



2023 SPONSORSHIP OPPORTUNITIES

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. 1)				
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. 20)	LOGO RECOGNITION			
Opportunity to promote company (informational flyers inside First Night® Buffalo Party Packs supplied by sponsor due Nov. 3)				
Full color ad in First Night® Buffalo welcome guide (supplied by sponsor due Oct. 20)				
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.