:30 p.m. Followed by Awards Presentation

SET UP FROM 3:30-5:00 p.m.

EVENT: 5:00-7:30 p.m. TEAR DOWN: 7:30 p.m.

DEADLINE
to get your name/logo/ad in the
ADDY winners book: Dec. 1

Thank you for being a part of the 2016 Akron ADDY Awards!

Please provide the following information:

Name of Business: _____

Contact Name: _____

Contact Phone and email: _____

Hi res eps/vector art of your logo _____

Twitter handle: _____

Facebook page name: _____

Food you plan to provide for sampling: _____

Will you need electricity? (this impacts location as Civic does not have outlets everywhere): _____

Each participant must provide:

- Serving dishes & serving utensils • Sampling for 300 • Heating equipment: No open flames (Sterno is o.k.)
- Extension cords: plugs are 2 prong only, if necessary bring 3 prong adapter
- Please use this marketing opportunity and bring menus, brochures and business cards to help market your business!

Items provided for you:

- Tables with skirting for display and prep, plates, napkins and forks

THE FOLLOWING PARTIES AGREE TO THE ABOVE TERMS

Business Owner: _____

Chef: _____

PLEASE RETURN THIS FORM TO:

Cecilia Sveda, ed@aafakron.com / Questions? Please call 330.990.9426



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ADDY Restaurant Set Up Instructions

Set up times

SET UP FROM 3:30-5 p.m.
EVENT: 5-7:30 p.m.
TEAR DOWN: 7:30 p.m.

Point person at The Civic

Julie Lefever will be there to help you as will staff from The Civic. We will also be there setting up. Contact Cecilia (330.990.9426).

Unloading

You will unload and come in through the front Main Street entrance. Civic recommends you bring your own dollies/hand trucks to load in and out. Your tables will be set up and marked with your name in the lobby and promenade.

Parking

Park either at Cascade or State Street deck. The surface lot beside The Civic is a private lot. There is also street parking. We will have free valet parking 4:30 - 9:30 p.m.

Each participant must provide:

- Serving dishes and utensils
- Sampling for 300
- Heating equipment- No open flames (Sterno is o.k.)
- Extension cords: plugs are 2 prong only, if necessary bring 3 prong adapter
- We must know in advance if you require power so we set you up where there are outlets

Items provided for you:

- Tables/linens for display
- Disposable small plates, forks, knives and napkins
- your 24 x 36 sign on an easel which includes your logo and website designed by our design sponsor (we are providing the easel as well)

Storage/Kitchen Facilities

Civic does not have any kind of kitchen facility whatsoever. They may have some room on the 4th floor for you to store some items. Use as much disposable as possible. Without any kind of kitchen, there is no place to rinse anything. Store what you can under your tables.

Cooking

Civic would prefer you not to cook on premises, as they don't have exhausts or fans, but if it's necessary a flameless, electric buffet cook top is ok and is the method that is approved by the Akron Fire Department.

Marketing

Please use this marketing opportunity and bring menus, brochures and business cards to help market your business! We have 300 swag bags and we will gladly put your promotional items in them. They will be given to all attendees. Please let us know when you have your items and we will pick them up. They are needed by noon the day of the event.

Attire

It is a themed Advertising Abe event. Feel free to dress up and have fun!

Please let us know ASAP if you have any questions or concerns or if you need to change your menu item for the evening.

Thank you for partnering with us on this event!

Cecilia 330.990.9426