

Annual Awards Gala



www.bnsme.org

BUFFALO NIAGARA SALES & MARKETING EXECUTIVES EXECUTIVE OF THE YEAR and ELITE SALES & MARKETING AWARDS MAY 5, 2022

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 his or her organization and our area, but also have advanced the sales and marketing profession. Recent recipients include Scott Bieler, Russell Salvatore, Althea Luehrsen, Rocco Termini, Frank Downing, Jr., Jeremy M. Jacobs, Carl J. Montante, David J. Nasca, and Jody L. Lomeo.

This year's recipient is a deserving addition to this exceptional group of leaders. We are pleased to announce that **Rhonda Frederick, president and chief executive officer for People Inc,** will be honored with the Executive of the Year Award in conjunction with the BNSME Elite Sales and Marketing Awards gala to take place on Thursday, May 5, 2022.



In order to make this event successful, we look to our business community for support. We hope we can count on your organization to accept this invitation to participate as a sponsor.

▪ Presenting Sponsorship (Exclusive)	\$5,500 [SOLD]
▪ Gold Sponsorship	\$4,500
▪ Education Sponsorship (Exclusive)	\$3,000
▪ Silver Sponsorship	\$2,000
▪ Bronze Table Sponsor	\$ 1,000
▪ Four Pack of Tickets	\$ 360
▪ Individual Tickets	\$ 95

Attached is an outline of our sponsorship opportunities. Please feel free to contact our executive director, Jeanne Hellert, at 716-662-2279 or via email at bnsme@bnsme.org should you have any questions.

PROFESSIONAL DEVELOPMENT • RELATIONSHIP BUILDING

Presenting Sponsor



www.bnsme.org

BUFFALO NIAGARA SALES & MARKETING EXECUTIVES EXECUTIVE OF THE YEAR and ELITE SALES & MARKETING AWARDS MAY 5, 2022

PRESENTING SPONSORSHIP – Exclusive

SOLD

- Four-color island ad in Business First (also distributed to attendees at the event), valued at \$4,915.
- Introduction and presentation of award to the Executive of the Year honoree.
- A message from the sponsor company in Business First, plus company logo on cover of section.
- 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 quarter page event ads in *Business First* prior to event section.
- Sponsor recognition from the podium.
- Visual sponsorship recognition during continuous slide presentation.
- Ability to honor one (1) of your sales/marketing associates as an Elite Sales & Marketing Award winner. Winner will receive professional award with picture and write-up in Business First.
- Reserved table with eight (8) total tickets to the dinner will be provided.
- 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.

Presenting Sponsorship Investment
\$5,500

PROFESSIONAL DEVELOPMENT • RELATIONSHIP BUILDING

Gold Sponsor



www.bnsme.org

BUFFALO NIAGARA SALES & MARKETING EXECUTIVES EXECUTIVE OF THE YEAR and ELITE SALES & MARKETING AWARDS MAY 5, 2022

GOLD SPONSORSHIP

- Half-page, four color ad in Business First (also distributed to attendees at the event), 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 quarter page event ads in Business First prior to supplement.
- Sponsor recognition from the podium.
- Visual sponsorship recognition during continuous slide presentation.
- Ability to honor one (1) of your sales/marketing associates as an Elite Sales & Marketing Award winner. Winner will receive professional award with picture and write-up in Business First.
- Reserved table with eight (8) total tickets to the dinner will be provided.
- 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.
- Sponsor article in Executive News.
- Option to supply table favors with your company logo.
- Attendee list after the event.

Gold Sponsorship Investment
\$4,500

PROFESSIONAL DEVELOPMENT • RELATIONSHIP BUILDING

Education Sponsor



www.bnsme.org

BUFFALO NIAGARA SALES & MARKETING EXECUTIVES EXECUTIVE OF THE YEAR and ELITE SALES & MARKETING AWARDS MAY 5, 2022

EDUCATION SPONSORSHIP - Exclusive

- Quarter-page four color ad in Business First supplement (also distributed to attendees at the event), 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.
- Ability to honor one (1) of your sales/marketing associates as an Elite Sales & Marketing Award winner. Winner will receive professional award with picture and write-up in Business First.
- Reserved table with eight (8) total tickets to the dinner will be provided.
- Acknowledgement of sponsorship on BNSME website with link to sponsor website.
- Sponsorship recognition in BNSME magazine, Executive News.

Education Sponsorship Investment
\$3,000

PROFESSIONAL DEVELOPMENT • RELATIONSHIP BUILDING

Silver Sponsor



www.bnsme.org

BUFFALO NIAGARA SALES & MARKETING EXECUTIVES EXECUTIVE OF THE YEAR and ELITE SALES & MARKETING AWARDS MAY 5, 2022

SILVER SPONSORSHIP

- Eighth-page four color ad in Business First supplement (also distributed to attendees at the event), valued at \$2,230.
- Logo in program booklet.
- Sponsor recognition from the podium.
- Visual sponsorship recognition during continuous slide presentation.
- Ability to honor one (1) of your sales/marketing associates as an Elite Sales & Marketing Award winner. Winner will receive professional award with picture and write-up in Business First.
- Reserved table with eight (8) total tickets to the dinner will be provided.
- Acknowledgement of sponsorship on BNSME website with link to sponsor website.
- Sponsorship recognition in BNSME magazine, Executive News.

Silver Sponsorship Investment
\$2,000

PROFESSIONAL DEVELOPMENT • RELATIONSHIP BUILDING

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



www.bnsme.org

Benefits	Sponsor Levels				
	Presenting	Gold	Education	Silver	Bronze
Ad in promotional section of <i>Business First</i>	4 color island	1/2 pg four color	1/4 pg four color	1/8 pg four color	
Introduction and presentation of award to the Executive of the Year	x				
A message from the Sponsor company in <i>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 logo used in invitations and printed materials	x	x	x	x	
Logo in program booklet and appears in <i>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	
Honor one (1) sales/ marketing associate as an Elite Sales & Marketing Award winner. Winner will receive a professional award with picture and write up in <i>Business First</i> (see details enclosed)	x	x	x	x	
Reserved table with eight (8) total tickets to the dinner will be provided	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	
Option to supply table favors with your company logo	x	x	x		
Attendee list after the event	x	x			

PROFESSIONAL DEVELOPMENT • RELATIONSHIP BUILDING