



UNLV Libraries Collection of American Advertising Federation ADDY Award Submissions

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Persistent URL for this finding aid: <http://n2t.net/ark:/62930/f1nt6j>

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Summary Information

Repository:	University of Nevada, Las Vegas. University Libraries. Special Collections and Archives.
Creator:	University of Nevada, Las Vegas. Libraries. Special Collections and Archives
Title:	UNLV Libraries Collection of American Advertising Federation ADDY Award Submissions
ID:	MS-01023
Date [bulk]:	approximately 1980 to 1999
Physical Description:	1.33 Cubic Feet (1 oversized box)
Physical Description:	2.06 Linear Feet
Language of the Material:	English
Abstract:	The UNLV Libraries Collection of American Advertising Federation: ADDY Award Submissions Collection is comprised of Las Vegas, Nevada ADDY award submissions dating from approximately 1980 to 1999. The collection contains submissions by many artists to the ADDYS competition.

Preferred Citation

UNLV Libraries Collection of American Advertising Federation: ADDY Award Submissions, approximately 1980-1999. MS-01023. Special Collections and Archives, University Libraries, University of Nevada, Las Vegas. Las Vegas, Nevada.

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Historical Background

The American Advertising Federation (AAF) started in 1905 and is the oldest national advertising trade association in the United States. AAF is based in Washington, D.C. The AFF has an estimate of 200 local clubs and has represented nearly 40,000 advertising professionals. Their mission is to promote diversity in advertisement, develop future leaders, and to provide opportunities in the advertising world. Each year AAF holds events including the Advertising Hall of Fame, National Student Advertising Competition, and their biggest event the American Advertising Awards (ADDY), a three tier competition. The first tier entries get an ADDY Awards recognition in their district. In the second tier, local ADDY winners compete against other local clubs in one of

the fifteen districts throughout the nation. The winning contestants move on to the third tier, the national stage. The winner of the ADDY Award is determined by a panel of judges.

Source:

https://www.aaf.org/AAFMemberR/Awards_and_Events/Awards/American_Advertising_Awards/About.aspx <https://aaflasvegas.org>

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Scope and Contents Note

The UNLV Libraries Collection of American Advertising Federation: ADDY Award Submissions contains district-level entries dating from approximately 1980 to 1999. Specific entries from this district include submissions by casinos and hotels including the Stardust, Four Queens, Caesars Palace, Circus-Circus, and Sands Hotel. The collection also contains submissions of newspapers, billboards, menus, calendars, pamphlets, and magazines.

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Arrangement

Materials are arranged chronologically.

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Administrative Information

Access Note

Collection is open for research.

Publication Rights

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Acquisition Note

Materials were periodically collected by the University Libraries Special Collections and Archives; accession number 2020-026.

Processing Note

In 2020, Christen Tranate rehoused and arranged the materials, wrote the finding aid, and entered the data into ArchivesSpace.

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Names and Subjects

- Advertising -- Hotels
- graphic design
- Awards
- American Advertising Federation

Collection Inventory

Title/Description	Containers
ADDY award submissions, approximately 1980 to 1989 Physical Description: 3 Files	oversized box 01
ADDY award submissions, approximately 1990 to 1999	oversized box 01