

Events 2010



BUFFALO
OLMSTED
PARKS
CONSERVANCY



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THE **BUFFALO OLMSTED PARKS CONSERVANCY** IS A 501C-3, NOT-FOR-PROFIT, INDEPENDENT, COMMUNITY ORGANIZATION THAT PROMOTES, PRESERVES, RESTORES, ENHANCES, AND ENSURES MAINTENANCE OF FREDERICK LAW OLMSTED-DESIGNED PARKS AND PARKWAYS IN THE GREATER BUFFALO AREA NOW AND FOR FUTURE GENERATIONS.

IN 2008, THE CONSERVANCY RELEASED ITS PLAN FOR THE 21ST CENTURY, A BLUEPRINT FOR THE MANAGEMENT AND RESTORATION OF THE ENTIRE PARK SYSTEM. LISTED ON THE NATIONAL AND STATE REGISTER OF HISTORIC PLACES, THE OLMSTED SYSTEM IN BUFFALO IS THE FIRST OF ITS KIND IN THE NATION DESIGNED BY AMERICA'S GREATEST LANDSCAPE ARCHITECT. THE MAJOR OLMSTED PARKS IN BUFFALO ARE CAZENOVIA, DELAWARE, FRONT, MARTIN LUTHER KING, JR., RIVERSIDE AND SOUTH PARKS.



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THE **BUFFALO OLMSTED PARKS CONSERVANCY** OFFERS A YEAR OF WONDERFUL EVENTS WHICH RANGE FROM FAMILY ACTIVITIES TO AN OUTDOOR GALA TO GOLF TOURNAMENTS TO BOATING IN HOYT LAKE. ALL TAKE PLACE IN BUFFALO'S 1200-ACRE HISTORIC OLMSTED PARK, PARKWAY AND CIRCLE SYSTEM.

SHOW YOUR SUPPORT BY BECOMING A PARK PARTNER —
SPONSOR AN EVENT,
VOLUNTEER YOUR TIME,
BECOME A MEMBER,
GET YOUR EMPLOYEES INVOLVED,
RECOGNIZE YOUR CLIENTS.

THERE IS SOMETHING FOR EVERYONE IN THE OLMSTED PARKS.





BUFFALO OLMSTED PARKS CONSERVANCY
2010 Season-- Event Sponsorships

MUSIC AT THE MARCY

Six Thursdays in February & March 2010 Delaware Park - Marcy Casino
\$5000 Headline Sponsor , \$2500 & \$1000 Music Sponsor

BOATING ON HOYT LAKE

All summer, 2010 Hoyt Lake in Delaware Park
\$20,000 Crew Sponsor (one available) \$5,000 Single Boat Sponsor (six available)

FREDERICK LAW OLMSTED GALA

Friday, July 16, 2010 Delaware Park
\$20,000 Headline Platinum Sponsor (one available) \$10,000 Gold Sponsor
\$5000 \$3,500
\$1500 Table of 8 \$175 Single Tickets

THE BFLO JAZZ FEST

Saturday, July 17, 2010 Delaware Park Meadow
\$100,000 Title Sponsor \$45,000 Presenting Sponsor
\$20,000 Stage Sponsor \$10,000 Tent Sponsor

OLMSTED OPEN - JUNIORS - GOLF TOURNAMENT

Saturday, August 22, 2010 Delaware Park Meadows Golf Course
\$5,000 Tournament Sponsor (one available) \$3,000 Major Sponsors
\$1,500 Eagle Sponsors \$100- \$750

PARTY FOR THE PARKS

Friday, September 10, 2010 Delaware Park Marcy Casino - inside & out
\$15,000 Headline Platinum Sponsor (one available) \$5,000 Gold Sponsor
\$3,500, \$1,000, \$500
\$75 VIP/Sponsor Tickets, \$25 General Admission Tickets

OLMSTED'S FALL FEST

Saturday, October 2, 2010 Cazenovia Park Casino - inside and out
\$20,000 Headline Sponsor (one available), \$10,000 \$3500 \$1000

LIGHTS IN THE PARK

Outdoor light show along Ring Road in Delaware Park



BUFFALO OLMSTED PARKS CONSERVANCY 2010 SEASON — CORPORATE - BUSINESS SPONSORSHIPS

CORPORATE MEMBERSHIPS

For \$500 your company receives yearlong benefits for ten including name recognition in the Annual Report, newsletters, a full season of boating, discounts to events and more!

MATCHING GIFTS

If you match employee donations, we can help make the job easier. The Conservancy will make a presentation to your employees and provide incentives for both you and them to make a tax-deductible donation to Buffalo's Olmsted Parks.

