



Why Join AAF Toledo?

If you're sitting there questioning the value of membership—wondering if it's worth the time, money, and energy—you're not alone. We get it. Here's the thing: You've probably been told you can network through social media and stay on top of trends with a quick search. But you already know that's not enough. That's not where the magic happens.

You're looking for the real connections, the kind that turn into actual career breakthroughs. The kind that spark creativity, deliver business opportunities, and push you beyond your comfort zone. AAF Toledo isn't just a group of people who show up for an event once in a while. It's a community of doers, thinkers, creators, and innovators who show up for each other. And trust us—you **need this network more than you think**.

The Value You're Missing:

- **Meet the People Who Move the Needle**
Forget the virtual introductions and the automated LinkedIn messages. AAF Toledo is where the people who matter—decision-makers, mentors, clients—are sitting across from you, sharing their ideas, and engaging in real conversations. This is where **deals get made**, where career-defining connections happen.
- **A Seat at the Table Where Ideas Take Flight**
Ever felt like your team is stuck in a rut? Or like your career could be bigger if only you had more access to fresh perspectives? AAF Toledo helps you find that missing spark. From panel discussions to brainstorming sessions, **we cultivate ideas**, offer hands-on opportunities, and provide you with an environment where you can grow your business, enhance your creative edge, and solve problems together.
- **The People Who'll Help You Find the Talent You Need (and vice versa)**
If you're a freelancer looking for work, or an executive trying to recruit top talent, AAF Toledo is a goldmine. **Diverse talent. Unique skill sets. Fresh perspectives.** You won't just find it here; you'll have a chance to **shape it**. Whether it's through our student programs, member connections, or networking events, AAF Toledo puts you in front of the people who **need what you've got**.

Don't Wait for Someone Else to Seize the Opportunity

If you're the only one in your company who's thinking about joining, imagine this: What's the potential if your entire team is plugged into the same network? The magic isn't in attending an event alone—it's in getting your whole team in the room, sharing the ideas, and tapping into the collective power of AAF Toledo's members. The **real opportunities** don't come from sitting back. They come from **actively participating**, showing up consistently, and engaging with a community that pushes you to think bigger.



Corporate memberships don't just get you a "discount." They get you **access to exclusive opportunities**, exposure to national leadership, and the chance to **sponsor game-changing events** like the American Advertising Awards or Spark Summit, where your business is front and center.

What's the Cost of Missing Out?

The truth is, if you're questioning whether it's worth it, you're already at a disadvantage. Every time you hold back from this opportunity, you're passing on the chance to grow, to network, and to **make real, lasting impact**. So, ask yourself: What's the cost of not being a part of a community that drives results? Of not showing up to events where you could meet **the next big client**, or **the next person who could change the direction of your career?**

You can keep sitting on the sidelines, or you can step into a room where **people are making things happen**.

The truth is, this isn't just about saving a few bucks on an ADDY entry. It's about investing in your future, in your business, and in the network that **pushes you to do bigger things**.

Membership Levels & Costs

Individual Professional Membership

- **Cost:** \$170 (First Year), \$160 (Renewal)
- Full access to all AAF Toledo events, discounts, and networking opportunities.

Retiree or Educator Membership

- **Cost:** \$80
- Stay engaged with the industry and mentor future professionals.

Student Membership

- **Cost:** \$50
- Access to career-building programs, networking events, and educational opportunities.

Corporate Membership (5 Seats)

- **Cost:** \$650
- Includes five individual memberships and access for your entire team.

Corporate Membership Package

- **Cost:** \$1,170
- 5 Membership Seats, 5 ADDY Tickets, 5 ADDY Entries – save \$150 and unlock additional benefits for your team.

Don't wait. **Your next opportunity is just a membership away!**