2016 SPONSORSHIP OPPORTUNITIES

SATURDAY, September 3rd - Noon to 9PM
SUNDAY, September 4th - Noon to 7PM
Coca-Cola Field in Downtown Buffalo, NY
This year, the 15th National Buffalo Wing Festival celebrates the creation of the “Buffalo Wing”, which has become a national food icon. Invented in 1964 at the world famous Anchor Bar by Teresa Bellisimo, Buffalo, NY is the official “Home of the Chicken Wing”. The popularity of the chicken wing has made it America’s #1 appetizer. Last year alone over 20 billion wings were consumed by Americans, 1.25 billion on Super Bowl Weekend alone.

In 2001, actor Bill Murray playing Frank Detorre starred in one of his notoriously eclectic movies entitled, “Osmosis Jones.” In this film Murray played the part of an average Joe addicted to fried food and other artery-clogging fare, who was heading to Buffalo New York for... of all things.....a chicken wing festival. Well, as we all know, at that time there WAS NO CHICKEN WING FESTIVAL in Buffalo, NY.....but that was all about to change.

Buffalo News columnist Donn Esmonde heard about the Murray movie, and wondered, “why isn’t there an annual National Wing Fest in Buffalo?” Esmonde wrote a column suggesting that there should be such a festival, as a way of staking a claim to what is rightfully a Buffalo creation. Buffalo’s Wing King, Drew Cerza, read that article and called Donn the very next day, agreeing with the columnist’s theory. Donn then wrote about Drew’s Wing Fest plan in a subsequent column, asking the community for its support. That was over 14 years ago...over a decade filled with 935,000 people, over 5 million wings weighing more than 280 tons, 224 different participating restaurants, over $320,000 in charitable contributions and yes, even a wedding ceremony. The Wingfest has drawn the attention of media throughout the world, including many appearances on CNN, The Travel Channel, The View and Regis and Kelly, NBC’S Today Show, and was also the subject for a PBS Documentary. The festival also drew the attention of the Food Network as Food Icon Bobby Flay came to Buffalo for a chicken wing throwdown and Emeril Lagasse filmed the festival for a show on Buffalo Wings.

The National Buffalo Wing Festival has become one of the best culinary road trips in America. Last year the festival drew over 70,000 attendees whom enjoyed over 100 different sauces from 26 different restaurants representing all regions of our country. The Visit Buffalo-Niagara Tourism Bureau surveyed festival attendees and tracked visitors from all 50 states and 48 different countries. All for the love of the “Buffalo Wing”. This is truly a national festival.

The popularity and national buzz surrounding the event has made the National Buffalo Wing Festival a “must” for national sponsors, mobile marketers and regional partners.

**EVENT DETAILS**

**LOCATION**
Coca-Cola Field in Downtown Buffalo, NY
- Home of the Buffalo Bison Baseball Team (AAA)

**CONTACT**
Drew Cerza (716) 479-6545
Wingking@buffalowing.com

**DATES**
Labor Day Weekend
- Saturday, September 3rd - noon to 9pm
- Sunday, September 4th - noon to 7pm

**CROWD ESTIMATE**
70,000+ patrons over two days

**BENEFITING CHARITIES**
- Meals on Wheels of WNY
- Alzheimer’s Association of WNY
- Food Bank of WNY
- Food Shuttle of WNY (Feeding the Hungry)

**ADVERTISING**
- **PRINT** - Buffalo News, Night Life Magazine
- **TV** - WGRZ TV2 (NBC), WKBW TV7 (ABC), FOX TV
- **RADIO** - WGR550 Sports Radio, Kiss 98.5 Radio, WBEN News Talk Radio, STAR 102 Radio

**PAST MEDIA COVERAGE**

Hundreds of print articles have also been written in newspapers and publications including USA Today, New York Times, Saveur Magazine, and Parade Magazine just to mention a few.

