

Spree in the community

We are proud to have received the Outstanding Philanthropic Media Award from the Association of Fundraising Professionals in 2019. This award represents Buffalo Spree Publishing's commitment to philanthropy and its deep appreciation for Western New York's vibrant nonprofit community for providing so many opportunities for partnerships that enrich and strengthen the community we all love.

6

SIGNATURE EVENTS

4,000+

ATTENDEES

75

ANNUAL SPONSORSHIPS

5

LOCAL BENEFICIARIES

Signature events

Buffalo Spree magazine has created a collection of Instagram-worthy events that bring some of our most popular print features to vibrant life. Utilizing our partnerships with some of the region's best venues and services, we provide professional event execution and create targeted sponsorships that can make your brand part of our guests' unique and exciting experience.

NEW! Outside the Margins

April 1, May 7,
December 3, 2020

Reader engagement is a key priority of *Buffalo Spree* magazine. Our readers are not only interested in what's on the printed page, but they're eager to learn more about the people, topics, and stories featured in the latest issue of *Spree*.

This year, *Buffalo Spree* magazine will host three events where the editors and writers will dive deep into the stories covered that month. This unique panel discussion will include commentary and a Q&A discussion.

| Sponsorship Opportunities | Presenting | Venue | Supporting |
|--|----------------|----------------|----------------|
| Category Exclusivity | ★ | ★ | |
| Full-page ad in <i>Buffalo Spree</i> magazine of your choice | ★ | | |
| 1/2-page ad in <i>Buffalo Spree</i> magazine of your choice | | ★ | |
| 1/4-page ad in <i>Buffalo Spree</i> magazine of your choice | | | ★ |
| Provide opening remarks at each event | ★ | | |
| Provide closing remarks at each event | | | |
| Logo on all promotions in <i>Buffalo Spree</i> , WNY Program Books, <i>Jewish Journal</i> , <i>Forever Young</i> , digital and social media channels (sized in order of level) | ★ | | ★ |
| Sponsored 30-day content marketing campaign to be run in 2020 | ★ | | |
| Banner ad on buffalospree.com for 30-days | ★ | | |
| Exclusive host for all three events | | | |
| Logo on event signage (<i>Spree</i> provided) | ★ | ★ | ★ |
| Banner displayed (client provided) | ★ | ★ | ★ |
| Opportunity to include promotional material in gift bags | ★ | ★ | ★ |
| VALUE | \$10,000+ | \$9,000+ | \$7,000+ |
| Investment | \$6,000 | \$4,000 | \$2,000 |

SOLD

Signature events



NEW! Coffee Crawl

Saturday, Feb 8, 2020
10:00 a.m.-1:00 p.m.
Various locations
throughout WNY

Buffalo Spree's inaugural Coffee Crawl caters to coffee, tea, and pastry enthusiasts. This experiential, pub-crawl-style tour allows guests to learn from local baristas and artisans and sample unique treats and signature roasts from Western New York's favorite establishments.

Coffee Crawl guests will travel together to eight signature roasters and patisseries. While en route, guests will learn interesting facts about Buffalo from an experienced historian and tour guide.

Not only will guests be able to sample coffee, tea, and pastries, they'll learn what makes the roasts and other offerings unique.



| Sponsorship Opportunities | Presenting | Transportation | Coffee Cup | Gift Bag | Winter Swag | Digital Giveaway | Coffee & Artisan Shop |
|--|------------|----------------|------------|----------|-------------|------------------|-----------------------|
| Category Exclusivity | ★ | ★ | ★ | ★ | ★ | ★ | |
| Naming Rights | ★ | | | | | | |
| Sponsored ad campaign on Facebook, Twitter and Instagram | ★ | | | | | | |
| Full-page ad in <i>Buffalo Spree</i> issue of your choice | ★ | | | | | | |
| 1/6 page ad in <i>Buffalo Spree</i> issue of your choice | | | ★ | ★ | ★ | ★ | |
| Shop Coffee Image in the February issue of <i>Buffalo Spree</i> | | | | | | | ★ |
| Banner ad on buffalospre.com for 30-days | ★ | ★ | | | | | |
| Distribution of promotional items to all guests | ★ | ★ | ★ | ★ | ★ | ★ | ★ |
| Logo on all event promotions in <i>Buffalo Spree</i> , WNY Program Books, <i>Jewish Journal</i> , <i>Forever Young</i> , digital and social media channels (sized in order of level) | ★ | ★ | ★ | ★ | ★ | ★ | ★ |
| Photo recognition in Who Was There | ★ | ★ | ★ | ★ | ★ | ★ | ★ |
| Logo on event thank you ad in <i>Buffalo Spree</i> | ★ | ★ | ★ | ★ | ★ | ★ | |
| Opportunity to host pick-up/drop-off location | ★ | | | | | | |
| Opportunity to showcase your brand by providing vehicles for Coffee Crawl | | ★ | | | | | |
| Opportunity to showcase your brand by providing guests with a reusable coffee cup | | | ★ | | | | |
| Opportunity to showcase your brand by providing guests with a reusable tote | | | | ★ | | | |
| Opportunity to showcase your brand by providing guests with winter swag (gloves OR scarf) | | | | | ★ | | |
| Opportunity to showcase your brand by co-hosting a digital giveaway with <i>Buffalo Spree</i> (must provide giveaway at \$100 or more); logo will be included on <i>Buffalo Spree</i> 's Facebook event page | | | | | | ★ | |
| Opportunity to showcase your business and provide tastings to approximately 100 guests | | | | | | | ★ |
| Event Tickets | 6 | 6 | 2 | 2 | 2 | 2 | |
| VALUE | \$10,000+ | \$9,000+ | \$7,000+ | \$7,000+ | \$7,000+ | \$6,500+ | \$2,500+ |
| INVESTMENT | \$5,000 | \$5,000 | \$2,250 | \$2,250 | \$2,250 | \$1,750 | \$750 |

