



The National Italian American Foundation Arizona Gala

Saturday, January 27, 2024 * Arizona Biltmore * Phoenix, AZ

Sponsorships Ads Frequently Asked Questions

Who designs the sponsorship ads and what do they look like?

Sponsors are responsible for making their ads and submitting them no later than the deadline. All ads must be designed in an industry-standard design program. Please do not create ads in Microsoft Word, Canva, or another word processing program. Most ads will congratulate the Gala honoree(s) 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 – such as the website address and a brief promotional text. In addition, all sponsors can provide an electronic ad that will be displayed on the ballroom's big screens during the Gala.

When is the deadline?

The deadline is **Friday, January 5, 2024**, to submit both the print and electronic ads.

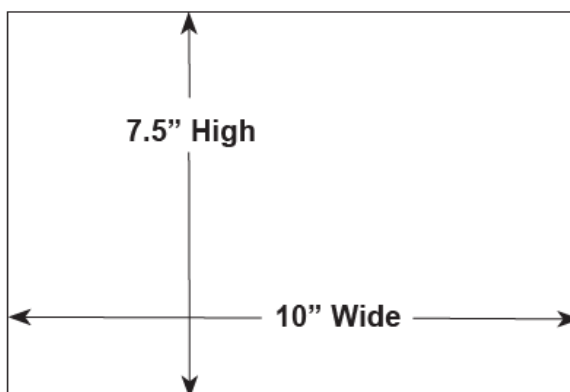
Please send the print ad as a PDF file to sponsorads@niaf.org

Please send the electronic ad as a JPEG file to sponsorads@niaf.org

What are the specs required for the electronic sponsorship ad?

- Must be full color
- Must be high-resolution (300 dpi)
- Measure 10" wide by 7.5" high
- Landscape orientation
- Send as a JPEG file

Electronic Ad Specs





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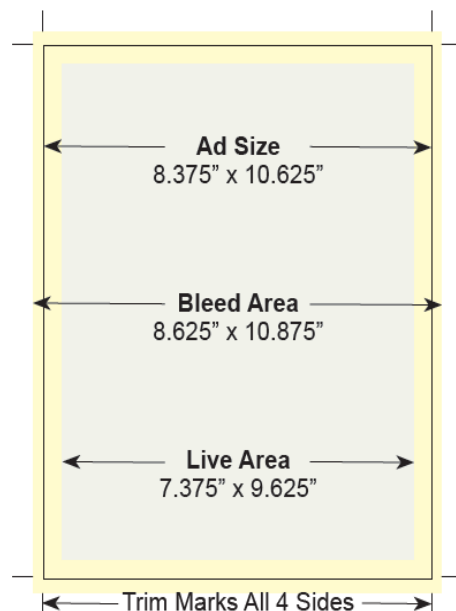
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What are the specs required for the print sponsorship ad?

- Must be full color
- Must be high resolution (300 dpi)
- Measure 8.375" wide x 10.625" high
- Must include trim marks and bleeds .125" all 4 sides
- Portrait orientation
- Send as a press-ready PDF file

Gala Journal Print Ad Specs



Ad Size - the actual page size of the Gala Journal.

Bleed Area - when color or images run off the edge of the page. The extra .125" on all sides will make sure color and images successfully runs off the page when trimming the Journal.

Live Area - to make sure any logos, type, etc that is kept in the safe area without risk of being trimmed off in the printing process.

Are Gala sponsorships tax deductible?

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

\$25,000 – Fair Market Value is \$4,560
\$15,000– Fair Market Value is \$2,280
\$10,000– Fair Market Value is \$1,368
\$5,000– Fair Market Value is \$912
\$1,000– Fair Market Value is \$0
\$500– Fair Market Value is \$228

Proceeds benefit NIAF Education and Scholarship Programs

For further ticket/event information, please contact Jerry Jones at jerry@niaf.org
For advertising/design questions, please contact NIAF at sponsorads@niaf.org