**DEMOGRAPHICS**
* Survey conducted in 2012 by Ruth Diamond Research, Inc.

- **AVERAGE AGE:** 39.3
- **% COLLEGE EDUCATED:** 95%
- **MARRIED:** 42%
- **AVERAGE HH INCOME:** $82,583
- **56% MALE, 44% FEMALE**

**OVERALL SATISFACTION**
Overall satisfaction with the event averaged 4.4 on a scale of 1-5, with 5 being excellent. The most prevalent multiple verbatim reasons given behind high ratings included:
- “Wings” (11%)
- “Great event” (10%)
- “Fun” (6%)
- “Great food” (6%)
- “Great time” (6%)
- “Atmosphere” (5%)

* Ruth Diamond Surveys rated these as very strong demographics for marketers/advertisers
FRIENDS OF WINGFEST

GOO GOO Dolls
Band co-founder Robbie Takac is a regular at the Wingfest

Travel Channel Host – Mark DeCarlo

Archie Comics produced a comic book about the Archie Gang going to the Wingfest in Buffalo

Food Network star, Bobby Flay came to Buffalo to film a chicken wing Throwdown and featured the Wingfest in the show

ABC hit show, The View

Wingfest founder and the festival has been featured three times on the Today Show

Bill Murray - Star of the Movie Osmosis Jones which was the inspiration for the Festival

Food Network star, Bobby Flay came to Buffalo to film a chicken wing Throwdown and featured the Wingfest in the show

Emeril Lagasse came out with a crew to film the festival and dedicated a full show to the festival and wing recipes with Founder Drew Cerza

Food Network Star Sunny Anderson filmed a show on the festival called Sunny’s Summer Eats

Ace Of Cakes Star – Duff Goldman
## Printed Assets
- Identity on Tickets Backs
- Identity on Festival Guide Cover
- Ad in Festival Guide
- Identity on Schedule
- Identity on Merchandise
- Identity in Pocket Guide
- Identity on Poster
- Identity on Press Releases
- Identity on Staff T-Shirts

## Event Signage
- On-site banner placement
- Main Stage Signage
- Signage at the Festival entrances and exits

## Company ID Visibility on Event Broadcasts
- Main stage banner placement
- Logo tied into live webcast
- Scoreboard Commercial
- Live Webcast Commercial
- Placement of products on the contest tables

## Event’s Physical Space
- Tent or space 10x10, 10x20, 20x40
- Vehicle Display
- Mobile Exhibit Display
- (Custom Larger Space also Available)

## SPECIAL RIGHTS
- Use of festival logo in advertising
- Category Exclusivity

## COMPANY ID ON PROPERTY’S MEDIA BUY
### Print
- Logo in Buffalo News Ads
- Logo in Nightlife Magazine

### Television
- Logo in WKBW TV2 and WGRZ TV2
- FOX TV spots

### Radio
- Company mention in spots on WGR55, Star 102.5, Kiss 98.5 and WBEN

## Festival Press Conference
- Company recognition
- Sampling

### Live Webcast
- Presenting sponsorship opportunity
- Run a :30 spot
- Sponsor and hour on the webcast
- Screen logo drops
- On-Screen messages
- Live verbal messages

## Sponsorship
- Main Stage
- Music Stage
- Food Ticketing Areas
- Admission Ticket Areas
- VIP Area - Party Deck
- Kids Zone
- Information Tent
- Merchandise Area
- Sponsor defined Area
- Presenting Sponsorship
- Festival Tent Sponsor
- Live Webcast Sponsor
- Hospitality Night Sponsor
- Hall of Flame Sponsor
- Saturday or Sunday Sponsorship
- 5K Run - “Running of the Chickens”

## Contest Sponsorships
- US Professional Wing Eating Championship
- US Amateur Wing Eating Championship
- XXX-Hot Wing Eating Contest
- Bobbing for Wings
- Amateur Traditional Sauce-Off
- Amateur Creative Sauce-Off
- Miss Buffalo Wing Contest

## Website
- Identity on Website
- Home Page
- Section sponsor

## Intangible Assets You Receive As a Festival Sponsor

### Prestige of Property
Value of building equity in your brand by being associated with the Chicken Wing Industry’s largest annual event as well as of one of Buffalo, NY’s premier food festivals.