TREE PLANTINGS

Each spring and fall, volunteers of all ages gather to plant trees in the Olmsted System. These organized events take place on Saturdays and our trained and skilled staff oversee all plantings. Get your staff involved. We can cater a tree planting to your corporate needs. A "feel good" outside adventure for all.

COMMEMORATIVE GIFTING

Sponsor a park bench, endow an Olmsted garden or have a tree planted in honor of your company, in memory of a beloved associate, or recognizing an anniversary or an important day in company history.

RENTAL OF THE MARCY CASINO, PARKSIDE LODGE

OR

CAZENOVIA PARK CASINO

Need a new venue for a company holiday party, sales meeting, client briefing, breakfast, lunch or dinner?

Experience your event in one of the historic buildings in Buffalo's Olmsted System.

*The 2-story **Marcy Casino**, a former boathouse, overlooks a breath-taking view of Hoyt Lake, Mirror Lake and Delaware Park.*

*The mission-style **Parkside Lodge** in Delaware Park offers a single level community room conveniently located off of Parkside Avenue and the 198 Scajaquada Expressway.*

*The stately **Cazenovia Park Casino** is surrounded by trees and lush green in Cazenovia Park. Large handicapped-accessible patios sit on each side of this multi-purpose gathering spaces.*



MUSIC AT THE MARCY IN DELAWARE PARK

6 THURSDAY EVENINGS FEB & MARCH

MARCY CASINO IN DELAWARE PARK

5:30 – 8:30p.m.

Enjoy the cozy Marcy Casino overlooking Hoyt Lake in Delaware Park for a pleasant winter evening of live dance music, food, beer, wine and other beverages. Performances will feature a different band each week from rock to jazz to new music. Concert dates: Feb., 11, 18, 25, March 4, 11, 18 2010.

\$5000 TITLE SPONSOR (ONE AVAILABLE – SOLD TO DENT INSTITUTE)

Corporate logo/ name featured on:

All advertising - print, electronic & web, marketing collateral, postcards, posters

Press & media release

Stage recognition during the event, table display & distribute your collateral to attendees

Event Tickets

10 Tickets to each of the 6 events

Reserved seating for each of the 6 events

Additional Cross Promotions

Summer Boating at Hoyt Lake - 4 season passes for 4

Opportunities to promote event w/posters in your venue(s),

Corporate membership with the Olmsted Parks Conservancy

Promotions with your clientele, Promotional consideration in your advertising pieces

\$2500 MUSIC SPONSOR

Corporate logo/ name featured on:

All advertising - print, electronic & web, marketing collateral, postcards, posters

Press & media release & Stage recognition during the event

Event Tickets

10 Tickets to each of the 6 events

Reserved seating for each of the 6 events

Additional Cross Promotions

Summer Boating at Hoyt Lake - 2 season passes for 4

The opportunity to promote the event with posters in your venue(s).

Corporate membership with the Olmsted Parks Conservancy

Promotions with your clientele

Promotional consideration in your advertising pieces

\$1,000 EVENING SPONSOR

Corporate logo/ name featured on:

Advertising - print & web for specific concert

Press materials for concert & Signage during event & Stage recognition during the event

Event Tickets:

6 Tickets to sponsored concert *Additional Cross Promotions Available*

Deadline to be included in marketing collateral is January 20, 2010.

Email jpeg or pdf logo to jtesta@buffaloolmstedparks.org



THE BFLO JAZZ FEST

SATURDAY, JULY 17 - THE MEADOW, DELAWARE PARK

Experience the best in live jazz outdoors in the scenic Delaware Park. Four major jazz acts will present a day-long concert of pleasure. Enjoy a several stages of music, food, wine and the natural beauty of Delaware Park. BFLO Jazz Fest also features a children's stage, car show and more!

\$100,000 TITLE SPONSOR (ONE AVAILABLE)

Corporate logo/ name featured on:

- All advertising - print, electronic & web
- Marketing collateral as Title Sponsor
- Press materials, flyers, postcards, posters, program, and map,
- Tickets Banner to hang during the event
- Stage recognition during the event, sponsor to be on stage

Event Tickets

- 50 VIP Tickets
- 50 General Admission Tickets
- 50 VIP Tent access Tickets

Additional Cross Promotions

- Participation in Press Event for Jazz Concert
- Gala - \$5000 sponsor & all benefits including table of 8 & full page program ad
- Party for the Parks - \$3500 sponsor and all benefits
- Summer Boating at Hoyt Lake - 10 season passes
- Olmsted Open Jr. Golf Tournament - \$1200 sponsor includes Foursome & signage
- Olmsted newsletters sent to 3,500 park supporters and volunteers
- Corporate membership with the Olmsted Parks Conservancy

