



*the* **ICE BALL 2010**  
**BUFFALO'S NEW YEAR'S EVE CELEBRATION**  
*Corporate Sponsorship Proposal*

**Contact:** Dawn Schregel  
*Event Coordinator*  
*Distinctive Occasions LLC*

**Address:** 3380 Sheridan Dr. #139  
Amherst, NY 14226

**Email:** dawn@makeitdistinctive.com

**Phone:** (716) 907-2263

**Fax:** (716) 839-2595

**Event Date:** December 31, 2009

---

# *Sponsorship Levels and Benefits*

## **Blizzard Level Sponsor – \$15,000**

---

- Recognition as exclusive Presenting Sponsor of the Ice Ball
- Prominent placement of sponsor name/logo, above all other sponsors whenever possible, on all print and internet advertising and promotional materials
- Sponsor logo printed on event tickets
- Sponsor logo carved into two custom ice sculptures at the ballroom entrance
- Opportunity for corporate representative(s) to perform the countdown to Midnight on stage
- Opportunity to create and name a drink attendees can order at the bar
- Sponsor logo printed on giveaway bags
- Product placement in giveaway bags
- Sponsor name/logo printed on a banner at event entrance
- Sponsor logo projected on a screen during the event
- Online banner on event website, and link to sponsor website from event website
- Live announcements acknowledging sponsor by the band/disc jockey five times during the evening
- Provided with a printed list of attendees and their contact information
- Negotiated amount of tickets to the event

**Overall value of this package is \$29,870.**

## **Snowman Level Sponsor – \$10,000**

---

- Sponsor name/logo included on all print and internet advertising and promotional materials
- Product placement in giveaway bags
- Sponsor logo projected on a screen during the event
- Sponsor logo on event website, and link to sponsor website from event website
- Live announcement acknowledging sponsor by the emcee fifteen minutes before Midnight
- Two tables of ten guests for the dinner and party (a \$3,000 value)

*(Snowman Level Sponsor continued on next page)*

---

*(Snowman Level Sponsor continued from previous page)*

- Choice of one of the following specific area sponsorships, on a first come, first served basis:
  - **Photography Sponsor:** Attendees will have the opportunity to pose for complimentary souvenir photographs with the sponsor logo printed on each photograph
  - **VIP Area Sponsor:** Sponsor logo featured on a banner in the VIP area located on a second floor balcony overlooking the ballroom; sponsor logo printed on souvenir glasses given out to VIP ticket holders; ten VIP area passes
  - **Dinner Sponsor:** Sponsor name/logo featured on a sign at the entrance to the dinner; sponsor logo printed on menu cards at each dinner table; sponsor recognition by live announcement during the dinner; premium seating at the dinner

**Overall value of this package is \$24,700.**

### **Snowball Level Sponsor – \$5,000**

---

- Sponsor name/logo included on all print and internet advertising and promotional materials
- Product placement in giveaway bags
- Sponsor logo projected on a screen during the event
- Sponsor logo on event website, and link to sponsor website from event website
- Live announcement acknowledging sponsor by the emcee fifteen minutes before Midnight
- One table of ten guests for the dinner and party (a \$1500 value)

**Overall value of this package is \$19,200.**

### **Snowflake Level Sponsor – \$1,000**

---

- Sponsor name included on selected print and internet advertising and promotional materials
- Sponsor name projected on a screen during the event
- Sponsor name listed on event website, and link to sponsor website from event website
- Two tickets to the dinner and party (a \$300 value)

**Overall value of this package is \$6,000.**

## *Potential Sponsors*

The Ice Ball 2010 is a great opportunity for community involvement and advertisement.

Sponsors may also be recognized for gifts in kind, as well as a combination of monetary donations and gifts in kind. If you are interested in becoming a corporate sponsor, please fill out and return the enclosed form. If you would like more information, contact Dawn Schregel at (716) 907-2263 or via email, dawn@makeitdistinctive.com.

---

# *Sponsorship Form*

YES, I am interested in sponsoring the Ice Ball 2010 at the following level:

- Blizzard Level Sponsor** - \$15,000       **Snowball Level Sponsor** - \$5,000  
 **Snowman Level Sponsor\*** - \$10,000       **Snowflake Level Sponsor** - \$1,000

\*Three exclusive area sponsorships to choose from:

- Photography    VIP Area    Dinner  
 **Other** – Please describe \_\_\_\_\_  
\_\_\_\_\_

## **YOUR INFORMATION:**

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

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## **PAYMENT INFORMATION:**

- Enclosed is my check made out to PoPo Productions, Inc.  
 Check to be mailed within the next two weeks  
 Please send me an invoice  
 I prefer to pay by credit card

## **PLEASE MAIL, FAX OR EMAIL THIS FORM TO:**

Dawn Schregel  
Distinctive Occasions LLC  
3380 Sheridan Dr. #139  
Amherst, NY 14226  
Phone: (716) 907-2263  
Fax: (716) 839-2595  
dawn@makeitdistinctive.com

---