

# THE BUFFALO NEWS 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.

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 of event representative \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Day phone \_\_\_\_\_

Evening phone \_\_\_\_\_

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.

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

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

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7. List SPECIFIC sponsorship services you are requesting.

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Total number of ads requested and desired date to begin running ads:

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Collateral pieces requested:

Item \_\_\_\_\_ Quantity \_\_\_\_\_ Deadline \_\_\_\_\_

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

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

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

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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

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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.

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