



2020 SPONSORSHIP OPPORTUNITIES

This year, it is 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 2021. 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:** Thursday, December 31, 2020
- Location:** All from the comfort of your own home!
- Advertising Runs:** December 1, 2020 - December 31, 2020
- Activities:** DIY crafts, games, face painting, various entertainers accessible via online channels
- Audience:** WNY families with school-aged children



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SPONSORSHIP LEVELS	MARQUEE \$6,000	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 event discription	LOGO RECOGNITION			
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 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			
Opportunity to promote company (informational flyers inside First Night® Buffalo Party Packs)				
Company recognition on thank you correspondence sent to participants				
Sponsor highlight post on Independent Health Foundation's Facebook page				
Full color ad in First Night® Buffalo Promotional Packs				
Social media mentions on Independent Health Foundation's Facebook page	HYPERLINKED LOGO & PROMOTIONAL POST	HYPERLINKED LOGO & PROMOTIONAL POST	NAME RECOGNITION	
Complimentary First Night® Buffalo Party Packs				
Company recognition on First Night® Buffalo website	HYPERLINKED LOGO ON WEBSITE	LOGO ON WEBSITE	NAME MENTION ON WEBSITE	NAME MENTION ON WEBSITE

Exclusive Company Branding Opportunities for First Night® Buffalo Party Pack - Life of the Party \$4,500.

- Logo recognition on First Night® Buffalo beaded necklaces (limit one per sponsor)
- Logo recognition on activity: First Night® Buffalo playing cards (limit one per sponsor)
- Logo recognition on activity: First Night® Buffalo coloring sheets and crayon box (limit one per sponsor)

Plus all the benefits of Entertainment Level Sponsors!



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



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YES, PLEASE COUNT ON OUR SUPPORT!

Please check sponsor level:

- ☐ Marquee — \$6,000 ☐ Entertainment — \$3,000 ☐ Community — \$_____
- ☐ Life of the Party — \$4,500 ☐ 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: _____

Please check one:

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

Please fill out this form and mail it back by **October 23, 2020** 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.