



# POLICE ATHLETIC LEAGUE OF BUFFALO, INC.

65 Niagara Square, 21st Floor • Buffalo, NY 14202

Phone: (716) 851-4619 • Website: [buffalopal.com](http://buffalopal.com)

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September 2017

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Dear Potential Sponsor,

The Police Athletic League of Buffalo is requesting your support for our most important fundraising endeavor of the year – **The 16<sup>th</sup> Annual PAL Auction** on **Tuesday, November 14<sup>th</sup>, 2017 at the Buffalo Niagara Convention Center with Honorary Guest NFL Hall of Famer William “Bill” Polian, Jr.**

This event will help raise vital funds for children ages 5-18 who reside in the Greater Buffalo-Niagara Region and participate in PAL’s educational programs, athletic leagues, and cultural activities. Our organization is committed to making a positive impact in the lives of over 20,000 children annually who rely on our enrichment programs and sports to take place in safe, structured environments with nurturing mentors in partnership with the Buffalo Police Department.

Youth attendance at PAL of Buffalo has been increasing at a rapid rate and we are constantly implementing improvements within our community centers, parks, and recreation facilities. We are also growing our core programming, which include literacy programs, boxing, basketball, baseball, swimming, golf, tennis, STEM, cooking, and nutrition.

**We hope you will please consider becoming an official Corporate Sponsor at The 16<sup>th</sup> Annual PAL Auction on Tuesday, November 14<sup>th</sup>, 2017 at the Buffalo Niagara Convention Center (6pm – 9pm).**

If you have any questions about this year’s sponsorship tiers, please feel free to contact Judy Sperry at 716-851-4619 or email [jsperry@city-buffalo.com](mailto:jsperry@city-buffalo.com).

Thank you very much for taking the time to learn about becoming an official Corporate Sponsor at the 16<sup>th</sup> Annual PAL Auction. We look forward to making this event a tremendous success and appreciate your consideration.

Sincerely,

Judy Sperry  
Development Director



## **POLICE ATHLETIC LEAGUE OF BUFFALO, INC.**

### **16<sup>TH</sup> ANNUAL AUCTION SPONSORSHIP TIERS**

**Tuesday, November 14th, 2017**

**Buffalo Niagara Convention Center (6pm – 9pm)**

#### **TITLE Sponsorship: \$5,000.00**

- Officially appointed as the **Co-Sponsor** (2 Spots Available).
- Ten (10) Admission Tickets + VIP Table.
- Company Signage prominently displayed throughout the Lobby.
- Company Name/Logo featured on the Front Cover, Interior Cover, and Back Page of the *PAL 16<sup>th</sup> Annual Auction Program* + Full-Page Display Advertisement.
- Company Name featured in Promotional Materials and Press Releases for event.

#### **PLATINUM Sponsorship: \$3,500.00**

- Officially appointed as a **Live Auction Sponsor**.
- Eight (8) Admission Tickets.
- Company Signage prominently displayed on the Live Auction stage.
- Full-Page Display Advertisement featured inside of the *PAL 16<sup>th</sup> Annual Auction Program*.

#### **GOLD Sponsorship: \$2,500.00**

- Officially appointed as a **Food & Beverage Sponsor**.
- Six (6) Admission Tickets.
- Company Signage prominently displayed throughout the Food & Beverage stations.
- Half-Page Display Advertisement featured inside of the *PAL 16<sup>th</sup> Annual Auction Program*.

#### **SILVER Sponsorship: \$1,000.00**

- Officially appointed as a **Chinese Auction & Basket Raffle Sponsor**.
- Two (2) Admission Tickets.
- Company Signage prominently displayed throughout the Raffle tables.
- Half-Page Display Advertisement featured inside of the *PAL 16<sup>th</sup> Annual Auction Program*.

**For Questions about Sponsorship Opportunities, Please Contact Judy Sperry at:  
716-851-4619 or email [jsperry@city-buffalo.com](mailto:jsperry@city-buffalo.com)**



**POLICE ATHLETIC LEAGUE OF BUFFALO, INC.**  
**16<sup>TH</sup> ANNUAL AUCTION**  
***SPONSORSHIP FORM***

- TITLE CO-SPONSOR \$5,000.00 ~ Full Page Ad
- PLATINUM LIVE AUCTION SPONSOR \$3,500.00 ~ Full Page Ad
- GOLD FOOD & BEVERAGE SPONSOR \$2,500.00 ~ 1/2 Page Ad
- SILVER CHINESE AUCTION SPONSOR \$1,000.00 ~ 1/2 Page Ad

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Sponsorship Payment is enclosed. Please make your Check payable to, and mail to:

*Police Athletic League of Buffalo, Inc.  
 65 Niagara Square, 21<sup>st</sup> floor  
 Buffalo, New York 14202*

Program Advertisement is due by Tuesday, October 31<sup>st</sup>, 2017 to [jsperry@city-buffalo.com](mailto:jsperry@city-buffalo.com)

**PLEASE CHECK ONE:**

I am Submitting a Camera Ready Display Advertisement (PDF @ 300 dpi).

Full Page Ad Specs: 8.5" (h) x 5.5" (w)

Half Page Ad Specs: 4 ¼" (h) x 5.5" (w)

Please Design my Company's Advertisement using our high resolution LOGO & Copy.

Please contact Judy Sperry at 716-432-1850 or email [jsperry@city-buffalo.com](mailto:jsperry@city-buffalo.com) if you have questions about becoming a Corporate Sponsor or submitting a Program Advertisement.