Additional Promotional Opportunities:

- Promotions with your clientele
- Promotional consideration in your advertising pieces
- Opportunity to serve as a ticket outlet

\$45,000 PRESENTING SPONSOR

Corporate logo/ name featured on:

- All advertising - print, electronic & web & marketing collateral

Event Tickets:

- 26 VIP Tickets & 26 VIP Tent access Tickets
- 26 General Admission Tickets

\$20,000 STAGE SPONSOR

\$10,000 TENT SPONSOR

Additional Cross Promotions Available



FREDERICK LAW OLMSTED GALA

FRIDAY, JULY 16, 2010 DELAWARE PARK – MEADOW AREA 7:00 P.M. –11:00P.M.

This is the grand Gala celebration of the summer season! Outdoors, tented, elegant, not to be missed! The 8th Annual Frederick Law Olmsted Gala welcomes more than 400 guests for an evening of fine dining, dancing, an exciting auction and a special award's ceremony. Not to be missed, this year in the lush Delaware Park.

\$20,000 TITLE SPONSOR (ONE AVAILABLE)

Corporate logo/ name featured on:

- All advertising - print, electronic & web
- Marketing collateral as Title Sponsor
- Press materials, invitations, program book cover
- Signage during event
- Stage recognition during the event

Event Tickets:

- 2 VIP Tables, 16 seats
- 16 invitations to VIP pre-event reception
- Full page premium placement ad in program book

Additional Cross Promotions

- Party for the Parks - \$1500 sponsor and all benefits
- Summer Boating at Hoyt Lake - 10 season passes
- Olmsted Open Jr. Golf Tournament - one Foursome
- BFLO Jazz Festival- 4 GA Tickets
- Olmsted newsletters sent to 3,500 park supporters and volunteers
- 2010 Olmsted Annual Report, printed in 2011
- Corporate membership with the Olmsted Parks Conservancy
- Additional Promotional Opportunities Available*

\$10,000 PRESENTING SPONSOR

Corporate logo/ name featured on:

- All advertising - print, electronic & web
- Marketing collateral
- Press materials, flyers, postcards, posters, program, Invitations
- Signage during event
- Stage recognition during the event

Event Tickets: One VIP table, 8 seats

- Invitations to VIP pre-event reception
- One full page ad in the program book

Additional Cross Promotions

\$5,000 SILVER SPONSOR \$3,500 PATRON SPONSOR \$1,500 PATRON TABLE



2010 OLMSTED OPEN - JUNIOR CORPORATE CHALLENGE

SATURDAY, AUGUST 21, 2010

Enjoy a full day of golf at the Delaware Park Meadows course. This golf tournament is unique in that foursomes include junior golfers from the Inner City Youth Fan Club for Golfing. Proceeds from this event also go toward inner city youth golfing programs. Golfing, contests, awards, dinner, fun!

\$5000 TITLE SPONSOR (ONE AVAILABLE)

Corporate logo/ name featured on:

All advertising - print, electronic & web, as Title Sponsor

Press materials, postcards, flyers, exclusive name on all 18 flags on greens

Exclusive name on front cover of program & Full page ad in program book

Name on main event banner & Name on rules cart sheet

Company literature in all gift bags

Acknowledgement gift

Total golf outing w/ benefits (golf, cart, dinner, gifts, contests, prizes)

Event Tickets:

2 Jr. Foursomes to compete for the Olmsted Jr. cup

Reserved seating for dinner

Additional Cross Promotions

Summer Boating at Hoyt Lake - 1 season pass for 4

Conservancy and partner websites

Olmsted newsletters sent to 3,500 park supporters and volunteers

2010 Olmsted Annual Report, printed in 2011

Corporate membership with the Olmsted Parks Conservancy

\$3000 MAJOR SPONSOR

Corporate logo/ name featured on:

All advertising - print, electronic & web

Marketing collateral:

Press materials, postcards, flyers

Total golf outing w/ benefits (golf, cart, dinner, gifts, contests, prizes)

Event Tickets

Additional Promotional Opportunities Available

\$1500 MAJOR SPONSOR

\$600 PAR SPONSOR

\$200 GREEN SPONSORS

\$100 HOLE SPONSORS

\$750 BEVERAGE SPONSOR

\$500 HOLE IN ONE SPONSOR

\$300 PUTTING SHOOT-OUT SPONSOR \$ 50 AND UP PRIZES / AWARDS / GIFT SPONSORS

\$500 VALUE AND UP DOOR PRIZES



PARTY FOR THE PARKS

FRIDAY, SEPT. 10, 2010 - DELAWARE PARK MARCY CASINO

The very best end of the summer party – plan to attend the 8th Annual Party for the Parks
The event is an over-21, indoor/outdoor celebration featuring lots of fun with live music, over 100 auction items and food samples from local restaurants. More than 1100 people are expected to attend.