### Recognizability and Awareness
Increased likelihood that the placement of the festival’s mark and logo on packaging, in ads, on your website or in sponsor promotions will increase your sales and build incremental brand loyalty.

### Audience Loyalty
The loyalty and affinity that the attendee has for the festival and industry will create an increased loyalty for the sponsor’s brand. We relate the loyalty of the chicken wing consumer to that of NASCAR and country music.

### Category Exclusivity
You will stand out above your competition to the chicken wing loyalists.

### Sponsorship Activation
Opportunity to create more value with your sponsorship through activating a promotion that allows you to directly engage the audience.

### Networking Opportunities
- Run cross-promotions with other festival sponsors
- Network with other festival sponsors to create incremental partnering opportunities outside the festival

### Retail Partnership Tie-Ins
Bring in a retail partner to your sponsorship for an incremental cost to help drive product sales.
PRESENTING SPONSOR: $35,000

- Company representative to serve as Honorary Co-Chair of the festival
- Company representative will have the opportunity to speak at all press conferences
- Company representative will be provided the opportunity to speak during media opportunities when permitted
- Company logo to appear in all marketing materials and listed as the presenting sponsor
- Company hospitality area on festival grounds
- Product used in media appearances (if applicable)
- Company promoted as Presenting Sponsor in media appearances
- 30-second scoreboard message repeated once an hour during the festival (17 total). Message can be a TV commercial or recorded message.
- 20’x40’ promotional tent
- 500 Festival admission tickets
- Product/Industry Exclusivity
- Coupon/flyer distribution
- Product Sampling
- Placement of up to six (6) 3’ x 8’ banners
- Sponsor of the Festival Live Webcast on the internet
- Logo on Festival Brochure
- Inclusion in national and local press releases
- Inclusion in festival’s media buys on print, radio and TV
- Live stage announcements
- Festival Website Link
- 1/4 page ad in 30,000+ Festival Guides
- Invitation for 4 to Friday Night Hospitality Preview Party and Hall of Flame Ceremony

TENT ( ) SPONSOR: $5,000

- 10’x10’ tent (includes table and chairs)
- Coupon/flyer distribution
- Product Sampling or give-aways
- Ad (3”x4”) in 30,000+ Festival Guides
- Placement of 3’x8’ banner on festival grounds
- Logo and Link on Festival Website
- 50 Festival Admission Tickets
- 15 second scoreboard static photo/text message repeated once an hour during the festival (17 total)

TENT ( ) SPONSOR: $2,500

VISITOR’S CENTER CO-SPONSORSHIP: $2,500

- Signage at Visitor’s Center Tent
- Live Stage Announcements
- Ad (3”x4”) in 30,000+ Festival Guides
- Logo and Link on Festival Website
- Coupon/flyer distribution
- Placement of a 3’x8’ banner on the festival grounds
- 50 Festival Admission Tickets
- Invitation for 4 to Friday Night Hospitality Preview Party and Hall of Flame Ceremony
- Inclusion in festival radio ads
- 30 second scoreboard message repeated approximately once an hour during the festival (13 total). Message can be a TV commercial or recorded message.

