

Events & Sponsorships:

Spring Style Event

For the first time, Buffalo Spree magazine will host a Spring Style event that celebrates the latest fashions and trends, inventive cocktails, and unique retailers. Our Spring Style event will include a highly produced fashion show and editorial coverage in the magazine against the backdrop of one of Buffalo's most iconic buildings.

May 11, 2017 5:30-8:30p.m. @ The Foundry Lounge

Benefiting the American Heart Association

Number of Vendor Tables: 20

Booth space: \$500

10'x 6' space, 8' table, electric at booth

Promo ads in March and April Spree and Spring Style program book

Runway Fashions: Estimated 45 looks

Inclusion of three or more styles designed by you to be showcased on the runway

Runway investment: \$500

Vendor Table and Runway Fashion

Opportunity to sell merchandise at the event and include three styles that will be showcased on the runway

Combination investment: \$750

ALL SPONSORSHIPS INCLUDE:

- Booth space at event
- Full page ad in event program
- Your logo on:
 - All event ads & thank you ad, to include *Buffalo Spree* and any applicable WNY Playbills
 - All Spree e-blasts promoting event
 - Cover of event program book
 - All event signage (Spree provided)
 - Cover photo of event Facebook page

IN ADDITION TO ABOVE, YOUR SPONSORSHIP ALSO INCLUDES:

Runway Show Presenting Sponsor:

- Client category exclusivity
- Prominent booth location
- Photo recognition in Spree's "Who Was There"
- Logo inclusion on one side of Shopping Bag
- Opportunity to include marketing materials or products in bag (pre-stuffed by Spree)
- Your banner prominently displayed at event (client provided)
- ½ page ad in *Buffalo Spree*, month of event
- Dedicated "Come See Us at the Event" e-blast promotion
- 10 tickets

Investment: \$5,000

Gold:

- Client category exclusivity
- Photo recognition in Spree's "Who Was There"
- Your banner prominently displayed at event (client provided)
- 6 tickets

Investment: \$3,000

Shopping Bag:

- Your logo on approximately 500 cloth shopping bags (one side of color logo)
- Opportunity to include marketing materials or products (pre-stuffed by Spree)
- 4 tickets

Investment: \$2,500

Step and Repeat:

- Your logo on photo strip or step and repeat backdrop
- 4 tickets

Investment: \$2,500

Valet:

- Your logo on exterior signage
- 4 tickets

Investment: \$2,500

Signature Glass:

- Your logo on a signature cocktail glass
- 4 tickets

Investment: \$2,500

Hair & Makeup:

- Opportunity to provide and style the hair and makeup for all models
- Your logo on all promotional materials
- 2 tickets

Investment: \$1,500

Ticket Sponsor:

- Your logo on all printed event tickets (category exclusivity)
- 2 tickets

Investment: \$1,500