2022 SPONSORSHIP OPPORTUNITIES

New Year's Eve Family Fun

For over 30 years, First Night® Buffalo has been the area's largest drug- and alcohol-free New Year's Eve celebration.

Once again, the Independent Health Foundation will continue the tradition of providing our Western New York community with a fun and healthy way to celebrate, all from the comfort of their own homes.

We appreciate your support and are excited to share the special ways you can partner with us to welcome a safe start to 2023.

Be part of the tradition!

Enclosed are materials that highlight sponsorship opportunities available for your company.

As a corporate sponsor, you will have unique recognition opportunities, such as:

• Branding opportunities within our festive First Night® Buffalo Party Packs — with distribution to thousands of Western New York families.

• Prominent recognition through our advertising campaign that features print, radio, social media and more.

Your support will make an impact that will help families ring in the new year together in a truly special way.

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EVENT DETAILS:

Date:	Saturday, December 31, 2022
Location:	All from the comfort of your own home!
Cost:	Party Packs (family of 4): $25
Advertising Runs:	December 1, 2022–December 31, 2022
Activities:	DIY crafts, games, face painting, various entertainers accessible via online channels
Audience:	WNY families with school-aged children

Independent Health® FOUNDATION

2022 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					
15-20 second ad played before video entertainment on select First Night® Buffalo video content (MP4 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 Balloon Drop Finale	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 Packs					
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
Logo recognition on one First Night® Party Pack item (One item per sponsor)					

All promotions by sponsors will be at the discretion of the Independent Health Foundation.

YES, PLEASE COUNT ON OUR SUPPORT!

Please check sponsor level:

☐ Marquee — $6,000   ☐ Life of the Party — $4,500   ☐ Community — $_____

☐ 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 prefer to be billed at a later date

•••

Please print.

Company Name: _____

Contact Person: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Signature: _____ Date: _____

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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 and scan and email it back to foundation@independenthealth.com by **September 9, 2022.** If you have any questions, please call 716-635-4959.

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