



UNITED ADWORKERS

MILWAUKEE'S PREMIER ADVERTISING CLUB



@UnitedAdworkers

Adworkers.com

ABOUT UNITED ADWORKERS

United Adworkers is Milwaukee's very own fellowship of advertising enthusiasts. Creatives, executives, directors, producers – anyone interested in the fine art of propaganda is welcome. Not gainfully employed? No problem. Whether you're developing, transitioning or transplanting your talents, we're here – we exist – to help you succeed.

MEMBER BENEFITS

- Discounted tickets to United Adworkers events throughout the year
- Receive member newsletters with information about upcoming events and industry news
- Exclusive member discount on entry fees for the Milwaukee 99 Awards Show
- Network with guest speakers, top agencies and local professionals
- Member agencies have the opportunity to share agency news and career opportunities on Adworkers.com and social media channels
- Student membership is FREE!
- An endless supply of feel-good camaraderie that'll keep you coming back for more

SPONSORSHIP OPPORTUNITIES & AGENCY PERKS

- Adworkers.com Banner Ad (1 month) + featured article in e-blast (2,000+ subscribers) = \$200
 - 1 month free + 1 e-blast article for agencies with 20+ members
 - 2 months free + 2 e-blast articles for agencies with 50+ members
- Annual Golf Outing Hole Sponsorship (June 22)
 - Hole sponsor = \$300
 - Quarter Barrel sponsor = \$400
- All-Star Softball Game at Miller Park's Helfaer Field (September 6)
 - Benefiting Charity is TBD / Game Sponsorship Opportunities = \$200
- Milwaukee 99 Awards Show Sponsor (October 11)
 - Full page book ad + exclusive online recognition + event program = \$1,200
 - Half page book ad + exclusive online recognition + event program = \$700

HOW TO JOIN & HELP US BUILD A STRONGER ADVERTISING COMMUNITY

Professional Memberships are \$45 annually. Student memberships are FREE!
For individual student and professional memberships, please fill out the online form online at Adworkers.com/membership. Professionals can pay online via credit card.

Agencies that are interested in purchasing multiple memberships for their employees, as well as more information about sponsorship opportunities throughout the year, can contact Laura Gainor for more details and billing information.

CONTACT: visit Adworkers.com/about for a full list of our Board of Directors

Laura Gainor
Executive Director
laura@adworkers.com
704-941-4191

Dan Fietsam
Club President
Chief Creative Officer - Laughlin Constable
dfietsam@laughlin.com

SAVE THE DATE FOR THESE SCHEDULED EVENTS (MORE TO COME!)

January 18th - Adworkers Live Telethon at Best Place at the Historic Pabst Brewery
January 25th - First night of Bowling (teams all set - spectators welcome at Landmark Lanes)
February - Speaker Event TBD
March - Producer Speaker Panel (Date & Location TBD)
May - Call for Entries for MKE99 Awards Show
May - Softball season starts!
June 22 - Annual Golf Outing at Silver Spring Golf Club
July 20 - Meet the MKE99 Awards Show Judges - Location TBD
July 21 - MKE99 judging day
August - Kickball season starts!
September 6 - All-Star Softball Game at Miller Park's Helfaer Field
October 11 - Milwaukee 99 Awards Show at Harley-Davidson Museum Garage

Please visit Adworkers.com and subscribe to our emails for information about other upcoming events as they're scheduled. For sponsorship information and questions about events, please email laura@adworkers.com.

MILWAUKEE 99 AWARDS SHOW & WISCONSIN ADVERTISING HALL OF FAME

MILWAUKEE'S MOST PRESTIGIOUS ADVERTISING AWARDS. A GOTTA-GO SOCIAL EVENT. THE APEX OF THE UNITED ADWORKERS CALENDAR. HALL OF FAME INDUCTIONS. THE MILWAUKEE 99 IS ALL OF THESE.

On Thursday, October 11th we will recognize the 99 best pieces of advertising, marketing and general persuasion at the following levels of accomplishment:

Merit: no trophies, but really good work

Nuts: the hexagonal objects that line the desks of greatness—gold, silver and bronze are handed out

The Wrench: the heavy hardware, given for the Best In Show—if you find yourself holding it at the end of the evening, you've done something right

It's an occasion for a small agency to make a name for itself. And for a big agency burnish its reputation. It's also a chance for up-and-comers build their names, feed their egos and expand their opportunities.

Yes, the Milwaukee 99 is about winning. But it's mostly about admiring. And that is the true spirit of the United Adworkers. So when your rival agency takes home a nut for a print campaign you know, deep down, is pretty darn good, there's no shame in a hand shake and an "atta boy."

HOW TO ENTER THE MILWAUKEE 99 AWARDS SHOW

Call for entries will be open in May 2018. For entry fees and details on how to enter, visit Adworkers.com to subscribe to our emails so you're notified when entries are open!

Members receive a discount on entry fees

Single Entry - \$75 non-members / \$50 members — Campaign Entry - \$90 non-members / \$65 members
Student entries are FREE!