



2017 SPONSORSHIP OPPORTUNITIES

For over 25 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 5,000 people 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:** Sunday, December 31, 2017
- 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, 2017 – December 31, 2017
- 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 | PARTNER \$3,000 | FRIEND \$1,500 | COMMUNITY \$ _____ |
|-------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|-------------------------------------------|------------------------------------------|-------------------------|
| Company/logo recognition in press releases, radio/TV commercials, and press conference | | | | |
| Company recognition prior to the event on billboards in Buffalo metro area and print ads in regional newspapers | | | | |
| Company recognition during event: 15 second commercial on main stage (supplied by sponsor) and logo on the TVs at venue | | | | |
| Media report provided after event showcasing return on investment | | | | |
| Company banner prominently displayed in main event hall (provided by sponsor) | | | | |
| Invitation to promote company (tabling, handing out literature, etc.)* | | | | |
| 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 | 20 TICKETS; DISCOUNT TICKETS AVAILABLE | 10 TICKETS; DISCOUNT TICKETS AVAILABLE | 5 TICKETS; DISCOUNT TICKETS AVAILABLE | |
| Company recognition on First Night® Buffalo website | LOGO 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
- Partner — \$3,000
- Friend — \$1,500
- 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 **November 14, 2017** 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.