



September 3rd - September 4th, 2016 • COCA-COLA FIELD • BUFFALO, NY

# Employee/Customer Appreciation Package

## Supporting the Food Bank of WNY



# THE NATIONAL Buffalo Wing Festival

This year, the 14th National Buffalo Wing Festival celebrates the Buffalo Wing, which has become a national food icon and this past year, America's #1 take-out food. Invented in 1964 at the world famous Anchor Bar by Teresa Bellissimo, Buffalo, NY is the official "Home of the Chicken Wing". 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.....at least not yet.

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 filled with 855,000 people, almost 5.5 million wings weighing more than 245 tons, 220 different participating restaurants, over \$300,000 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 80,000 attendees whom enjoyed over 100 different sauces from 230 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) 565-4141  
Winking@buffalowing.com

### DATES

Labor Day Weekend  
• Saturday, September 5th - noon to 9pm  
• Sunday, September 6th - noon to 7pm

### CROWD ESTIMATE

70,000+ patrons over two days

### BENEFITING CHARITIES

- Food Bank of WNY
- Alzheimer's Association of WNY
- Meals on Wheels 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

Today Show, NBC Nightly News, CBS Morning Show, CBS National News, Good Morning America, ABC National News, CNN, MSNBC, Fox & Friends, Fox News, The View, Regis & Kelly, Food Network, Travel Channel, Emeril Live and many more.

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%)

**Civic Pride... Those are common words used when people talk about the National Buffalo Wing Festival. There are many benefits that come with a Wingfest ticket package:**

- Your investment helps support the Food Bank of WNY
- A nice thank you to customers and/or employees for a minimal cost
- Employees and customers will see that you are supporting an important local event as well as the Food Bank of WNY
- Exposure through Wingfest marketing elements will promote your support of an important community event

## **TICKET PACKAGES**

### **Hot - \$2,000**

- 400 tickets @ \$5 each
- 1/4 page ad in 20,000+ Festival Guides
- Logo rotation on the High Definition scoreboard during festival
- Logo and Link on Festival Website
- \$200 will be donated to the Food Bank on behalf of your company



### **Medium - \$1,500**

- 300 tickets @ \$5 each
- 1/8 page ad in 20,000+ Festival Guides
- Logo and Link on Festival Website
- \$150 will be donated to the Food Bank on behalf of your company

### **Mild - \$1000**

- 200 tickets @ \$5 each
- \$100 will be donated to the Food Bank on behalf of your company

**To order tickets, call (585) 545-9574 or email [Sean@buffalowing.com](mailto:Sean@buffalowing.com)**

