

## AMERICAN ADVERTISING AWARDS – 2021-2022

*District Judging | District Entry Fees | Silver Forwarding Form*

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The American Advertising Awards (AAA) are the nation’s largest advertising competition. Each year the competition begins at the local level with the 210 AAF member clubs around the country. Entries must first be submitted in a local competition to be eligible for the AAA process. The local winners proceed to 14 regional competitions, and those winners proceed to the national finals, which are held in conjunction with the AAF National Conference.

### 2022 AAF-District 8 judging

Location:	Virtual
Date:	March 25 – March 30, 2022   Winners announced April 1st
Contacts	Lisa Johnson   District 8 AAA Chair – 605-787-3951 <a href="mailto:hello@lisamjohnson.com">hello@lisamjohnson.com</a> Amy Soquet   National American Advertising Awards Committee representative

**CALL FOR ENTRY GUIDELINES. We have kept information on this document that future AAA chairs will need to be aware of. This information is highlighted in yellow.**

1. All ADDY® submissions must be entered using the AAF Online Entry Process.
2. **Deadline to submit your entries/manifest (completed in Open Water) is March 18<sup>th</sup>, 2022.**  
If this conflicts with any judging or show dates, contact us as soon as possible.
3. Pack Gold and Silver winning entries into separate boxes – **NOT needed in 2022**
4. Gold ADDY® winning entries must arrive separate from Silver winners and all must be arranged in category order – **NOT needed in 2022**
5. If more than one box is required, label each with box number and total number shipped; for example, 1 of 3, 2 of 3, 3 of 3. This helps determine if all entries submitted have arrived. Please, no boxes over 40 lbs. and no packing peanuts. Use bubble wrap if packing material is required – **DISREGARD in 2022**
6. Verify that entry forms are attached to each entry and that the entry category exists among the AAF National category listing. Entries remaining within local club categories will have to be re-categorized. Please contact your District ADDY® Chair if you have questions – **DISREGARD in 2022**
7. **IMPORTANT! You must email a copy of the completed official District manifest to Lisa Johnson ([hello@lisamjohnson.com](mailto:hello@lisamjohnson.com))**
8. **Confirm that only the local Silver winners that are being forwarded to District competition are included on the manifest.**
9. **Email** a completed District 8 Auto Forwarding Form (see below) to [Lisa](mailto:Lisa) and [Andrea](mailto:Andrea) ([hello@lisamjohnson.com](mailto:hello@lisamjohnson.com) and [aklb@apothecarycomm.com](mailto:aklb@apothecarycomm.com) )
10. Make checks payable to **8th District AAF.**  
MAIL PAYMENTS TO: Andrea Barber – AAF District 8  
729 Aztalan Drive  
Madison, WI 53718

**IMPORTANT NOTE:**

AAA Entries will not move forward if district membership or forwarding fees have NOT been paid.

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**IMPORTANT:**

District AAA entry fees are calculated using the **TOTAL NUMBER OF ENTRIES** in your local competition (\$9/pro, \$6/student) in addition to the **total number of local Silver winners being forwarded** (\$62/pro, \$20/student) on to District competition. Note – Gold winners are automatically forwarded.

### DISTRICT ENTRY FEES | SILVER FORWARDING FORM

<b>Your Club Name</b>	
<b>Contact Name</b>	
<b>Phone Number</b>	
<b>Email Address</b>	

	Total Number Entered	Entry Cost	\$ Total
<b>District Entry Fees – TOTAL number of entries (not just winning entries)</b>			
Professional Entries		\$9.00	
Student Entries		\$6.00	
<b>Silver Forwarding Fees – Make sure only forwarded silver winners are included in manifest</b>			
Professional Silvers		\$62.00	
Student Silvers		\$20.00	

**TOTAL FEES BEING SENT:** \_\_\_\_\_

Payment and manifest must be RECEIVED by Friday, March 18th.

Mail check:

**Payable to 8th District AAF** for amount above to:

**Andrea Barber – AAF D8**  
729 Aztalan Drive  
Madison, WI 53718

Email completed manifest to:

Lisa Johnson – [hello@lisamjohnson.com](mailto:hello@lisamjohnson.com) and Andrea Barber - [aklb@apothecarycomm.com](mailto:aklb@apothecarycomm.com)

**\*ELIGIBILITY\*** Only clubs in good standing with the district will be eligible for the ADDY competition. If you are unsure or need assistance, please contact Andrea Barber at [aklb@apothecarycomm.com](mailto:aklb@apothecarycomm.com)