



BENEFITING ROSWELL PARK COMPREHENSIVE CANCER CENTER

SPONSORSHIP OPPORTUNITIES

# SPONSORSHIP OPPORTUNITY

DEAR FRIEND OF BGG,

On behalf of the Buffalo Goes Gray committee, we would like to share an exciting sponsorship opportunity with you. Buffalo Goes Gray is hosting its sixth annual event *Mission Possible Gala* supporting Roswell Park Comprehensive Cancer Center on May 17<sup>th</sup> 2024 at The Powerhouse, 140 Lee St. Buffalo, NY 14210.

I founded Buffalo Goes Gray ten years ago in 2014 after two successful craniotomies. In 2023 I completed chemotherapy and radiation for a third benign brain tumor. This reinvigorated my passion to give back to others who are less fortunate with their diagnosis. Buffalo Goes Gray was started to raise funds and awareness for brain cancer research and brain tumor awareness which is still its mission today.

One hundred percent of the proceeds raised by Buffalo Goes Gray support the continued research of the SurVaxM immunotherapy drug. With the generosity of the local Buffalo community and the contributions of over 300 attendees yearly, Buffalo Goes Gray has raised well over \$150,000.

Your sponsorship and support of this event signifies your support for Roswell Park and the effort to find a cure. It is not impossible to imagine a world without cancer.

Thank you for considering a sponsorship of the 2024 gala. If you are unable to attend, you can still make a difference by sponsoring the gala or donating items to the auction. This is a great opportunity to highlight your products and services to our attendees, who are loyal supporters of our local community.

Sincerely,

*Alyson Walter*

Alyson Walter  
Founder & President

Buffalo Goes Gray 2024 | [www.BuffaloGoesGray.com](http://www.BuffaloGoesGray.com)

# BUFFALO GOES GRAY – MISSION POSSIBLE GALA OVERVIEW

BUFFALO GOES GRAY is a fun night out benefiting Roswell Park Comprehensive Cancer Center through Team Cure. The purpose of Buffalo Goes Gray is to bring continued awareness to brain tumors and the continuing research of brain cancer in a relaxed and entertaining environment. In 2024, Buffalo Goes Gray will host over 300 guests supporting the efforts to find a cure for cancer.

## **THE GALA WILL FEATURE:**

- OPEN BAR (BEER, WINE, LIQUOR)
- HORS D'OEUVRES
- SPECIALTY COCKTAILS
- SILENT AUCTION
- BASKET RAFFLES
- WINE PULL
- PHOTO BOOTH
- AND MUCH MORE!

# SPONSORSHIP OPPORTUNITIES

## OVERVIEW



### **SIGNATURE SPONSOR**

\$15,000 Sponsorship

### **FALLOUT SPONSOR**

\$10,000 Sponsorship

### **ROGUE NATION SPONSOR**

\$5,000 Sponsorship

### **GHOST PROTOCOL SPONSOR**

\$2,500 Sponsorship

### **TOP AGENT SPONSOR**

\$1,500 Sponsorship

### **SPECIAL AGENT SPONSOR**

\$1,000 Sponsorship

### **BULK TICKET PRICE**

\$50/ticket when purchasing 8+

### **INDIVIDUAL TICKET**

\$75 pre-sale

\$100 per ticket day of the event & at door



# SIGNATURE SPONSOR - \$15,000

15 TICKETS TO EVENT

## Signature Title

- All marketing materials will include title tagline to showcase presenting sponsor: "Mission Possible: Presented by {sponsor name}"

## Official Premier Ticket Sponsor

- Premier placement of sponsor name and/or logo on official admission ticket (must have logo by April 1, 2024)

## Banner featured at event

- Provided by sponsor

## Branding

- Significant branding leading up to the event



*Premier placement of name and/or logo on Buffalo Goes Gray Website*

# FALLOUT SPONSOR - \$10,000

12 TICKETS TO EVENT

## Official Catering Sponsor

- Company logo displayed on food stations at the event
- Company logo on Napkins

## Banner or signage featured at event

- Provided by sponsor

## Branding

- Significant branding leading up to event





## ROGUE NATION SPONSOR - \$5,000

8 TICKETS TO EVENT

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### Official Photo Booth Sponsor

- Company logo on all Photo Booth pictures
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### Banner or signage featured at event

- Provided by sponsor
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### Branding

- Significant branding leading up to event



## GHOST PROTOCOL SPONSOR \$2,500

6 TICKETS TO EVENT

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### Official Entertainment Sponsor

- Company logo/banner on stage with Band (provided by company)
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### Social Media

- 2 Facebook posts linking to company website
- 2 Instagram posts with company logo



## TOP AGENT SPONSOR - \$1,500

4 TICKETS TO EVENT

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### Branding

- Company logo displayed on signature Cocktail Sign located on bar
- 

### Social Media

- 2 Facebook posts linking to company website
- 1 Instagram post with company logo



## SPECIAL AGENT SPONSOR - \$1,000

2 TICKETS TO EVENT



### Branding

- Company logo displayed throughout event

### Social Media

- 1 Facebook post linking to company website
- 1 Instagram post with company logo

**\*IF YOU WOULD LIKE A SPECIALIZED SPONSORSHIP LEVEL PLEASE REACH OUT. WE ARE OPEN TO CREATING A SPONSORSHIP LEVEL THAT FITS YOUR NEEDS!**

## IN-KIND DONATION SPONSOR

### NAMING RECOGNITION & SPECIFIC BENEFITS

Advertising exposure and event benefits will be determined based on the value of the gift and agreement between the sponsor and Buffalo Goes Gray

### BULK TICKET PRICE \$50

Buy 8 or more tickets and get them at the discounted rate of \$50

### INDIVIDUAL PRE-SALE TICKET \$75 PRE-SALE

Tickets at the door/day of event will only be sold as individual tickets for \$100 each



# 2024 BUFFALO GOES GRAY SPONSORSHIP COMMITMENT FORM

BUFFALO GOES GRAY IS A 501 (c)(3) YOUR SPONSORSHIP IS TAX DEDUCTIBLE

Sponsor Level: \_\_\_\_\_

## Information & Payment Details

Check Enclosed Payable to Buffalo Goes Gray

Bill Credit Billed via PayPal

Invoice Me

Amount of Sponsorship \$ \_\_\_\_\_

Name \_\_\_\_\_

Company \_\_\_\_\_

Card # \_\_\_\_\_ Exp \_\_\_\_\_ Sec. # \_\_\_\_\_

Signature \_\_\_\_\_

Address \_\_\_\_\_

Suite # \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

Please mail or email this form to Buffalo Goes Gray

188 Woodbury Dr.  
Amherst, NY 14226  
716-984-2081

BuffaloGoesGray@gmail.com