

## Industry Resilience Campaign Opportunities Kit

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 availability: offered May 1 - September 30. Pricing varies.

Weekly Brief - \$125/1<sup>st</sup> section; \$100/2<sup>nd</sup> section; \$75/3<sup>rd</sup> section

COVID-19 Dashboard - \$250/week, exclusive placement

Choose the charity: Two Ten Foundation, Delivering Good, or A Common Thread

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