



Public Service Media Partnership Program & RFP

In 2011, the AAF-Cleveland Board of Directors launched a new public service program designed to provide local non-profit organizations with an exceptional opportunity to maximize their marketing budget at a minimum 3-to-1 return on investment. Non-profits are invited to participate in the program based their non-profit status, mission and many contributions to our community. AAF-Cleveland would be honored to assist your organization in increasing awareness for your programs within our community and we hope you will accept our invitation to become a Public Service Media partner.

Depending on your marketing objectives, existing creative and budget, AAF-Cleveland will be able to assist you with creative services and media placement.

How the program works

AAF-Cleveland obtains donations from the Northeast Ohio media and creative services community. AAF-Cleveland creates a database of inventory that can be developed into customized packages for non-profit organizations. These donations are then made available to non-profit organizations at a cost of 1/3 of the market value of the donations. It's a win/win situation for all involved; the non-profit wins because they can market their mission for 1/3 of the cost, the media wins because they can count their donations toward their requirement to provide time and space to non-profit organizations, AAF-Cleveland and students win because the funds received from the non-profit help support the AAF-Cleveland's Scholarship Program and other AAF-Cleveland programs.

To help you learn more about the program, the following is a list of frequently asked questions.

Public Service Media - Frequently Asked Questions

Who is AAF-Cleveland?

Since 1901, AAF-Cleveland has been active in the Cleveland communications industry. We bring Advertising, Public Relations and Sales & Marketing Professionals together to build networks and create business solutions. AAF-Cleveland is Northeast Ohio's premier resource for creative service professionals. The association offers its 300+ members continuing professional development opportunities, social activities, awards events plus much more.

Members contribute their time to: advertising standards programs, local economic development, business education, government relations, college educational programs, industry related awards, and many other activities that positively impact the Northeast Ohio business climate.

What is the AAF-Cleveland Public Service Media Partnership program (PSMP)?

As a community and public service, AAF-Cleveland strives to promote the public good by coordinating with its membership to provide donated advertising services to other qualifying non-profit organizations, ideally at a 3-to-1 return as to the reasonable market value of advertising services provided versus fees paid.

For instance, if you have a budget of \$10,000, AAF-Cleveland will endeavor to secure \$30,000 in market value for your marketing investment.



Who may apply for the AAF-Cleveland Public Service Media partnership program?

AAF-Cleveland accepts applications from 501(C)(3) and 501(C)(6) corporations, and other qualifying non-profit agencies. In order for the AAF-Cleveland PSM to endeavor to provide a 3:1 ROI on all media and creative services investments made within the program, participating non-profit partners are extremely limited and by invitation only.

By applying for the program, are we committing to the program?

Before the application process is completed, members of the AAF-CLE Public Service Committee will have met with you to discuss your needs, budget and potential available media/creative services (based on past donations). If the non-profit is interested in the potential donated services, they should identify specific items of interest. AAF-CLE will then customize a program for the non-profit. While there is no guarantee that all these specific requests by the nonprofit will be met, AAF-CLE will make their best effort to accommodate all requests and at least contact all specified media to solicit donations. At this point, this becomes a “good-faith” understanding that as long as AAF-CLE is able to fulfill the majority of the nonprofit’s requests, they will need to commit to the program, within five (5) business days.

What is the minimum investment to participate in the program?

With a minimum suggested investment of \$7,500, AAF-Cleveland will assist your organization to secure media that supports your campaign objectives for a 2019 campaign. Smaller investments will be considered.

Can you work with our in-house marketing department and/or agency of record?

The AAF-Cleveland Public Service Media Partnership planning team will communicate with your designated marketing team and/or agency of record to keep them apprised of media availability and schedules, production specifications, and material delivery deadlines. If you do not currently have an in-house marketing department or agency of record, PSM can connect you with one of our partnered agencies who will assist you in creating marketing materials that can be used for PSM. However, there may be additional costs incurred to produce the materials pending evaluation and availability of donated vendor services.

What types of media materials are needed?

This will be determined at a pre-program meeting.

What is the duration of the partnership agreement?

Terms of the agreement vary depending on your media budget and/or seasonality of media placement but must be placed in 2019 calendar year. Depending on your investment and marketing campaign objectives, AAF-Cleveland will deliver a 2019 calendar year agreement. If media is not used in the 2019 calendar year it will be forfeited by the nonprofit with no refund of monies paid to AAF-Cleveland.

When does the contract period begin?

Following an introductory meeting to explore your marketing objectives, a contract agreement that outlines AAF-Cleveland’s role in securing media to meet the objectives outlined by your organization will be delivered. The contract period begins immediately upon receipt of the signed contract.

What are the payment terms for facilitating the agreement?

Full payment is due at contract signing. Nonprofit will not receive any media contacts or programs until invoice is paid in full.



What if we have to cancel the agreement?

Once the contract is signed there is no cancellation.

What are other benefits of the program?

AAF-Cleveland can share our media partner contact information to help you with press releases or contact potential speakers for your events.

What are the program limitations?

All ads are run on an as-available basis with our media partners. Organizations should work directly with media to schedule ads at a mutual agreeable time. All ads must be run by December 31, 2019.

Would you like to learn more?

Contact Dan Leibundgut, AAF-Cleveland Executive Director at 216-901-4000 or dleibundgut@aafcleveland.com to discuss your media needs. He will coordinate a meeting with your marketing team and the AAF-Cleveland Public Service Media Partnership team to explore the objectives and goals defined in your marketing plan.

AAF-Cleveland Media Partnership Team:

Jason Plavic
President, AAF-Cleveland
216.310.8049
PlavicJason@gmail.com

Dan Leibundgut
Executive Director, AAF-Cleveland
216-901-4000
dleibundgut@aafcleveland.com

Organization's Name:
Primary Contact:
Primary Contact Phone:
Primary Contact Email:
Website URL:
Year Established:

Please answer the following questions on a separate sheet.

1. Please provide a description of your organization's mission and work.
2. Tell us about your critical audiences and audiences with whom you'd like to increase your visibility.
3. Do you have an annual marketing budget? If so, what is your budget?
4. What are the primary marketing/advertising obstacles your organization faces?
5. What is the single most important measurable goal you would like your marketing efforts to achieve in 2017?
6. What kinds of marketing does your organization need the most?
7. Do you have a current relationship with a Cleveland-area advertising agency/marketing/communications company?
8. Do you have a current relationship with a media outlet(s)?

Additional Information (Please include with application)

*Current board member list

*Proof of 501 (C) 3/6 status

*A letter from your board president or executive director, stating that you are interested in participating in the program.