



# 2024 SPONSORSHIP OPPORTUNITIES

## PROGRAM HISTORY

It all started in 1989 when First Night made its way to Buffalo thanks to Western New York United Against Drug and Alcohol Abuse. In 1992, Independent Health Association established the Independent Health Foundation to take over coordination of this annual event. First Night Buffalo has taken many different forms throughout the years, from multiple celebratory locations throughout Buffalo, to being held in one location at the Buffalo Convention Center until 2019. Now in its 36th year, families can purchase a party pack stuffed with everything needed to celebrate and follow along with free online performances, so you can kick off the New Year at home!

## BECOME PART OF THE TRADITION!

Last year, we reached **over 8,000** WNY residents with our party packs and had **90,000 views** on our YouTube channel featuring free entertainment for families. We know that we cannot do it alone and rely on partnerships with organizations such as yours to make this possible for our community!

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 the First Night Buffalo Party Pack
- Recognition through our advertising campaign
- Social media and website recognition

Your support will make an impact that will help families ring in the New Year together!

## EVENT DETAILS:

- Date:** Tuesday, December 31, 2024
- Location:** All from the comfort of your own home!
- Cost:** Party Packs (family of 4): \$25  
Online Performer Show access is FREE!
- Advertising Runs:** December 1, 2024 - December 31, 2024
- Activities:** Party Packs consist of balloons, DIY crafts, face painting and more! Online performer show is free via YouTube.
- Audience:** WNY families with school-aged children

1989



1992



1995



2004



2008



Present





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SPONSORSHIP LEVELS	MARQUEE \$6,000	ENTERTAINMENT \$3,500	FRIEND \$2,000	COMMUNITY \$250
Company recognition in press releases and radio ads on local stations				
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 due Dec. 2)				
Company recognition in emails sent to over 100,000 Independent Health members				
Summary of Return on Investment provided after event				
Company branding opportunities for First Night® Buffalo Party Pack balloons (.EPS file of company logo due Oct. 18)	LOGO RECOGNITION			
Opportunity to promote company (informational flyers inside First Night® Buffalo Party Packs supplied by sponsor due Nov. 1)				
Full color ad in First Night® Buffalo welcome guide (supplied by sponsor due Oct. 18)				
Company recognition on countdown email sent to over 20,000 families	LOGO RECOGNITION	LOGO RECOGNITION	NAME RECOGNITION	
Company recognition on thank you email sent to participants	LOGO RECOGNITION	LOGO RECOGNITION	NAME RECOGNITION	
Social media mentions on Independent Health Foundation's Facebook page	DEDICATED POST AND TAG	DEDICATED POST AND TAG	TAG IN POST	
Complimentary First Night® Buffalo Party Packs	10 PACKS	5 PACKS	3 PACKS	
Company recognition on First Night® Buffalo website	HYPERLINKED LOGO ON WEBSITE	LOGO ON WEBSITE	NAME MENTION ON WEBSITE	NAME MENTION ON WEBSITE
Company Name on credit reel ending the online performance (Due Dec. 18)				
Name mention in Independent Health Foundation's annual report				
Recognition at Independent Health Foundation and Independent Health Association Boards of Directors meeting				

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