

Sponsorship Opportunities for



GARDEN WALK BUFFALO | EAST SIDE GARDEN WALK | OPEN GARDENS IN JULY
 THE BUFFALO STYLE GARDEN ART SALE | LUNENFELD BEAUTIFICATION GRANTS
 URBAN FARM DAY | CONSERVATION DAY |

DEADLINE:

Deadline to be included in the Open Gardens Guide: February 15, 2024.

To be included on Garden Walk Buffalo and East Side Garden Walk maps: May 15, 2024.

BUSINESS NAME CONTACT WEB ADDRESS

ADDRESS CITY STATE ZIP

PHONE EMAIL

2024 SPONSORSHIP LEVELS (GW = Garden Walk Buffalo, ESGW = East Side Garden Walk)

	GARDEN WALK BUFFALO MAPS	EAST SIDE GARDEN WALK MAPS	HQ TABLE	HQ SIGNAGE	WEBSITE	OPEN GARDENS GUIDE AD	ADD OPEN GARDENS GUIDE COUPON
<input type="checkbox"/> \$10,500+ Season Sponsor (Exclusive to one sponsor) Estimated 245,200 impressions	Logo	Logo	GW & ESGW	GW & ESGW HQs	Logo/link	Full Page Back Cover	<input type="checkbox"/> +50
<input type="checkbox"/> \$7,500+ Presenting Sponsor Estimated 245,200 impressions	Logo	Logo	GW & ESGW	GW & ESGW HQs	Logo/link	Full Page Inside Front Cover	<input type="checkbox"/> +50
<input type="checkbox"/> \$5,000+ Signature Sponsor Estimated 225,200 impressions	Logo	Logo	GW & ESGW	GW & ESGW HQs	Logo/link	Full Page Inside Back Cover	<input type="checkbox"/> +50
<input type="checkbox"/> \$3,000+ Main Sponsor Estimated 215,200 impressions	Logo	Logo	GW & ESGW	GW & ESGW HQs	Logo/link	Full Page	<input type="checkbox"/> +50
<input type="checkbox"/> \$2,000+ Major Sponsor Estimated 155,200 impressions	Logo	Logo	-	GW & ESGW HQs	Logo/link	Half Page	<input type="checkbox"/> +50
<input type="checkbox"/> \$1,000+ Supporter Estimated 125,200 impressions	Logo	Logo	-	GW & ESGW HQs	Logo/link	Quarter Page	<input type="checkbox"/> +50
<input type="checkbox"/> \$500+ Contributor Estimated 100,200 impressions	Logo	Logo	-	GW & ESGW	Logo/link	Eighth Page	<input type="checkbox"/> +50
<input type="checkbox"/> \$250+ ESGW Booster Estimated 10,000 impressions	-	List	-	GW & ESGW	Logo/link	-	-

PAYMENT

- MAKE PAYMENTS ONLINE** at GardensBuffaloNiagara.com/become-a-sponsor
- Please invoice my business.
- Check enclosed.

Mail this form to: **Gardens Buffalo Niagara, 371 Delaware Avenue, Buffalo, New York 14202**

Please send (.eps or .ai) logo artwork to: **Marketing@GardensBuffaloNiagara.com**. If your organization is a past sponsor, we have your logo and ad on file, but would need a (new) ad if size or content changes. We'll also need coupon artwork if you add that feature. Ad and coupon sizes on separate sheet.

Artwork and Advertising Specifications

Logo Artwork

Please send (.eps or .ai) logo artwork to: **Marketing@GardensBuffaloNiagara.com**. If your organization is a past sponsor, we have your logo and ad on file, but would need a (new) ad if size or content changes. We'll also need coupon artwork if you add that feature.

Open Gardens Guide Print Coupon \$150 (\$50 with sponsorship)

Coupon artwork to be provided in PDF format, emailed to Marketing@GardensBuffaloNiagara.com.

