



Community Sponsorship Application Form

Selection Criteria

Community Sponsorship opportunities presented to The Buffalo News must meet the following criteria:

1. *Meet one or more of the following focus areas as a part of The Buffalo News' community service mission:*
 - **Education** — Support the educational process with a special emphasis on literacy.
 - **Civic Involvement** — Have a long-term positive impact on the community.
 - **Community Life** — Reflect the racial and cultural diversity of our citizens and meet the needs of targeted and under-served populations.
 - **Arts and Cultural Life** — Contribute to the cultural fabric of our community.
2. Enhance the quality of life in Buffalo.
3. Address specific community needs.
4. Impact a broad spectrum of the community.
5. Acknowledge the News' contribution to the organization in a visible way.
6. Not compromise the newspaper's journalistic integrity or independence.
7. Not discriminate with regard to race, creed, sex or age.

Please type, computer generate or print clearly. Complete this application to be considered for sponsorship. Sponsorship consists of advertising space and in-kind services only.

Date prepared _____

Name and title of event representative _____

Organization _____

Address _____

City/State/Zip _____

Phone _____

Email _____

Fax number _____

1. Name of event/program. _____

2. Date and time of event/program. _____

3. Location and address of event/program site. _____

4. Describe the event/program, and if applicable, provide background history to include: attendance, money raised demographic profiles of participants/spectators/audience.

5. Provide ticket information, if applicable. Include prices and distribution outlets for purchase.

6. Give desired results of event/program, including projected attendance, moneys raised and demographic profile of participants/spectators/audience.

7. List SPECIFIC media sponsorship services you are requesting.

Total number of print and/or online ads requested and desired date to begin and end running ads:

8. List the purpose of the event/program and the ways in which it will benefit the community.

9. List the ways that The Buffalo News would be recognized. Include all collateral pieces and media placements. Please list quantities for each.

10. If there is a beneficiary, name it and give the projected percentage of proceeds and dollar amount it will receive.

11. Cash Sponsors - below, please list other event sponsors to include title sponsor, presenter and other cash sponsors and supporters in descending order of support. Include cash contributions and value of sponsorship.

	<u>Role</u>	<u>Name</u>	<u>Level of Support</u>
Ex:	Title Sponsor	ABC Company	\$20,000

12. In-Kind/Media Sponsors - below, please list all other in-kind and media sponsors (by category) to include Radio, TV, Internet and all others in descending order of support. Include estimated dollar value of in-kind cash contributions and value of sponsorship.

	<u>Category</u>	<u>Name</u>	<u>Level of In-Kind Support</u>
Ex:	Television	WABC	\$10,000

13. Optional:
Preference may be given to those organizations and events that address key goals involved in marketing partnerships with The Buffalo News. These goals include:

- Have the potential to increase readership, circulation and/or advertising revenue.
- Provide value to Buffalo News customers.
- Reach The Buffalo News' targeted markets.
- Provide visibility for the newspaper.
- Position The Buffalo News with the fewest number of cosponsors.

Please answer the following questions if applicable:

List the ways that your event/program will benefit The Buffalo News and its readers.

Discuss in specifics any exclusive offer or value which will be provided to Buffalo News readers.

Mailing address:

**The Buffalo News
Promotions & Public Affairs Department
One News Plaza
P.O. Box 100
Buffalo, New York 14240**