

POLICE ATHLETIC LEAGUE OF BUFFALO, INC.

65 NIAGARA SQUARE, 21ST FLOOR • BUFFALO, NY 14202

PHONE: (716) 851-4615 • FAX: (716) 851-4628

Website: www.buffalopal.com • Email: policeathleticleague@city-buffalo.com

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October, 2016

Dear Potential Sponsor:

The Police Athletic League of Buffalo needs your support for our most important fundraising endeavor – our annual Auction on **Tuesday November 15, 2016**. This event raises vital funds, which enables PAL to serve the youth of our region with quality programs and services.

PAL serves over **20,000** children annually in the Greater Buffalo and Western New York Community with structured, supervised activities in safe environments. PAL is well known for our sports programs such as tennis, boxing, golf and basketball but we also provide cultural & educational programs like reading, cooking and mentoring. More engaging programs are being added in the upcoming year, as the demand for our services continues to grow at a rapid pace.

We are asking you to be an official sponsor of our PAL Auction this fall and essentially make a difference in the lives of many WNY children. Your sponsorship will drive the Auction's success and assist us in our efforts.

Please consider becoming a Corporate Sponsor of the 16th Annual Fundraising Auction that will take place Tuesday, November 15th at a New Location; The Buffalo Niagara Convention Center. Our sponsor levels, sponsorship form and a return reply envelope are enclosed.

If you have any questions, please feel free to contact the PAL office at 716-851-4615 or email Nekia Kemp at nkemp@city-buffalo.com. Thank you for taking time to consider an auction sponsorship on behalf of the Police Athletic League of Buffalo.

Best wishes,

Nekia Kemp

Nekia Kemp
Executive Director

PRIDE • ATTITUDE • LEADERSHIP



POLICE ATHLETIC LEAGUE OF BUFFALO, INC.

AUCTION SPONSORSHIP OPPORTUNITIES

Monday, November 15th, 2016

At Buffalo Niagara Convention Center 153 Franklin Street Buffalo, New York 14202

\$5,000 Title Sponsorship

- Official named title co-sponsor of the event, two spots only
- Company name included in event title
- Twenty (20) tickets for event admission (\$1,200 value)
- Signage in primary locations
- Company named on program cover and inside cover with an additional full page ad
- Opportunity to negotiate an on-site promotion at no charge
- Name and logo on all promotional materials including invitations, press releases, etc.

\$3,500 Platinum Sponsorship

- Official named platinum sponsor on back cover of program, one spot only
- Official named co-sponsor of the Live Auction stage
- Twenty (20) tickets for event admission (\$1,200 value)
- Signage in primary locations
- Full-page program ad
- Opportunity to negotiate an on-site promotion at no charge

\$2,500 Gold Sponsorship

- Official named gold sponsor on inside back cover of program, one spot only
- Official named co-sponsor of the Live Auction stage
- Fifteen (15) tickets for event admission (\$900 value)
- Signage in primary location at event
- Named sponsor of specific section of the auction
- Full-page program ad
- Opportunity to negotiate an on-site promotion at no charge

\$1,000 Silver Sponsorship

- Official presenting sponsor
- Named sponsor of specific event of your choice: Chinese Auction, Raffle, Games
- Signage in primary location at event
- Twelve (12) tickets for event admission (\$720 value)
- Full-page program ad

\$800 Bronze Sponsorship

- Official corporate sponsor
- Signage at event
- Eight (8) tickets for event admission (\$480 value)
- Half-page program ad

Let us customize your corporate sponsorship to fit your needs!

**For Information or Questions Contact:
Nekia Kemp at 716-851-4615**