

FRIENDS FOR A BETTER BUFFALO
PRESENTS



Excellence in EDUCATION Awards 2020

**SPONSORSHIP OPPORTUNITIES
PACKET**

TITLE SPONSOR



**ROSWELL
PARK.**
COMPREHENSIVE CANCER CENTER

**SATURDAY, MAY 2, 2020 @ 6:00 P.M.
HOHN AUDITORIUM @ ROSWELL PARK**



FRIENDS

Friends for a Better Buffalo performs four simple tasks through our strong channels of community and organizational networks. **Friends – Connect. Advocate. Resource. Educate.** Or put simply, we **C.A.R.E.** about Buffalo and Western New York.

That's the mission of Friends for a Better Buffalo, a non-profit organization, who has established a strong network with thousands of community members and advocacy organizations that come together with the positive future of Western New Yorkers in mind. Our promise is to help build a strong unified community by connecting people, being an advocate for positive initiatives, serving as a community liaison resource, as well as organizing and supporting educational initiatives throughout Buffalo and Western New York.

EVENT DETAILS

The inaugural **EXCELLENCE IN EDUCATION AWARDS** celebration will occur on Saturday, May 2, 2020 and will be the first-of-its-kind educational black-tie event in the City of Buffalo. This reception and award ceremony are designed to honor excellence in our teachers, building administrators and support staff (i.e. - resource officer, cafeteria worker, etc.). We will recognize the top performers in their fields and for the outstanding work that they accomplish in and out of the classrooms - all in the name of mentoring and educating our future leaders. In order for the community to show true appreciation for our educators, administrators and support staff, each voted-upon Excellence in Education award recipient will receive their award on stage by an elected official, organization leader, civil service worker or a community advocate- in a "Grammy Awards"-style format. Along with Excellence in Education award recipients being announced, all finalists will be recognized and honored at the event on May 2, 2020. Over 500 people are expected to attend the event.

WHY SUPPORT THE EDUCATION IN EXCELLENCE AWARDS EVENT

By sponsoring this awards event you are helping to recognize the unsung heroes in our schools and those who go above and beyond in education to help Buffalo and Western New York students become successful leaders. Your support will help the community celebrate and recognize the contributions of teachers, as well as supporters of education, whose leadership and dedication inspire a spirit of learning. A portion of the event proceeds will go towards funding educational programs that will provide tools and experiences to students in Buffalo and Western New York.

PRESENTING

THREE (3) NON-COMPETE OPPORTUNITIES

\$5,000 SPONSOR

YOUR COMPANY LOGO AND/OR NAME LISTED AS "PRESENTING SPONSOR OF THE 2020 EXCELLENCE IN EDUCATION AWARDS" IN:

- All marketing collateral created to promote event, including special invitation to award nominees (prominently displayed)
- All event press releases & media alerts
- Any complimentary media advertising the event may receive
- All e-marketing efforts

ONLINE BENEFITS:

- Company listed as Presenting sponsor on the event website, logo prominently placed, along with link to company website
- Facebook event page to be created listing your company as a Presenting sponsor
- Company included in social media posts promoting the event

EVENT DAY BENEFITS:

- Eight (8) tickets to the event, seated in reserved section
- Signage throughout event will include your logo on the step & repeat banner and on screen throughout the awards presentation
- Full-page color ad on cover (inside front, inside back, outside back – first come; first serve) to be distributed to approx. 500 guests
- Company representative invited to present an award on stage to a 2020 Excellence in Education Award recipient
- Opportunity to provide a company branded item to the finalists and/or honorees

GOLD

THREE (3) NON-COMPETE OPPORTUNITIES

\$3,000 SPONSOR

YOUR COMPANY LOGO AND/OR NAME LISTED AS "GOLD SPONSOR OF THE 2020 EXCELLENCE IN EDUCATION AWARDS" IN:

- All marketing collateral created to promote event
- All e-marketing efforts

ONLINE BENEFITS:

- Company listed as Gold sponsor on the event website, logo placed, along with link to company website
- Facebook event page to be created listing your company as a Gold sponsor
- Company included in social media posts promoting the event

EVENT DAY BENEFITS:

- Six (6) tickets to the event, seated in reserved section
- Signage throughout event will include your logo on the step & repeat banner and on screen throughout the awards presentation
- Full-page black and white ad in event program to be distributed to approx. 500 guests
- Opportunity to provide a company branded item to the finalists and/or honorees

SILVER

THREE (3) NON-COMPETE OPPORTUNITIES

\$2,000 SPONSOR

YOUR COMPANY LOGO AND/OR NAME LISTED AS "SILVER SPONSOR OF THE 2020 EXCELLENCE IN EDUCATION AWARDS" IN:

- Select marketing collateral created to promote event
- Select e-marketing efforts

ONLINE BENEFITS:

- Company listed as Silver sponsor on the event website, along with link to company website
- Company included in social media posts promoting the event

EVENT DAY BENEFITS:

- Four (4) tickets to the event, seated in reserved section
- Signage at event will include your logo on the step and repeat banner and on screen throughout the awards presentation
- Half-page black and white ad in event program to be distributed to about 500 guests
- Opportunity to provide a company branded item to the finalists and/or honorees

BRONZE

THREE (3) NON-COMPETE OPPORTUNITIES

\$1,000 SPONSOR

YOUR COMPANY LOGO AND/OR NAME LISTED AS "BRONZE SPONSOR OF THE 2020 EXCELLENCE IN EDUCATION AWARDS" IN:

ONLINE BENEFITS:

- Company listed as Bronze sponsor on the event website, along with link to company website
- Company included in social media posts promoting the event

EVENT DAY BENEFITS:

- Two(2) tickets to the event, seated in reserved section
- Signage at event will include your logo on the step and repeat banner and on screen throughout the awards presentation
- Quarter-page black and white ad in event program to be distributed to about 500 guests
- Opportunity to provide a company branded item to the finalists and/or honorees

ADVERTISING OPPORTUNITIES:

FULL PAGE BLACK & WHITE AD - \$500 ■ HALF PAGE BLACK & WHITE AD - \$300

*Excellence in
EDUCATION
Awards
2020*



SPONSORSHIP RESERVATION FORM

YES! I WANT TO RESERVE A SPONSORSHIP AT THE FOLLOWING LEVEL:

☐ PRESENTING SPONSOR (\$5,000) ☐ GOLD LEVEL (\$3,000) ☐ SILVER LEVEL (\$2,000) ☐ BRONZE LEVEL (\$1,000)

YES! I'D LIKE TO PLACE AN AD IN THE 2020 EDUCATION IN EXCELLENCE PROGRAM BOOKLET IN THE FOLLOWING SIZE:

☐ FULL PAGE (\$500 B&W) ☐ HALF PAGE (\$300 B&W)

☐ ALL DONATIONS ARE WELCOMED \$_____

CONTACT INFORMATION

Name: _____ Company/Organization: _____

Address: _____ City: _____ State: _____

Telephone(Business): _____ Mobile: _____

PAYMENT INFORMATION

☐ Enclosed is a check to: Friends For A Better Buffalo for \$_____ ☐ Credit Card: Contact Nina Heard at 716-777-3320 to provide information.

Please email or send the completed sponsorship form and payment to:

FRIENDS FOR A BETTER BUFFALO

170 Manhattan Street /// Box #1724 /// Buffalo, New York 14215 /// friendsforabetterbuffalo@outlook.com

QUESTIONS: CALL 716-777-3320 OR REQUEST ADDITIONAL INFORMATION

THANK YOU FOR YOUR GENEROUS SUPPORT!