Coupon 4.5" w x 1.875" h, color

Deadline February 15, 2024



Reach
1,500
serious gardeners



Samples

Open Gardens Guide Ad

Ad artwork to be provided in PDF format. If you are a previous sponsor, and are re-running the same ad, it is not necessary to resend. We have your ad on file. Email to Marketing@GardensBuffaloNiagara.com.

Deadline February 15, 2024



Tours of Open Gardens Guide booklet advertising specs
5.5" x 8.5"
80-page booklets



Full Page

- Season Sponsor**
Back Cover
- Presenting Sponsor**
Inside Front Cover
- Signature Sponsor**
Inside Back Cover
- Main Sponsor**
Full Page

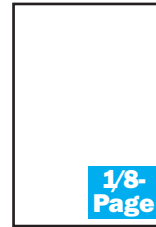
FOR ALL: FULL PAGE BLEED AD Color, 5.75" w x 8.75" h with live area of 4.5" w x 7.5" h (Trim 5.5" x 8.5")



Major Sponsor Level
4.5" w x 3.625" h
Color



Supporting Sponsor Level
2.125" w x 3.625" h
Color

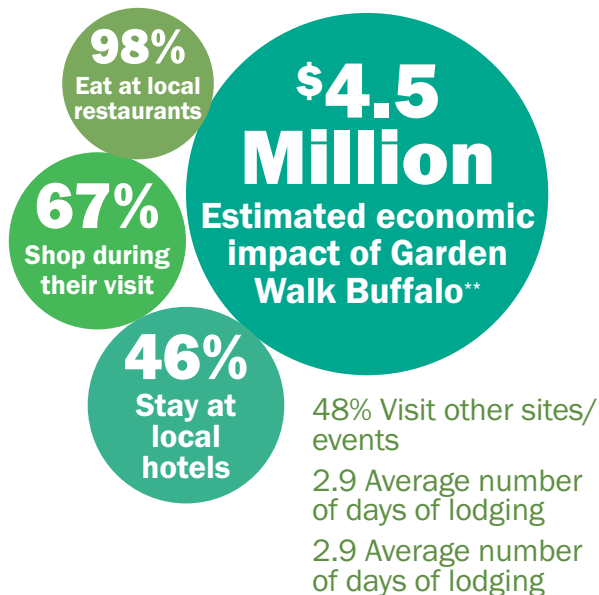


Contributing Sponsor Level
2.125" w x 1.75" h
Color

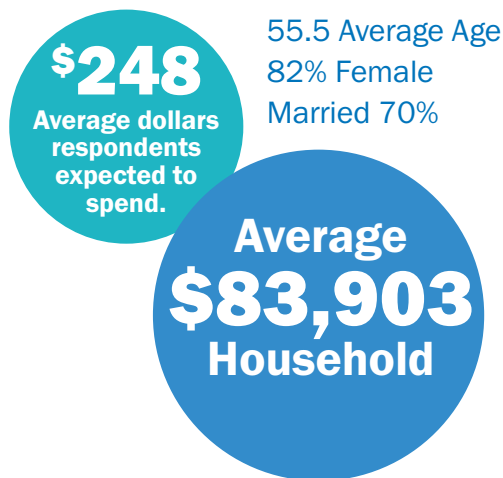
Why Support Garden Walk Buffalo

Economic impact*

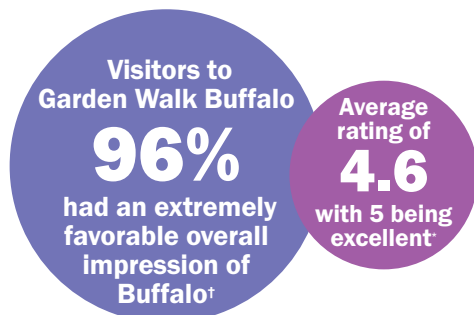
Of the 23% of visitors from more than 50 miles from Buffalo:



Garden Walk Attendees



Showing Buffalo Niagara at its best.