BENEFITING CHARITIES

Each year, local charities benefit from the festival. Through the dozens of local charities including Meals on Wheels, Alzheimer’s of WNY, and the Food Bank of WNY. In the first 14 year’s the festival has raised over $320,000 for local charities.
UNITED STATES WING EATING CHAMPIONSHIP (PROFESSIONALS) CO-SPONSOR: $15,000

- All contestants will wear hats and t-shirt with the company logo for TV exposure
- Company Representative be introduced prior to the contest to explain the rules
- Company Representative to award the trophies after the announcement of the winners
- Signage on the main stage for maximum media exposure
- Opportunity to provide prizes
- Live Stage Announcements
- Ad (3”x4”) in 30,000+ Festival Guides
- Logo and Link on Festival Website
- Coupon/flyer distribution
- Placement of three 3’x8’ banners on the festival grounds
- Optional 10x10 tent
- 100 Festival Admission Tickets
- Invitation for 4 to Friday Night Hospitality Preview Party and Hall of Flame Ceremony
- Inclusion in all festival media (TV, Radio, Print)
- 30 second scoreboard message repeated approximately once an hour during the festival (13 total). Message can be a TV commercial or recorded message.

AMATEUR WING EATING CHAMPIONSHIP CO-SPONSOR: $7,500

- All contestants will wear hats and t-shirt with the company logo for TV exposure
- Company Representative introduced prior to contest to explain the rules
- Company Representative to award the trophies after announcement of the winners
- Signage on the main stage for maximum media exposure
- Opportunity to provide prizes
- Live Stage Announcements
- Ad (3”x4”) in 30,000+ Festival Guides
- Logo and Link on Festival Website
- Coupon/flyer distribution
- Placement of one 3’x8’ banners on the festival grounds
- Optional 10x10 tent
- 50 Festival Admission Tickets
- Invitation for 4 to Friday Night Hospitality Preview Party and Hall of Flame Ceremony
- Inclusion in all festival media (TV, Radio, Print)

XXXHOT WING EATING CHAMPIONSHIP CO-SPONSOR: $2,500

- All contestants will wear hats and t-shirt with the company logo for TV exposure
- Company Representative be introduced prior to the contest to explain the rules
- Company Representative to award the trophies after the announcement of the winners
- Signage on the main stage for maximum media exposure
- Opportunity to provide prizes
- Live Stage Announcements
- Ad (3”x4”) in 30,000+ Festival Guides
- Logo and Link on Festival Website
- Coupon/flyer distribution
- Placement of one 3’x8’ banners on the festival grounds
- Optional 10x10 tent
- 50 Festival Admission Tickets
- Invitation for 4 to Friday Night Hospitality Preview Party and Hall of Flame Ceremony
- Inclusion in all festival media (TV, Radio, Print)
<table>
<thead>
<tr>
<th>Co-Sponsor</th>
<th>Amount: $2,500</th>
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<tbody>
<tr>
<td><strong>Kid Zone Co-Sponsor</strong></td>
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<tr>
<td>• Banner placement inside Kid Zone tent</td>
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<td><strong>Traditional Wing Sauce Competition Co-Sponsor</strong></td>
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**MISS BUFFALO WING CO-SPONSOR: $5,000**

- Company Representative to introduce contestants
- Provide a judge for the contest
- Opportunity to provide prizes to winners
- Placement of company banners on the stage during the contest
- Optional 10x10 tent
- Ad (3”x4”) in 30,000+ Festival Guides
- Logo and Link on Festival Website
- Coupon/flyer distribution
- Placement of a 3'x8' banner on the festival grounds
- 50 Festival Admission Tickets
- Invitation for 4 to Friday Night Hospitality

**MISS BUFFALO WING CO-SPONSOR: $2,500**

- Company would be the sponsor of the restaurant awards ceremony on Saturday Night on the main stage
- Company banner (5’x8”) on the stage during presentation
- Company representative to present the awards to each winning restaurant
- Seven sauce categories with 3 top finishers in each
- Live Stage Announcements during festival

**BOBBING FOR WINGS COMPETITION CO-SPONSOR: $5,000**

- Company Representative to introduce contestants or co-emcee contest
- Provide a judge for the contest
- Opportunity to provide prizes to winners
- Live Stage Announcements
- Placement of company banners on the stage during the contest
- Optional 10x10 tent
- Ad (3”x4”) in 30,000+ Festival Guides
- Logo and Link on Festival Website
- Coupon/flyer distribution
- Placement of a 3’x8’ banner on the festival grounds
- 50 Festival Admission Tickets
- Hospitality Preview Party
- Inclusion in all festival media (TV, Radio, Print)
- 30 second scoreboard message repeated approximately once an hour during the festival (13 total). Message can be a TV commercial or recorded message.