\$15,000 TITLE SPONSOR (ONE AVAILABLE)

Corporate logo/ name featured on:

- All advertising - print, electronic & web, marketing collateral as Title Sponsor
- Press materials, postcards, flyers, posters, program, map
- Signage during event
- Stage recognition during the event

Event Tickets: 40 VIP Tickets 20 GA Tickets

- Full page premium placement in program
- Additional Cross Promotions
- Fall Festival in October - \$1500 sponsor & all benefits
- Summer Boating at Hoyt Lake - 10 season passes
- Olmsted Open Jr. Golf Tournament - one Foursome
- BFLO Jazz Festival- 4 GA Tickets
- Olmsted newsletters sent to 3,500 park supporters and volunteers
- Corporate membership with the Olmsted Parks Conservancy

\$10,000 PRESENTING SPONSOR

Corporate logo/ name featured on:

- All advertising - print, electronic & web
- Marketing collateral - press materials, postcards, flyers, posters, program, map
- Signage during event & Stage recognition during the event

Event Tickets: 20 VIP Tickets 10 GA Tickets

- Half page premium placement in program
- Additional Cross Promotions
- Fall Festival in October - \$1500 sponsor
- Summer Boating at Hoyt Lake - 6 season passes
- BFLO Jazz Festival- 4 GA Tickets

Additional Cross Promotions

\$5,000 SILVER SPONSOR \$3,500 PATRON SPONSOR \$1,500 SPONSOR \$500, \$250



OLMSTED'S FALL FEST

Saturday, October, 2010 - Cazenovia Park NOON - 4:00 P.M.

The 2nd annual Olmsted Oktoberfest sponsored by Buffalo's Olmsted Parks Conservancy takes place in the popular Cazenovia Park beside the landmark Caz Casino building. Authentic German food, live music featuring premier German bands. What can you expect? Fun festivities, dancing, celebrating, traditional German food and drink.

\$20,000 TITLE SPONSOR (ONE AVAILABLE)

Corporate logo/ name featured on:

- All advertising - print, electronic & web
- Marketing collateral as Title Sponsor
- Press materials, postcards, flyers, posters, map, mugs
- Signage during event
- Stage recognition during the event

Event Tickets

- 40 VIP Tickets including full meal
- 20 GA Tickets including dessert
- Reserved seating under the tent

Additional Cross Promotions

- Party for the Parks - \$1500 sponsor & all benefits
- Summer Boating at Hoyt Lake - 10 season passes
- Olmsted Open Jr. Golf Tournament - one Foursome

BFLO Jazz Festival- 4 GA Tickets

- Conservancy and partner websites
- Olmsted newsletters sent to 3,500 park supporters and volunteers
- 2010 Olmsted Annual Report, printed in 2011
- The opportunity to promote the event with posters in your venue(s).
- Corporate membership with the Olmsted Parks Conservancy

Additional Promotional Opportunities

\$10,000 PRESENTING SPONSOR

Corporate logo/ name featured on:

- All advertising - print, electronic & web
- Marketing collateral
- Press materials, postcards, flyers, posters
- Signage during event
- Stage recognition during the event

Event Tickets: 20 VIP Tickets including full meal 20 GA Tickets including dessert

Half page premium placement in program

Additional Cross Promotions

\$5,000 SILVER SPONSOR

\$3,500 PATRON SPONSOR

\$1,000 EVENT SPONSOR

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**BUFFALO
OLMSTED
PARKS
CONSERVANCY**

**FOR MORE INFORMATION ABOUT
SPONSORING AN
OLMSTED PARKS
EVENT OR ACTIVITY,
CONTACT:**

**JOY TESTA CINQUINO 838-1249 EXT. 17
JTESTA@BUFFALOOMSTEDPARKS.ORG**

OR

**JOHN DUDEK, 716-838-1249 EXT. 14
JDUDEK@BUFFALOOMSTEDPARKS.ORG**

WWW.BUFFALOOMSTEDPARKS.ORG

