



2016 SPONSORSHIP OPPORTUNITIES

For over 25 years, First Night® has been a celebrated tradition in Buffalo, giving Western New York families the opportunity to kick off the year with a fresh and healthy start. Being the biggest drug- and alcohol-free event in Buffalo, First Night® Buffalo provides over 5,000 people each year a safe and healthy environment to celebrate the New Year.

As a corporate sponsor, your company will be intertwined 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, which provide 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: Saturday, December 31, 2016

Time: 5:00PM-10:00PM

Location: Buffalo Niagara Convention Center; 153 Franklin Street; Buffalo, NY 14202

Admission: \$10 presale, and \$12 at the door, free for ages 2 and under

Advertising Runs: December 1, 2016 - December 31, 2016

Activities: National acts, amusement rides, interactive attractions, music and art

Audience: WNY families, but focuses more on school-aged children





2016 SPONSORSHIP OPPORTUNITIES

Marquee Sponsor: \$6,000

- * Full color ad (9.75" w X 5.25" h) in First Night® Buffalo event guide
- * Company name mentioned in all First Night® Buffalo press releases
- * Invitation to press conference at the Buffalo Niagara Convention Center
- * Exclusive logo recognition to a performing act/activity during First Night® Buffalo
- * Logo recognition in TV commercials on local stations
- * Name mention in radio commercials on local stations
- * Logo recognition prior to the event in the following:
 - * Billboards prominently displayed in the Buffalo metro area
 - * Print ads in regional newspapers including The Buffalo News
 - * First Night® Buffalo website- www.firstnightbuffalo.org
- * Logo recognition on site in the following:
 - * 15 second commercial on the main stage projection screen (supplied by sponsor)
 - * Logo displayed outside of the venue
 - * Banner displayed in event hall (supplied by sponsor)
- * Invitation to promote company (ie: tabling, handing out literature, etc.)*
- * Social media mentions on Independent Health Foundation Facebook page
- * 20 First Night® Buffalo tickets and discounted additional tickets
- * Media report showcasing your return on investment



*all promotions by sponsors will be at the discretion of the Independent Health Foundation



2016 SPONSORSHIP OPPORTUNITIES

Partner Sponsor: \$3,000

- ** Full color ad (4.5" w X 5.25" h) in First Night® Buffalo event guide
- ** Logo recognition on site in the following:
 - * Banner displayed in main event hall (supplied by sponsor)
- ** Logo recognition on First Night® Buffalo website- www.firstnightbuffalo.org
- ** Invitation to promote company (ie: tabling, handing out literature, etc.)*
- ** Social media mentions on Independent Health Foundation Facebook page
- ** 10 First Night® Buffalo tickets and discounted additional tickets

Friend Sponsor: \$1,500

- ** Full color ad (4.5" w X 2.5" h) in First Night® Buffalo event guide
- ** Name recognition on site during First Night® Buffalo on main stage
- ** Name mentioned on First Night® Buffalo website- www.firstnightbuffalo.org
- ** 5 First Night® Buffalo tickets and discounted additional tickets

Community Sponsor: \$ _____

- ** Name mentioned on First Night® Buffalo website- www.firstnightbuffalo.org

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YES, PLEASE COUNT ON OUR SUPPORT!

Please select one:

- Marquee Sponsor: \$6,000
- Partner Sponsor: \$3,000
- Friend Sponsor: \$1,500
- Community Sponsor: \$_____

Please select 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.

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

Signature: _____ Date _____

Please fill out this form and mail it back by **October 31, 2016** with the enclosed paid postage envelope or email it to Firstnight@independenthealth.com, any questions, please call 716-635-4959.

The Independent Health Foundation, Inc. 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.