**SUNDAY OR SATURDAY SPONSORSHIP: $10,000**

- Official sponsor of the day with stage signage and an on-stage promotion or contest for additional exposure
- Opportunity to create a customer/retail promotion prior to the festival
- Optional 10x10 tent
- Live Stage Announcements
- Ad (3”x4”) in 30,000+ Festival Guides
- Logo and Link on Festival Website
- Coupon/flyer distribution
- Placement of six 3’x8’ banners for the day
- Placement of a large sign/banner at festival entrance
- 200 Festival Admission Tickets
- Invitation for 4 to Friday Night Hospitality Preview Party and Hall of Flame Ceremony
- Inclusion in all festival media (TV, Radio, Print)
- 30 second scoreboard message repeated approximately once an hour during the festival (13 total). Message can be a TV commercial or recorded message.
**MAIN STAGE SPONSOR: $10,000**

- Naming Rights to the Main Stage
- Large sign hung from the stage that will be visible for media shots and the Live Webcast
- Opportunity to provide a judge for each stage contest
- Optional 10x10 tent on the festival grounds
- Ad (3”x4”) in 30,000+ Festival Guides
- Logo and Link on Festival Website
- Coupon/flyer distribution
- Placement of two 3’x8’ banners
- 50 Festival Admission Tickets
- Invitation for 4 to Friday Night Hospitality Preview Party and Hall of Flame Ceremony
- Inclusion in all festival media (TV, Radio, Print)
- 30-second scoreboard message repeated approximately once an hour during the festival (13 total). Message can be a TV commercial or recorded message.

**MUSIC/ENTERTAINMENT STAGE SPONSOR: $2,500**

- Naming Rights to the Music/Entertainment Stage
- Company Representative to introduce entertainment
- Large sign hung from stage
- Ad (3”x4”) in 30,000+ Festival Guides
- Logo and Link on Festival Website
- Coupon/flyer distribution
- Placement of a 3’x8’ banner on the festival grounds
- 50 Festival Admission Tickets
- Invitation for 4 to Friday Night Hospitality Preview Party and Hall of Flame Ceremony
- Inclusion in all festival media (TV, Radio, Print)
- 30 second scoreboard message repeated approximately once an hour during the festival (13 total). Message can be a TV commercial or recorded message.

**FOOD TICKETING CO-SPONSOR: $2,500**

- Signage at Admission Ticketing Booths
- Ticketing Volunteers wear sponsor logo on a button
- Ticket Takers to wear an apron with company logo
- Live Stage Announcements
- Ad (3”x4”) in 30,000+ Festival Guides
- Logo and Link on Festival Website
- Coupon/flyer distribution
- Placement of a 3’x8’ banner on the festival grounds
- 50 Festival Admission Tickets
- Invitation for 4 to Friday Night Hospitality Preview Party and Hall of Flame Ceremony
- Inclusion in festival radio ads
- 30 second scoreboard message repeated approximately once an hour during the festival (13 total). Message can be a TV commercial or recorded message.
BUFFALO AMBASSADOR SPONSOR: $1,000

- Ad in Festival Guide
- Rotating logo on stadium scoreboard
- Inclusion in social media marketing including festival Facebook and Twitter pages
- 50 admission tickets
- 2 tickets to the Friday Night Hospitality Preview Party
- Logo and Link on Festival website

