



## 2020 Doors Open Buffalo

### Saturday, August 8

### *Event Sponsor Levels*

Doors Open Buffalo is a day of free public access to significant Buffalo buildings. *Your support as a sponsor keeps this event free for thousands in our community.* 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](http://doorsopenbuffalo.org)
- Social media pages

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

- 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
- Prominent logo on printed promotions
- Premiere placement of logo & link on Doors Open website
- Opportunity to host onsite promotional table at the event
- [Partnership Program Diamond Level Benefits](#)

### **\$10,000 – Leadership Sponsor**

- Full page color ad inside event guide
- Logo & link on Doors Open website
- [Partnership Program Platinum Level Benefits](#)

### **\$5,000 – Promoting Sponsor**

- Half page color ad inside event guide
- Logo & link on Doors Open website
- [Partnership Program Gold Level Benefits](#)

### **\$2,500 – Contributing Sponsor**

- Quarter page color ad inside event guide
- Logo & link on Doors Open website
- [Partnership Program Silver Level Benefits](#)

### **\$1,000 – Friend Sponsor**

- Logo & link on Doors Open website
- [Partnership Program Bronze Level Benefits](#)

### **\$500– Program Sponsor**

- Listing in event guide and Doors Open website



## *Sponsor Commitment Form*

Thank you for your support!

### **Level of Sponsorship**

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

### **Business Information**

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Please email logo (.jpg or .png) to: [Susan@explorebuffalo.org](mailto:Susan@explorebuffalo.org)

*\*Transparent background preferred*

### **Payment**

Check (enclosed & payable to Explore Buffalo)

Credit Card

Name on Card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_/\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Mail to:** One Symphony Circle, Buffalo, NY 14201

***Sponsorship Deadline: May 31, 2020***