

## What they say about AAF student programs

"The National Student Advertising Competition has been the cornerstone of our curriculum here at the University of Virginia. It provides our students with practical experience that they can couple with the advertising theory that they are learning in the classroom. It is clearly the defining experience they have had, and has allowed my students to be placed at many of the major agencies in the United States. I can not think of any classroom experience, that provides students with a stronger preparation for their future in advertising."

*Professor Jack Lindgren  
University of Virginia  
NSAC Team Faculty Advisor*

"The NSAC competition was the single most important experience in college to prepare me for my job. I learned how to approach the real challenges marketers face in how to communicate their brand's identity and value proposition to consumers. From the consumer research and creative brainstorming to the all-nighters writing a marketing plan, and ultimately presenting my ideas to high-powered marketing executives, it was a highlight of my college career and I would not trade the experience for anything."

*Peter Booth  
Communications Analyst  
Mediaedge: CIA  
University VA NSAC Team Member*

"Working on the Ad team provided me with invaluable experience in marketing and advertising. As the graphic designer on the Ad Team, I really enjoyed the real life experience working with the account managers – the late night black coffee breaks helped us meet all those deadlines. Completing the Ad Campaign helped me to be a better strategic thinker – experience that many students in the creative area do not always have, and the sense of accomplishment at the end is great!"

*AJ Chan  
Liberty University NSAC Team Member*



## AAF District 3 Clubs & Federations

VIRGINIA  
Ad 2 of the Roanoke Valley  
AAF Hampton Roads  
Advertising Federation of the Roanoke Valley

NORTH CAROLINA  
AAF Triad  
AAF Raleigh-Durham  
AAF Charlotte  
Ad 2 Charlotte  
AAF Asheville  
Ad2 Wilmington

SOUTH CAROLINA  
Ad Fed Charleston  
AAF Coastal Carolinas  
AAF of the Midlands  
AAF Greenville

## AAF District 3 College Chapters

VIRGINIA  
College of William & Mary  
Liberty University  
Radford University  
University of Virginia  
Washington & Lee University

NORTH CAROLINA  
Appalachian State University  
Fayetteville Technical Community College  
North Carolina State University  
University of North Carolina--Charlotte  
University of North Carolina--Chapel Hill  
Wake Forest University

SOUTH CAROLINA  
Trident Technical College  
University of South Carolina

Questions about AAF and student education?

Visit: [www.aaf.org](http://www.aaf.org)

Questions about AAF Third District?

Visit: [www.3rdaaf.org](http://www.3rdaaf.org)



# Say Yes To AES



The University of Virginia team placed first in the 2006 national competition in San Francisco.

## Advertising Students Need Our Help



North Carolina Virginia South Carolina

**Q. What is an AAF District 3 AES member?**

AAF District 3 of the American Advertising Federation (AAF) includes Virginia, North Carolina, and South Carolina. AES is the acronym for Advertising Education Sponsor. Member sponsors are committed to financially assisting the district in maintaining a high level of support to AAF College Chapters, AAF National Student Competition Teams, and advertising students in general.

Dues from clubs cannot adequately support all of the education programs, and most schools are cutting their budgets to the bone.

**Q. Who are AES members?**

Most are individuals and businesses who have found success in the advertising business... agencies... advertisers... media... and suppliers.

**Q. Must I be an ad club member to be an AES member?**

No. Anyone who loves the advertising business, and wishes to assist deserving students through AAF student advertising programs can join.

**Q. How do I become an AES member?**

It's easy. Fill out the form on the right and send a check for as little as \$75.00.

**What they say about AAF student programs**

"Participating in the NSAC competition taught me more about understanding advertising than any extra advertising books I read, classes I took, or projects I completed. The demands, critiques, competition, and tough questions asked, cultivated the skills I needed to be a successful advertising professional and prepared me for the real demands of my career. I consider the lessons I learned by organizing an actual advertising campaign and presenting that campaign to experienced judges, the capstone of my entire academic career."

*Sarah Elaine Deskins  
Liberty University NSAC Team Member*

**AAF's National Student Advertising Competition (NSAC)** is the premier college advertising competition. It provides more than 3,000 college students with "real-world" experience by requiring a strategic advertising/marketing/media campaign for a corporate sponsor. Sixteen schools nationwide, representing each AAF district are selected to present their campaigns to a panel of industry judges at the AAF National Conference.

In 2008 six schools competed in AAF District 3 competition. The University of Virginia represented the District at the AAF National Conference in Atlanta.

AAF's college-chapter program has 225 affiliated chapters throughout the United States and abroad. The program includes 6,800 undergraduate student members and more than 350 faculty advisers.

AAF provides numerous programs to guide its college students through advertising curriculum and job placement. AAF's programs include:

- More than 1,000 internship opportunities
- Scholarships
- Career guides
- Industry mentors
- Networking with top agency and corporate recruiters.

**2009 NSAC Sponsor:**  
**The Century Council, a national not-for-profit organization funded by distillers dedicated to fighting drunk driving and underage drinking.**

Past sponsors have included AOL, Coca-Cola, Yahoo!, Visit Florida, Bank of America, Toyota, Chrysler, Kodak and many others.

# Yes, I Want To Be An AES Member

**SPONSORSHIP LEVEL**

- Bronze AES Membership-Annual..... \$75.00
- Silver AES Membership-Annual..... \$150.00
- Gold AES Membership-Annual..... \$500.00
- Lifetime AES Membership..... \$1500.00

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

E-mail \_\_\_\_\_

- Yes, you have my permission to list me on the AAF District 3 web site as an AES member.
- No, I prefer to remain anonymous.

Make checks payable to:  
AAF District 3 AES Fund

Mail to:  
Barry Wilson  
Planet Central Advertising  
13620 Reese Blvd. East, Suite 120  
Huntersville, NC 28078

Questions about NSAC? Contact Gail Williams  
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