A campaign highlighting the apparel and footwear industry’s resiliency during and after the COVID-19 Pandemic while giving back financially to those who are in need. AAFA will donate a percentage of all sponsorships and sales during this campaign to the charity of your choice: Two Ten Footwear Foundation, Delivering Good, or A Common Thread.

JOIN THE CAMPAIGN: 3 WAYS TO GIVE BACK

1. **Industry Chats.** 3 to 5-minute exclusive video interviews with AAFA CEO, Steve Lamar. Share your thoughts on industry capabilities to move beyond COVID-19 and what’s next for the industry.
   - Weekly availability: offered May 15 – June 30. $1,000/per
   - Pre-recorded and posted on AAFA’s LinkedIn page.
   - Featured in the corresponding Weekly Brief.
   - Open industry; open access (no registration required).
   - AAFA staff assigned to manage your chat; details provided upon commitment.
   - Choose the charity: Two Ten Foundation, Delivering Good, or A Common Thread

2. **Briefing Series.** 10 to 15-minute industry briefings led by AAFA’s Policy Team, sponsored by you. Increase your brand visibility through carefully curated policy content delivered by AAFA experts.
   - Bi-weekly availability: offered June 1 – June 30. $2,500/per
   - Reserved for AAFA Members only; registration required.
   - Recorded briefing housed on AAFA’s Learning Center.
   - Featured in the corresponding Weekly Brief.
   - Company acknowledgement as sponsor.
   - AAFA staff assigned to manage your briefing; details provided upon commitment.
   - Choose the charity: Two Ten Foundation, Delivering Good, or A Common Thread

3. **COVID-19 Advertisements.** Unique positioning to raise awareness of your COVID-19 adapted business solutions across the apparel and footwear industry. Placement available in AAFA’s e-newsletter, Weekly Brief (18,000 subscribers) and on the COVID-19 Dashboard (avg. 1,200 weekly views)
   - Weekly Brief - $125/1st section; $100/2nd section; $75/3rd section
   - COVID-19 Dashboard - $250/week, exclusive placement
   - Choose the charity: Two Ten Foundation, Delivering Good, or A Common Thread

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