BUFFALO WING HALL OF FLAME INDUCTION CEREMONY SPONSOR: $2,500

- Company statement and Logo in Hall of Flame Section of the festival guide
- Company Representative to present the awards
- Logo on Hall of Flame Induction invitation
- Ad (3”x4”) in 30,000+ Festival Guides
- Logo and Link on Festival Website
- Optional 10x10 tent
- Coupon/flyer distribution
- Product sampling or give-aways
- Placement of a 3’x8’ banner on the festival grounds
- 50 Festival Admission Tickets
- Invitation for 10 to Friday Night Hospitality Preview Party and Hall of Flame Ceremony
- Inclusion in festival radio ads
- 30 second scoreboard message repeated approximately once an hour during the festival (13 total)

HOSPITALITY PARTY & MEDIA NIGHT SPONSOR: $2,500

- Logo in Hospitality Preview Party Program
- Logo on Hospitality Preview Party Invitation
- Ad (3”x4”) in 30,000+ Festival Guides
- Logo and Link on Festival Website
- Optional 10x10 tent
- Coupon/flyer distribution
- Product sampling or give-aways
- Placement of six 3’x8’ banners
- 50 Festival Admission Tickets
- Invitation for 10 to Friday Night Hospitality Preview Party
- Inclusion in festival radio ads
- 30-second scoreboard message repeated approximately once an hour during the festival (13 total)

LIVE WEBCAST SPONSOR: $5,000

- Company logo displayed on corner of the screen during the entire festival
- Commercials can be run at various times during the broadcast
- 10’x10’ tent in vendor area (includes table and chairs)
- Product Sampling or give-aways
- Ad (3”x4”) in 30,000+ Festival Guides
- Placement of 3’x8’ banner on festival grounds
- Logo and Link on Festival Website
- 50 Festival Admission Tickets
- Invitation for 4 to Friday Night Hospitality Preview Party and Hall of Flame Ceremony
- HD scoreboard static photo/message rotated during festival
HOUSE BAND SPONSOR: $2,500

- Company banner on the music stage during the entire festival
- Live stage announcements thanking sponsor during performances
- Ad (3”x4”) in 30,000+ Festival Guides
- Logo and Link on Festival Website
- 50 Festival Admission Tickets
- Invitation for 4 to Hospitality Party
- Message on HD Scoreboard with company logo rotated during festival

TRIVIA QUIZMASTER DENNIS GEORGE SPONSOR: $2,500

- Banner on stage during all shows
- Company banner (3’x8’) on the festival grounds
- Ticket Takers to wear an apron with company logo
- Live Stage Announcements
- Ad (3”x4”) in 30,000+ Festival Guides
- Logo and Link on Festival Website
- 50 Festival Admission Tickets
- Invitation for 4 to Friday Night Hospitality Preview Party and Hall of Flame Ceremony
- Message on HD Scoreboard with company logo rotated during festival

KIDS UNDER 8 FREE ADMISSION SPONSOR: $5,000

- Kids under 8 will receive a sicker with your company logo to gain free admission to the festival
- Company banner (3’x8’) at the admissions tent
- Ticket Takers to wear an apron with company logo
- Live Stage Announcements
- Ad in 30,000+ Festival Guides
- Logo /Link on Festival Website
- Placement of a 3’x8’ banner on the festival grounds
- 50 Festival Admission Tickets
- Invitation for 4 to Festival Hospitality Party
- Inclusion in festival radio ads
- Message on HD Scoreboard with company logo rotated during festival

ADMISSION TENT SPONSOR: $2,500

- Signage at Admission Ticketing Booths
- Ticketing Volunteers wear sponsor logo on a button
- Ticket Takers to wear an apron with company logo
- Live Stage Announcements
- Ad (3”x4”) in 30,000+ Festival Guides
- Logo and Link on Festival Website
- Coupon/flyer distribution
- Placement of a 3’x8’ banner on the festival grounds
- 50 Festival Admission Tickets
- Invitation for 4 to Friday Night Hospitality Preview Party and Hall of Flame Ceremony
- Inclusion in festival radio ads
- 30-second scoreboard message repeated approximately once an hour during the festival (13 total). Message can be a TV commercial or recorded message.
NATIONAL BUFFALO WING FESTIVAL
WWW.BUFFALOWING.COM

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