SOLD

*All subject to change

Signature events

BBQ & Bourbon

Benefiting Niagara County Hospice
Thursday, March 26, 2020
5:30-7:30 p.m.
Events at the Wurlitzer

Western New York is a foodie's dream and Buffalo Spree is bringing the BBQ & Bourbon scene to its guests all under one roof. Enjoy unique and inventive BBQ tastings from local restaurants, sample bourbon, beer and wine from local establishments, and listen to the sounds of live blues music.

Vendor Table \$250; 6' table, electrical accessibility at booth



| Sponsorship Opportunities | Presenting | Platinum | Gold | Silver | Bronze |
|--|----------------|----------------|----------------|----------------|----------------|
| Category Exclusivity | ★ | ★ | ★ | ★ | ★ |
| Naming Rights | ★ | | | | |
| Full-page ad in April Buffalo Spree | ★ | | | | |
| 1/2 page ad in April Buffalo Spree | | ★ | | | |
| 1/3 page ad in April Buffalo Spree | | | ★ | | |
| 1/4 page ad in April Buffalo Spree | | | | ★ | |
| Sponsored Facebook post | ★ | ★ | | | |
| Banner ad on buffalospree.com for 30-days | ★ | ★ | | | |
| Banner displayed at event; client provided | ★ | ★ | ★ | ★ | ★ |
| Logo on all event promotions in Buffalo Spree, WNY Program Books, Jewish Journal, Forever Young, digital and social media channels (sized in order of level) | ★ | ★ | ★ | ★ | |
| Logo on event ticket | ★ | | | | |
| Logo on gift bag** | ★ | ★ | ★ | ★ | |
| Opportunity to include promotional materials in gift bags; client provided | ★ | ★ | ★ | ★ | ★ |
| Logo on all event signage; Buffalo Spree provided | ★ | ★ | ★ | ★ | ★ |
| Photo recognition in Who Was There | ★ | ★ | ★ | ★ | |
| Logo on event thank you ad in Buffalo Spree | ★ | ★ | ★ | ★ | ★ |
| Event Tickets | 10 | 8 | 6 | 4 | 2 |
| VALUE | \$15,000+ | \$14,000+ | \$11,000+ | \$8,000+ | \$4,000+ |
| INVESTMENT | \$6,000 | \$5,000 | \$4,000 | \$3,000 | \$2,000 |

*All subject to change

**To be the exclusive bag sponsor (client provides branded bag, and no other logos are included on the bag), the investment is \$4,999.

Signature events

Best of WNY



Benefiting FeedMore WNY

Friday, June 26, 2020
VIP 5:30-7:00 p.m.
General Admission
7:00-10:00 p.m.
Larkin Square

Get involved with the most exciting cocktail party of the summer, as we celebrate what makes our region such a great place to live, work, and play. Held annually, this must-attend event celebrates *Buffalo Spree's* Best of WNY winners with unique eats from 25+ restaurants, wine, beer, and cocktail tastings, auction, music, and much more!

