

NIAF 2022 PHOENIX GALA SPONSORSHIP ADS

FREQUENTLY ASKED QUESTIONS – PLEASE READ

Q: Who can place a gala sponsorship ad?

Sponsors at all levels have the opportunity to place a full-page ad in the printed Phoenix Gala Journal to be distributed at the Phoenix Gala on Saturday, March 19.

Q: Who makes the sponsorship ad?

Sponsors are responsible for making their ad and submitting them no later than the deadlines: Friday, February 18 for the Gala Journal Ad.

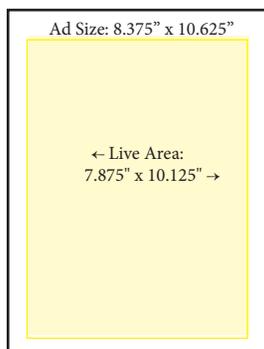
Q: What do typical sponsorship ads look like?

Most ads are designed by professional graphic artists. Most congratulate the Gala honoree and express support for NIAF. We also receive personal, family and corporate ads. Many of the company ads incorporate a logo, an image and basic corporate information—from brief promotional text to website url.

Q: What are the specs required for making the sponsorship ads?

Gala Journal Ads are full-color; must be high resolution (300 dpi); measure 10.625" high x 8.375" wide (portrait orientation); and sent as a press-ready PDF file.

GALA JOURNAL PRINT AD SPECS



Q: Are Gala sponsorships tax deductible?

Most Sponsorships are partially tax deductible (see chart below). NIAF's Federal ID# is 52-1071723.

Sponsorship Amount	Fair Market Value
\$25,000.....	\$13,000
\$15,000.....	\$6,550
\$10,000.....	\$6,500
\$5,000.....	\$2,380
\$1,000	\$0
\$450 (Individual Ticket).....	\$287

Q: What's next?

Email your Sponsorship Ads as attachments to SponsorAds@niaf.org. In the email, please include "Phoenix Gala" in the subject line. Confirm your Sponsor Level and how you want your Sponsor name listed in the Gala Journal in the email. Any design questions, contact NIAF Editor Don Oldenburg at don@niaf.org.

Gala Journal Ad Deadline: February 18 - E!