2018 SPONSORSHIP OPPORTUNITIES

SATURDAY, September 1st - Noon to 9PM
SUNDAY, September 2nd - Noon to 7PM
COCA-COLA FIELD in DOWNTOWN BUFFALO, NY
This year, the 17th 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 16 years ago...over a decade filled with 935,000 people, over 5 million wings weighing more than 295 tons, 224 different participating restaurants, over $345,000 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 60,000 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**

**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**

**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

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

Goodyear

Travel Channel Host – Mark DeCarlo

ABC hit show, The View

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

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

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

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

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

Ace Of Cakes Star
– Duff Goldman
2018 WingFest Sponsorship Assets

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
- Scoreboard 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
- and FOX TV spots

Radio

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

Festival Press Conference

- Company recognition
- Sampling

Sponsorships

- 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
- 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
- Promote a special offer
- E-Commerce presence
- Sponsor recognition Page

Special Promotion

- Drive customer traffic back to retail location
- Utilize admission tickets as a sales incentive for customers or employees

Internal Company Promotion

- Utilize sponsorship as an employee incentive program
- Create internal good will

Talent Tie-In

- Utilize company spokesman for an appearance at the festival
- Bring company mascot for an appearance

On-Site Electronic Image and Audio Assets

- Identity on Side Scoreboard
- Identity on Jumbotron
- PA Announcement
- 30 second commercial or message on Jumbotron

Event’s Sales and Activation Rights

- Merchandise Sales
- Merchandise Sampling
- Beverage/Food Sampling
- Food Sales
- Food Sampling
- Coupon Distribution
- Survey Polls
- Participation in Event Distributed Gift Bag

Event’s Hospitality Assets

- VIP Access
- Merchandise
- Performances Access
- Dining
- Transportation
- Lodging

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 increment cost to help drive product sales
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 16 year’s the festival has raised over $345,000 for local charities.

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
- 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”x 4”) 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)

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

- Signage at Visitor’s Center Tent
- Live Stage Announcements
- Ad (3”x 4”) 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.
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”x 4”) 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 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”x 4”) 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”x 4”) 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)
## Kid Zone Co-Sponsor: $2,500

- Banner placement inside Kid Zone tent
- Ad (3”x 4”) in 30,000+ Festival Guides
- Logo and Link on Festival Website
- Coupon/flyer distribution
- Placement of a 3’x8’ banner 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 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.

## Traditional Wing Sauce Competition Co-Sponsor: $2,500

- Contestants to wear aprons with sponsor logo
- Company Representative to introduce contestants and/or award trophy’s
- Opportunity to provide on judge for the contest
- Opportunity to provide prizes
- 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
- 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.

## Creative Wing Sauce Competition Co-Sponsor: $2,500

- Company Representative to introduce contestants or co-emcee contest
- Provide one or more judges 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 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.

## Baby Wing Co-Sponsor: $2,500

- Company Representative to introduce contestants or co-emcee contest
- Provide one or more judges 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 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.
**MISS BUFFALO WING 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
- Placement of company banners on the stage during the contest
- Optional 10x10 tent
- Ad (3" x 4") 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 (15 total). Message can be a TV commercial or recorded message.
- 6 pack of festival merchandises; hats, t-shirts, beer mugs ($210 value)
- Inclusion in festival radio ads
- 15-second scoreboard static photo/text message repeated once an hour during the festival (17 total).

**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" x 4") 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 festival radio ads
- 30 second scoreboard message repeated approximately once an hour

**AWARDS 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
- Ad (3" x 4") in 30,000+ Festival Guides
- Logo and Link on Festival Website
- 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
- Message on HD Scoreboard with company logo rotated during festival

**SATURDAY OR SUNDAY 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” x 4”) 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
• Opportunity to provide a judge for each stage contest
• Optional 10x10 tent on the festival grounds
• Ad (3”x 4”) in 30,000+ Festival Guides
• Logo and Link on Festival Website
• Coupon/flyer distribution
• Placement of two 3’x 8’ 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”x 4") 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”x 4") 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”x 4”) 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”x 4”) 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”x 4”) 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”x 4”) 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

**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”x 4”) 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 Fame 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.

**SPONSOR OF FESTIVAL GUIDE: $2,500**

- Company logo and message on front cover
- Half page ad in festival guide
- Live Stage Announcements
- Logo and Link on Festival Website
- Placement of a 3’x8’ banner on the festival grounds
- 100 Festival Admission Tickets
- Inclusion in festival radio ads

**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”x 4”) 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 Fame 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 sticker 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
NATIONAL BUFFALO WING FESTIVAL
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