



2011 SPONSORSHIP OPPORTUNITIES

New Year's Eve is a wonderful time to get together with friends and family and celebrate the coming year. First Night® Buffalo is a drug- and alcohol-free New Year's Eve event that invites the community to join as one to embrace the beginning of an exciting new year!

Since 1988, First Night Buffalo has provided hundreds of thousands of Western New York families with the ideal way to ring in the New Year. In fact, more than 5,000 people attended the First Night Buffalo festivities held at the Buffalo Convention Center last year.

This year, we have planned even more music, family entertainers, and fun-filled activities for kids. With rides, magicians, crafts, hands-on demonstrations and more, First Night Buffalo has proven to be the "go-to" event for family entertainment in a safe and healthy atmosphere!

First Night Buffalo corporate sponsorships are available, offering attractive marketing and advertising opportunities, along with a perfect way to gain positive exposure for your company.

As a corporate sponsor of First Night Buffalo, your company is recognized as part of our advertising campaign which includes local print publications, television, radio, outdoor advertising and in-store promotional materials at all area Wegmans locations.

Send a message to our entire community that your company cares about family values and the Western New York community by choosing to be a First Night Buffalo sponsor!

FIRST NIGHT BUFFALO INFORMATION

DATE: December 31, 2011

TIME: 5 to 10 p.m.

LOCATION: Buffalo Convention Center

ADMISSION: \$7 in advance, \$10 at the door, free for ages 2 and under.

ADVERTISING RUNS: December 1–31, 2011

ACTIVITIES: National acts, rides, interactive attractions, music, art and more!

For more information on other sponsorship opportunities or if you have questions, call (716) 635-4959 or visit firstnightbuffalo.org.





MARQUEE SPONSOR: \$6,000

- **4.5" x 5.25", full-color ad in 100,000 First Night Buffalo tabloid publications.**
Publication will be distributed at all area Wegmans stores and other sponsoring outlets beginning December 1, 2011.
- **Sponsorship recognition in First Night Buffalo advertising:**
 - 30 TV commercials on WKBW-Channel 7 (logo).
 - 30 radio commercials on local radio stations such as WYRK, WJYE and WKSE.
 - Logo on billboards (minimum of two).
 - Logo in Buffalo News print ads (shared with two other sponsors).
- **Logo recognition on First Night Buffalo website** with link to your website.
- **Company name included in all press releases.**
- **Company representative may be present at the kick-off press conference.**
- **On-site logo recognition** on main exhibit floor projection screen.
- **Logo recognition on banner displayed in event hall.**
- **Opportunity to distribute company literature or product samples** to attendees of First Night Buffalo.
- **30 First Night Buffalo admission tickets.**
- **Proof of performance report** distributed January of 2012.

TOTAL IMPRESSIONS: NEARLY 7,000,000

(Based on 2010 media schedules for TV, radio, print and billboards.)





FIRST NIGHT BUFFALO SITE SPONSOR: \$3,500

- **4.5" x 2.375"**, full color ad in **100,000 First Night Buffalo tabloid publications**. Publication will be distributed at all area Wegmans stores and other sponsoring outlets beginning December 1, 2011.
 - **"Exclusive sponsorship" of a First Night Buffalo site**, including logo next to site information in First Night Buffalo tabloid publication.
 - **Logo recognition on First Night Buffalo website** with link to your website.
 - **On-site logo recognition** on main exhibit floor projection screen.
 - **Logo on sign placed at event hall entrance.**
 - **Company banner displayed at site location** (sponsor supplies).
 - **Opportunity to distribute company literature or product samples** to attendees of First Night Buffalo.
 - **20 First Night Buffalo admission tickets.**
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FIRST NIGHT BUFFALO SUPPORTING SPONSOR: \$2,000

- **2" x 2.375"**, full color ad in **100,000 First Night Buffalo tabloid publications**. Publication will be distributed at all area Wegmans stores and other sponsoring outlets beginning December 1, 2011.
- **Logo recognition on the First Night Buffalo website.**
- **On-site logo recognition** on main exhibit floor projection screen.
- **Opportunity to distribute company literature or product samples** to attendees of First Night Buffalo.
- **15 First Night Buffalo admission tickets.**



GOLD SPONSOR: \$1,000

- Logo recognition as a Gold Level sponsor in 100,000 First Night tabloid publications. Publication will be distributed at all area Wegmans stores and other sponsoring outlets beginning December 1, 2011.
 - Gold Level name recognition on the First Night Buffalo website.
 - On-site name recognition on main exhibit floor projection screen.
 - Opportunity to distribute company literature or product samples at the First Night Buffalo event.
 - 10 First Night Buffalo admission tickets.
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SILVER SPONSOR: \$500

- Name recognition as a Silver Level sponsor in 100,000 First Night Buffalo tabloid publications. Publication will be distributed at all area Wegmans stores and other sponsoring outlets beginning December 1, 2011.
 - Silver Level name recognition on the First Night Buffalo website.
 - 4 First Night Buffalo admission tickets.
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BRONZE SPONSOR

- Make a minimum \$100 donation and receive name recognition on the First Night Buffalo website.
- 2 First Night Buffalo admission tickets.



YES, PLEASE COUNT ON OUR SUPPORT!

_____ is proud to sponsor First Night Buffalo.

Please check one:

- Marquee Sponsor: \$6,000
- First Night Buffalo Site Sponsor: \$3,500
- First Night Buffalo Supporting Sponsor: \$2,000

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.

Signature: _____ Date: _____

Please Print.

Company Name: _____

Contact Person: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Please complete this form and mail to:

First Night Buffalo
 c/o Independent Health Foundation
 511 Farber Lakes Drive
 Buffalo, NY 14221
 Phone: (716) 635-4959
 Fax: (716) 635-3984

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.





YES, PLEASE COUNT ON OUR SUPPORT!

_____ is proud to sponsor First Night Buffalo.

Please check one:

- Gold Sponsor: \$1,000
- Silver Sponsor: \$500
- Bronze Sponsor: \$ ____

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.

Signature: _____ Date: _____

Please Print.

Company Name: _____

Contact Person: _____

Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____

Please complete this form and mail to:

First Night Buffalo
 c/o Independent Health Foundation
 511 Farber Lakes Drive
 Buffalo, NY 14221
 Phone: (716) 635-4959
 Fax: (716) 635-3984

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.

