



2020 Doors Open Buffalo Saturday, August 8 *Event Sponsor Levels*

Doors Open Buffalo is a day of free public access to significant Buffalo buildings. Approximately 4,000 people attended Doors Open Buffalo in 2019, making a total of more than 30,000 visits at 36 downtown locations. These visitors reported:

- 71% visited a downtown restaurant, café, etc.
- Average visitor spending of \$44 per person
- 93% are more likely to visit downtown Buffalo again soon

Sponsor Benefits

All sponsors will be recognized in event materials and promotions, including:

- Event guide & map: 3,000 distributed at event plus advance distribution across WNY
- Event website, doorsopenbuffalo.org
- Social media pages

As a sponsor your business will be recognized by Explore Buffalo's large online and social media presence, including:

- 15,000 email subscribers
- 17,000 Instagram followers
- 8,500 Facebook followers
- 2,400 Twitter followers

\$20,000 – Presenting Sponsor

- Full back page color ad on event guide
- Logo on signage at all participating sites
- Premiere logo on printed promotions
- Premiere placement of logo & link on website
- Optional presence at event hub
 - promotional table, etc.
- Invitation to Explore Buffalo's 2020 Partners Event Series

\$10,000 – Leadership Sponsor

- Full page color ad inside event guide
- Logo & link on Doors Open website
- Invitation to Explore Buffalo's 2020 Partners Event Series

\$5,000 – Promoting Sponsor

- Half page color ad inside event guide
- Logo & link on Doors Open website
- Invitation to Explore Buffalo's 2020 Partners Event Series

\$2,500 – Contributing Sponsor

- Quarter page color ad inside event guide
- Logo & link on Doors Open website
- Invitation to Explore Buffalo's 2020 Partners Event Series

\$1,000 – Friend Sponsor

- Logo & link on Doors Open website
- Invitation to Explore Buffalo's 2020 Partners Event Series



Sponsor Commitment Form

Level of Sponsorship

\$20,000 \$10,000 \$5,000 \$2,500 \$1,000

Business Information

Business Name: _____

Contact Name: _____

Mailing Address: _____

Email Address: _____

Phone Number: _____

Please email logo (.jpg or .png) to: Suzanne@explorebuffalo.org

**Transparent background preferred*

Payment

Check (enclosed & payable to Explore Buffalo)

Mail to: One Symphony Circle, Buffalo, NY 14201

Credit Card

Name on Card: _____

Expiration Date: ____/ ____

Card Number: _____

Signature: _____

Date: ____ / ____ / ____

Sponsorship Deadline: May 31, 2020

One Symphony Circle, Buffalo, NY 14201

www.explorebuffalo.org

(716) 245-3032