| Sponsorship Opportunities | Presenting | VIP | Photo Booth | Step & Repeat | Welcome Drink | Gift Bag | Music | Supporting |
|--|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-----------------|
| Category Exclusivity | ★ | ★ | ★ | ★ | ★ | | ★ | |
| Naming Rights | ★ | | | | | | | |
| Logo attached to event name on all promotions | ★ | | | | | | | |
| Full-page ad in July <i>Buffalo Spree</i> | ★ | ★ | | | | | | |
| 1/2-page ad in July <i>Buffalo Spree</i> | | | ★ | ★ | ★ | ★ | ★ | |
| Banner displayed at event; client provided | ★ | ★ | ★ | ★ | ★ | ★ | ★ | ★ |
| Logo on all event promotions in <i>Buffalo Spree</i> , WNY Program Books, <i>Jewish Journal</i> , <i>Forever Young</i> , digital and social media channels (sized in order of level) | ★ | ★ | ★ | ★ | ★ | ★ | ★ | |
| Opportunity to include promotional materials in gift bags; client provided | ★ | ★ | ★ | ★ | ★ | ★ | ★ | ★ |
| Logo on event ticket | ★ | | | | | | | |
| Sponsored Facebook post | ★ | ★ | | | | | | |
| Banner ad on buffalospree.com for 30-days | ★ | ★ | | | | | | |
| Logo on photo strip | | | ★ | | | | | |
| Logo on digital prints and tagged in social media post | | | | ★ | | | | |
| Logo on custom produced keepsake glass | | | | | ★ | | | |
| Logo on one side of gift bag | | | | | | ★ | | |
| Verbal shout outs from the band, and signage by the stage | | | | | | | ★ | |
| Logo on all event signage; <i>Buffalo Spree</i> provided | ★ | ★ | ★ | ★ | ★ | ★ | ★ | ★ |
| Logo on event thank you ad in <i>Buffalo Spree</i> | ★ | ★ | ★ | ★ | ★ | ★ | ★ | ★ |
| Photo recognition in Who Was There | ★ | ★ | ★ | ★ | ★ | ★ | ★ | |
| Event Tickets VIP | 25 | 50 | 6 | 6 | 6 | 6 | 6 | 2 |
| Event Tickets GA | 50 | 25 | 4 | 4 | 4 | 4 | 4 | 2 |
| VALUE | \$20,550+ | \$20,550+ | \$14,550+ | \$14,550+ | \$14,550+ | \$14,550+ | \$14,550+ | \$3,500+ |
| Investment | \$10,000 | \$10,000 | \$4,000 | \$4,000 | \$4,000 | \$4,000 | \$4,000 | \$2,000 |

*All subject to change

Signature events

Girls Night Out

Benefiting Horizon Health

Thursday, November 5, 2020
5:30 p.m.-8:00 p.m.
Salvatore's

Get a headstart on your holiday shopping with this incredible shopping event. Shop the region's top boutiques, retailers, and services for the perfect gift for that special someone (or yourself!). Guests will enjoy complimentary hors d'oeuvres, photo fun, swag bags, and more!

Vendor Table \$359; 8' table, electrical accessibility at booth end cap space \$500

| Sponsorship Opportunities | Presenting | Step & Repeat | Swag Bag | Photo Booth | Ticket |
|--|----------------|----------------|----------------|----------------|----------------|
| Category Exclusivity | ★ | ★ | ★ | ★ | ★ |
| Prominent booth space | ★ | ★ | ★ | ★ | ★ |
| Booth space | ★ | ★ | ★ | ★ | ★ |
| Opportunity to include promotional items in swag bag | ★ | ★ | ★ | ★ | ★ |
| Logo on all event promotions in <i>Buffalo Spree</i> , <i>WNY Program Books</i> , <i>Jewish Journal</i> , <i>Forever Young</i> , digital and social media channels (sized in order of level) | ★ | ★ | ★ | ★ | ★ |
| Photo recognition in <i>Spree's Who Was There</i> | ★ | ★ | ★ | ★ | ★ |
| Dedicated e-blast sent out prior to event with a "come join us" message | ★ | | | | |
| Logo on one side of gift bag | | | ★ | | |
| Banner displayed (client supplied) | ★ | ★ | ★ | ★ | ★ |
| Logo on event signage (<i>Spree</i> provided) | ★ | ★ | ★ | ★ | ★ |
| Full-page ad in November <i>Buffalo Spree</i> magazine | ★ | | | | |
| 1/2-page ad in November <i>Buffalo Spree</i> magazine of choice | ★ | ★ | ★ | ★ | ★ |
| Logo on custom produced ticket | | | | | ★ |
| Logo on background of step & repeat | | ★ | | | |
| Logo on photo strip | | | | ★ | |
| Banner ad on buffalospree.com for 30-days | ★ | ★ | ★ | ★ | ★ |
| Event Tickets | 10 | 4 | 4 | 4 | 4 |
| Investment | \$6,000 | \$4,000 | \$4,000 | \$4,000 | \$4,000 |

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