



2021 SPONSORSHIP OPPORTUNITIES

The past couple of years, it has been more important than ever to ring in the new year with a fresh and healthy start. That's why Independent Health Foundation is bringing the fun of First Night® Buffalo directly to the homes of Western New York families. For over 30 years, First Night Buffalo has been the largest drug- and alcohol-free New Year's celebration, providing healthy and safe ways for families to kick off the new year. To ensure the health and safety of families this year, First Night Buffalo will look a little different, all while continuing to deliver a fun-filled celebratory tradition.

We are excited to share impactful ways you can partner with First Night Buffalo to welcome a safe start to 2022. As a corporate sponsor, your company will have creative opportunities to be showcased inside our festive First Night® Buffalo Party Packs with distribution to thousands of WNY families, along with prominent recognition through our advertising campaign featuring print, social media, television, radio and outdoor. Your support will allow this community tradition to continue and thrive during a time when we need to show just how passionate we all are about the health, well-being and resiliency of our city.



Event Details:

- Date:** Friday, December 31, 2021
- Location:** All from the comfort of your own home!
- Admission:** Free virtual event. Option to purchase Party Pack (family of 4).
- Advertising Runs:** December 1, 2021-December 31, 2021
- Activities:** DIY crafts, games, various entertainers accessible via online channels, and more.
- Audience:** WNY families with school-aged children





2021 Sponsorship Opportunities



SPONSORSHIP LEVELS

	MARQUEE \$6,000	LIFE OF THE PARTY \$4,500	ENTERTAINMENT \$3,000	FRIEND \$1,500	COMMUNITY \$ _____
Company recognition in press releases, radio ads on KISS 98.5 and STAR 102.5					
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					
Company recognition on social media (Company tagged in Facebook event description)					
Logo placement in corner of select First Night® Buffalo video content					
30 second ad played before video entertainment on select First Night® Buffalo video content (.wmv file supplied by sponsor)					
Company recognition in emails sent to 25,000 Independent Health members					
Summary of Return on Investment provided after event					
Company branding opportunities for First Night® Buffalo Party Pack items	LOGO RECOGNITION				
Company recognition on countdown email sent to past participants	LOGO RECOGNITION	LOGO RECOGNITION	NAME RECOGNITION		
Opportunity to promote company (informational flyers inside First Night® Buffalo Party Packs – supplied by sponsor)					
Company recognition on thank you correspondence sent to participants					
Full color ad in First Night® Buffalo promotional materials					
Social media mentions on Independent Health Foundation's Facebook page	DEDICATED POST AND TAG	DEDICATED POST AND TAG	DEDICATED POST AND TAG	TAG IN POST	
Complimentary First Night® Buffalo Party Packs	10 PACKS	6 PACKS	4 PACKS	2 PACKS	
Company recognition on First Night® Buffalo website	HYPERLINKED LOGO ON WEBSITE	HYPERLINKED 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.*



2021 Sponsorship Opportunities



YES, PLEASE COUNT ON OUR SUPPORT!

Please select your sponsor level:

- Marquee - \$6,000 Life of the Party - \$4,500 Custom - \$_____
- Entertainment - \$3,000 Friend - \$1,500

Please check one:

- Enclosed is a check for our sponsorship made payable to:
Independent Health Foundation, Tax ID#: 16-1417199.
- I have submitted sponsorship payment online using the QR code on this page.
- I prefer to be billed at a later date.



To pay online, scan this QR code with your smart phone camera.

Please print.

Company Name: _____

Contact Person: _____

Title: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

Email: _____

Signature: _____

Please check one:

- Please deliver my First Night® Buffalo Party Packs to the address above
- Please donate my First Night® Buffalo Party Packs to families in need

Please fill out this form, scan, and email it back to Foundation@independenthealth.com by **September 17, 2021**. 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.