



2019 SPONSORSHIP OPPORTUNITIES

For over 30 years, First Night® Buffalo has been a celebrated tradition, giving Western New York families the opportunity to kick off the new year with a fresh and healthy start. First Night® Buffalo, the largest local drug- and alcohol-free New Year's celebration, provides a safe and healthy environment for over 4,000 families to ring in the New Year.

As a corporate sponsor, your company will be featured in our advertising campaign, because without thoughtful companies like you, we could not continue this tradition. Our advertising campaign includes local print publications, social media, television, radio and outdoor advertising, providing prominent recognition for your company. In addition, your support will send a message to our community that you care about the health and well-being of our city by choosing to sponsor First Night® Buffalo.

EVENT DETAILS:

- Date:** Tuesday, December 31, 2019
- Time:** 5:00 p.m. – 10:00 p.m.
- Location:** Buffalo Niagara Convention Center
153 Franklin Street, Buffalo, NY 14202
- Admission:** Tickets \$10-15
Free for ages 2 and under
- Advertising Runs:** December 1, 2019 – December 31, 2019
- Activities:** National acts, amusement rides, interactive attractions, music and art
- Audience:** WNY families with school-aged children





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SPONSORSHIP LEVELS

	MARQUEE \$6,000	ENTERTAINMENT \$3,000	FRIEND \$1,500	COMMUNITY \$ _____
Company recognition in press releases, radio ads on KISS 98.5 and STAR 102.5, TV spots, and press conference				
Company logo with link on Independent Health Foundation website for one year				
Logo on billboards in Buffalo metro area and print ads in regional newspapers				
30 second commercial on main stage (.wmv file supplied by sponsor) and logo on the venue TVs				
Company recognition in emails sent to 25,000 members				
Summary of Return on Investment provided after event				
Company recognition on countdown email sent to past participants	LOGO RECOGNITION	NAME RECOGNITION		
Company banner prominently displayed on site (provided by sponsor)	MAIN EXHIBIT HALL	MENTIONS IN A SPECIFIC ACT OR PERFORMANCE AREA		
Invitation to promote company (tabling, handing out literature, etc.)*				
Company recognition on thank you correspondence sent to participants	LOGO RECOGNITION	NAME RECOGNITION		
Social media mentions on Independent Health Foundation Facebook page				
Full color ad in First Night® Buffalo Event Guide	9.75" w x 5.25" H	4.5" w x 5.25" H	4.5" w x 2.50" H	
Company recognition on main stage during First Night® Buffalo event	LOGO RECOGNITION	LOGO RECOGNITION	NAME RECOGNITION	
Complimentary tickets to First Night® Buffalo & discount tickets available through our website	20 TICKETS	10 TICKETS	5 TICKETS	
Company recognition on First Night® Buffalo website	LOGO WITH LINK ON WEBSITE	LOGO ON WEBSITE	NAME MENTION ON WEBSITE	NAME MENTION ON WEBSITE

*All promotions by sponsors will be at the discretion of the Independent Health Foundation. The Foundation is not responsible for staffing sponsor promotion.



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YES, PLEASE COUNT ON OUR SUPPORT!

Please check sponsor level:

- Marquee — \$6,000 Friend — \$1,500
 Entertainment — \$3,000 Community — \$ _____

Please check one:

- Enclosed is a check for our sponsorship made payable to:
 Independent Health Foundation, Tax ID#: 16-1417199
 I prefer to be billed at a later date

Please print.

Company Name: _____
 Contact Person: _____
 Title: _____
 Address: _____
 City: _____ State: _____ Zip: _____
 Phone: _____ Fax: _____
 Email: _____
 Signature: _____ Date: _____

Please fill out this form and mail it back by **August 16, 2019** with the enclosed paid postage envelope, or email it to Foundation@independenthealth.com. If you have any questions, please call 716-635-4959.

The Independent Health Foundation, Inc. (The Foundation) is a not-for-profit, tax exempt, charitable organization incorporated under New York State Corporate Laws. The Foundation is exempt from income taxes under section 501(c)(3) of the Internal Revenue Code.