

BASH * 2012 FRIDAY, JUNE 1

Sponsorship Opportunities

\$40,000 – Presenting Sponsor

Media Benefits:

Television: Presenting Logo included in a television campaign promoting BASH*2012, April – June 2012

Radio: Presenting sponsorship promotion in a commercial radio & web promotional schedule on the following Townsquare Media stations: WYRK, Jack-FM, WJYE and WBLK

Print: prominent logo inclusion as Presenting Sponsor in all print and web promotion

Event Naming Rights: Your company will have exclusive naming rights to the entire event, logo inclusion on 3,000 General Admission Tickets and the opportunity to distribute promotional material/giveaways at BASH

Tickets: 200 tickets for an exclusive Commander-In-Chief Tent for you and your guests – includes full buffet and bar

Banner: Premier location at the American Red Cross Headquarters facing Delaware Avenue for 1 month preceding the event, in addition to prime location with listing as BASH Presenting Sponsor inside Main Tent

Web Promotion: Your company logo featured prominently on the Chapter website for one year and the BASH website in association with heavy promotion of the event

\$25,000 – Commander in Chief

Media Benefits: Inclusion in all print, radio & web promotion of the event

Tickets: 100 tickets for exclusive Commander-in-Chief Tent for you and your guests – includes full buffet and bar

Banner: Premier location at the American Red Cross Headquarters facing Delaware Avenue in addition to prime location with listing as Commander in Chief sponsor inside main tent

Web Promotion: Logo on Chapter front page and logo with link to your company website on BASH sponsorship page

\$10,000 – Officers' Club

Media Benefits: Inclusion in all print, radio & web promotion of the event

Tickets: 50 VIP Tent Tickets

Banner: Prime location at the American Red Cross Headquarters on Delaware Avenue

Web Promotion: Logo on Chapter front page and logo with link to your company website on BASH sponsorship page

\$7,500 – General

Tickets: 38 VIP Tent Tickets

Banner: Prime location at the American Red Cross Headquarters on Delaware Avenue

Web Promotion: Logo with link to your company website on BASH sponsorship page

For more information about sponsorship opportunities, please contact Jerilyn J. Hickey at 878-2383 or HickeyJe@usa.redcross.org

\$5,000 – Colonel

Tickets: 30 VIP Tent Tickets

Banner: Prime location at the

American Red Cross Headquarters on Delaware Avenue

Web Promotion: Logo with link to your company website on BASH sponsorship page

\$5,000 & above sponsorship levels will receive:

Use of the Board Room of the Clement House for a meeting or event – a beautiful, unique place to entertain guests or host clients. Building usage is subject to availability.

\$3,000 – Captain

Tickets: 20 VIP Tent Tickets

Signage: In tent at the event

Web Promotion: Logo with link to your company website on BASH sponsorship page

\$1,500 – Lieutenant

Tickets: 10 VIP Tent Tickets

Signage: In tent at the event

Web Promotion: Logo with link to your company website on BASH sponsorship page

Benefits for all sponsorship packages:

- Admission to our exclusive VIP tent including open bar and catering by some of Buffalo's premier restaurants
- Promotion of corporate sponsors leading up to BASH through social media outlets (including Facebook, Twitter, and our Chapter blog)
- Subscription to the Chapter quarterly newsletter, *Red Events*
- Invitation to our exclusive Major Donor Celebration and listing in the Chapter Annual Report

Corporate Volunteer Teams – Prepare to Volunteer

Some of Buffalo's best and brightest help to run THE BASH each year and we're always looking for new recruits. All you need is a Team Captain and at least 5 people eager to help the week or night of THE BASH. We'll find the perfect fit for your team and guarantee you'll have a great time!

To bring a volunteer team from your company to work at THE BASH, contact Kara Hite at 878-2235 or HiteK@usa.redcross.org

Raffle Tickets – Prepare to win

The \$10,000 cash raffle can't be beat. With only 1,000 tickets sold, your odds of winning are great PLUS with each raffle ticket purchased you get 2 free general admission tickets to THE BASH!

To buy or sell raffle tickets, please contact Kara Hite at 878-2235 or HiteK@usa.redcross.org

Auction – Prepare to Bid

Past winners have enjoyed bidding on:

- A 7-day getaway to Cabo San Lucas, Mexico with airfare for four
- Fabulous findings from Elmwood Avenue and Hertel Avenue merchants
- Condo getaways in the beautiful Ellicottville, NY

All these can be yours at the BASH Auction.

To donate to the auction or to learn more about these exciting items, please contact Emily Shafer at 878-2374 or ShaferE@usa.redcross.org

Creative courtesy of Travers Collins & Company

THE BASH Registration Form

redcrossbash.org

____ Yes, we would like to be a sponsor for **THE BASH** at:
\$ _____ level (please specify dollar amount)
Organization _____
Contact _____
Address _____
City, State, Zip _____
E-mail _____
Phone _____ Fax _____
List our organization on all print materials as: _____

____ Enclosed is our payment. Please make checks payable to:
American Red Cross, Greater Buffalo Chapter
____ Please invoice us, we will pay our pledge:
____ Upon receipt of invoice
____ As specified: _____
____ Please charge our sponsorship to my:
____ Mastercard ____ Visa ____ Discover
Account # _____
Expiration Date: _____
Signature: _____ Date: _____

Prepare to join in. Over 4,000 people attend The BASH to kick off the summer. That's a lot of exposure for sponsors. This high-profile event benefits the most widely recognized and most trusted humanitarian organization in the world.

The BASH is consistently voted Best Annual Fundraiser by the readers of Artvoice Magazine. With the military themed costumes and settings, amazing food from some of Buffalo's top restaurants, and the rocking music of Lance Diamond, it's not hard to see why it's *the* party of the year.

Your sponsorship enables the Greater Buffalo Chapter to bring vital services to our community. By supporting the BASH, you're supporting our efforts to help people prevent, prepare for and respond to disaster. And remember, all proceeds from the event stay right here in Buffalo, to help our own community when it is needed the most.

