

VISION OF THE CLUB

THROUGHOUT ITS HISTORY OF MORE THAN 55 YEARS, The Detroit Advertising Association has maintained a mix of members representing all three components of the advertising community; media, advertiser and agency. Membership in the DAA is an indication that the individual has attained a leadership and professional status within the advertising community. The DAA membership is diverse in all ways and seeks to involve itself in both business and community issues.

All the various DAA events are regarded as ideal ways to network and build relationships with key members and decision makers within the Detroit advertising community. Our golf events are renowned for offering DAA members and their guests the very best golf venues, featuring the opportunity to play on some of the finest courses in the area. The events are structured in such a way as to offer enjoyable experiences to all levels of golfer. In addition to the golf activities, each event features a business presentation by one of the most influential decision makers in the advertising community.

In addition to golf, there are other DAA events that are also designed to extend the business value of a DAA membership. The DAA is also involved in charitable causes that support the needs of the Detroit area community. DAA members may also participate as sponsors of its events, providing opportunities for valuable promotional exposure.

The DAA also seeks to provide its members with important business information through the dissemination of contact information, business presentations and other industry intelligence.