

Annual Awards Gala



BUFFALO NIAGARA SALES & MARKETING EXECUTIVES EXECUTIVE OF THE YEAR and ELITE SALES & MARKETING AWARDS

April 27, 2026

Presented by:



Since 1942, the members of the Buffalo Niagara Sales and Marketing Executives have been expanding the professional education and network of our area's top sales and marketing leaders.

Each year at our annual awards gala, BNSME honors a prominent industry leader from Western New York as the Executive of the Year. This leader is someone whose efforts in the community have not only produced economic rewards for their organization and our area, but also have advanced the sales and marketing profession. Recent recipients include Kevin Nephew, John Persons, Dr. Satish Tripathi, Scott Bieler, Russell Salvatore, Althea Luehrsen, Frank Downing, Jr., Jeremy M. Jacobs, Carl J. Montante, David J. Nasca, and Rhonda Frederick.

This year's recipient is a deserving addition to this exceptional group of leaders. We are pleased to announce that **Donald Boyd, President and Chief Executive Officer for Kaleida Health**, will be honored with the Executive of the Year Award at the BNSME Elite Sales and Marketing Awards Gala which will take place on Monday, April 27, 2026.



We have unique opportunities for the business community to partner with our highest profile event of the year. Here are our sponsorship levels. Please continue reading for details for each package.

- | | |
|--------------------------------------|---------|
| ▪ Presenting Sponsorship (Exclusive) | \$6,995 |
| ▪ Gold Sponsorship | \$4,995 |
| ▪ Education Sponsorship (Exclusive) | \$3,995 |
| ▪ Silver Sponsorship | \$2,495 |
| ▪ Bronze Table Sponsor | \$1,495 |
| ▪ Four Pack of Tickets | \$ 425 |
| ▪ Individual Tickets | \$ 110 |

Contact our executive director, Jeanne Hellert, at 716-662-2279 or via email at bnsme@bnsme.org should you have any questions.

Presenting Sponsor



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EXECUTIVE OF THE YEAR and
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PRESENTING SPONSORSHIP – Exclusive
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PROFESSIONAL DEVELOPMENT • RELATIONSHIP BUILDING

Buffalo Niagara Sales and Marketing Executives • PO Box 1185 Orchard Park, NY 14127 716.662.2279

Gold Sponsor



**BUFFALO NIAGARA SALES & MARKETING EXECUTIVES
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GOLD SPONSORSHIP

- Half-page, four color ad in [Buffalo Business First](#), valued at \$4,865
- Sponsor mention in all media releases and press interviews in conjunction with the event
- Company name and logo used in invitations and printed materials
- Logo appears in program booklet and in event ads in [Buffalo Business First](#)
- Sponsor recognition from the podium
- Visual sponsorship recognition during continuous slide presentation
- Reserved table with eight (8) total tickets to the awards dinner
- Corporate banner and/or display table at reception
- Acknowledgement of sponsorship on BNSME website with link to your website
- Sponsorship recognition in BNSME magazine, [Executive News](#)
- Option to supply table favors with your company logo
- Attendee list after the event
- Ability to honor one (1) of your sales/marketing associates as an [Elite Sales & Marketing Award](#) recipient. Your honoree will receive a professional award with picture and write-up in [Buffalo Business First](#).

**Gold Sponsorship Investment
\$4,995**

PROFESSIONAL DEVELOPMENT • RELATIONSHIP BUILDING

Education Sponsor



**BUFFALO NIAGARA SALES & MARKETING EXECUTIVES
EXECUTIVE OF THE YEAR and
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EDUCATION SPONSORSHIP - Exclusive

- Quarter-page four color ad in [Buffalo Business First](#), valued at \$3,325
- Presentation of the Collegiate Sales & Marketing Award to local college student
- Company name and logo used in invitations and printed materials
- Logo in program booklet
- Sponsor recognition from the podium
- Visual sponsorship recognition during continuous slide presentation
- Reserved table with eight (8) total tickets to the dinner
- Acknowledgement of sponsorship on BNSME website with link to sponsor website
- Sponsorship recognition in BNSME magazine, [Executive News](#)
- Ability to honor one (1) of your sales/marketing associates as an [Elite Sales & Marketing Award](#) recipient. Your honoree will receive a professional award with picture and write-up in [Buffalo Business First](#).

**Education Sponsorship Investment
\$3,995**

PROFESSIONAL DEVELOPMENT • RELATIONSHIP BUILDING

Silver Sponsor



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SILVER SPONSORSHIP

- Logo in [Buffalo Business First](#)
- Logo in program booklet
- Sponsor recognition from the podium
- Visual sponsorship recognition during continuous slide presentation
- Reserved table with eight (8) total tickets to the dinner
- Acknowledgement of sponsorship on BNSME website with link to sponsor website
- Sponsorship recognition in BNSME magazine, [Executive News](#)
- Ability to honor one (1) of your sales/marketing associates as an [Elite Sales & Marketing Award](#) recipient. Your honoree will receive a professional award with picture and write-up in [Buffalo Business First](#).

**Silver Sponsorship Investment
\$2,495**

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Bronze Sponsor



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BRONZE SPONSORSHIP

- Logo in [Buffalo Business First](#)
- Logo in program booklet
- Sponsor recognition from the podium
- Visual sponsorship recognition during continuous slide presentation
- Reserved table with eight (8) total tickets to the dinner
- Acknowledgement of sponsorship on BNSME website with link to sponsor website
- Sponsorship recognition in BNSME magazine, [Executive News](#)

**Bronze Sponsorship Investment
\$1,495**

PROFESSIONAL DEVELOPMENT • RELATIONSHIP BUILDING

Executive of the Year and Elite Sales & Marketing Awards Gala Sponsor Grid



Sponsor Benefits	Sponsor Levels				
	Presenting	Gold	Education	Silver	Bronze
	\$6,995	\$4,995	\$3,995	\$2,495	\$1,495
Ad in promotional section of <i>Buffalo Business First</i>	4 color island	1/2 pg four color	1/4 pg four color	logo only	logo only
Introduction and presentation of award to the Executive of the Year	x				
A message from the Sponsor company in <i>Buffalo Business First</i> / logo on cover of section	x	x			
Presentation of Collegiate Sales & Marketing award			x		
Sponsor mention in all media releases and press interviews in conjunction with the event	x	x			
Company Name and/or logo used in invitations and printed materials	x	x	x	x	x
Logo in program booklet and appears in <i>Buffalo Business First</i> ads prior to the supplement	x	x	x	x	name
Sponsor recognition from the podium	x	x	x	x	x
Visual Sponsorship recognition during continuous slide presentation	x	x	x	x	x
One Elite Sales & Marketing Award honoree - includes a professional award with picture and write-up in <i>Buffalo Business First</i>	x	x	x	x	
Reserved table with eight (8) total tickets to the dinner	x	x	x	x	x
Corporate banner and/or display table at reception	x	x			
Acknowledgement of sponsorship on BNSME website with link to your website	x	x	x	x	
Sponsorship article in the BNSME magazine, <i>Executive News</i>	x				
Sponsorship recognition in <i>Executive News</i>	x	x	x	x	x
Option to supply table favors with your company logo	x	x	x		
Attendee list after the event	x	x			

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