Why Support the East Side Garden Walk

Since 2018, the Walk encourages visitors and neighbors to walk, drive, or bike Buffalo's East Side, learning about the resilience of this community. Visitors meet its gracious gardeners, experience its historic neighborhoods and wide-ranging architecture.

Featured gardens are an eclectic mix of private homes, community gardens and urban farms with participating gardeners ranging from school children helping in outdoor classrooms gardens to senior citizens, and everyone between. The Walk encourages community revitalization and the beautification of the East Side one neighbor at a time. Equally important are the conversations among gardeners and visitors that bridge notions of differences.

Beautifying the East Side

Why Support Gardens Buffalo Niagara?

- Since 2005, more than \$150,000 in grants and donations have been given to Lunenfeld Beautification Grant recipients: block clubs, community groups, and nonprofits throughout Buffalo.
- In 2019, two garden-inspired murals were created in partnership with the Elmwood Village Association and The Albright-Knox Art Gallery's Public Art Initiative.

More than **\$150,000** in beautification grants awarded to block clubs and community groups

Partners

Visit Buffalo Niagara, Buffalo & Erie County Botanical Gardens, Buffalo Olmsted Parks Conservancy, Explore Buffalo, Elmwood Village Association, The Green Fund, PLANT WNY, Master Gardeners of the Cornell Cooperative Extension, The Tool Library, Grassroots Gardens of WNY, The Foundry, WNY arts groups, The Michigan Street African American Heritage Corridor Commission, as well as East Side organizations including None Like You/We Care and the Box Avenue Block Club, among others, with related missions in gardening, education, and public art.

The power of partners

*2011 Ruth Diamond Market Research, Inc. intercept study commissioned by Visit Buffalo Niagara. ** Based on 2,864 zip codes collected by Garden Walk Buffalo, the Visit Buffalo Niagara and interpreted by Dr. Richard Benfield, Professor of Geography and graduate students at Central Connecticut State University, 2010.†2011 Ruth Diamond Market Research, Inc. intercept study commissioned by Visit Buffalo Niagara.

Gardens BUFFALO NIAGARA

Where your company will appear...

Garden Walk Buffalo Map

Only sponsors have the ability to distribute Garden Walk Buffalo maps ahead of the Walk, if they're able.

8,000, 12-pages, newsprint and online versions. It is a reliable traffic-builder for retail locations. Maps will be available to distribute to a sponsoring organization's employees if desired.

(Estimated 36,000 impressions)



Tours of Open Gardens Guide

2,500 5.5"x 8.5" 96-page, color booklets
(Estimated 8,000 impressions)



Full color ads from full page to business card size, depending on sponsorship level.

Only for sponsors committing before February 15, 2024.

Add a print coupon for \$50!

Garden Walk Buffalo & East Side Garden Walk Headquarters Signage

(Estimated 20,000 impressions)

Logo Signage at all Garden Walk Buffalo headquarters, and booth/ table space, depending on sponsorship level.



Mailed Newsletter

3,500 Donation Solicitation Newsletters

(7,000 impressions)



Event Flyers

4,000 Flyers

(Estimated 10,000 impressions)



Social Media

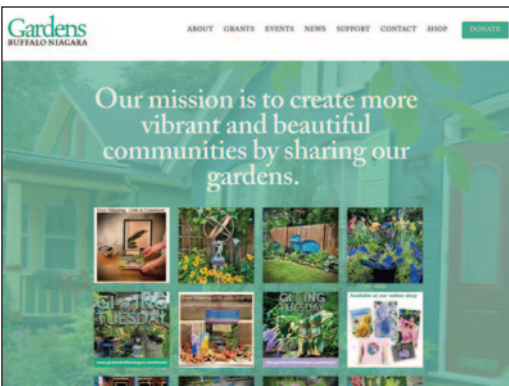
GBN Facebook 10,800+ followers

GWB Facebook 10,000+ followers



Gardens Buffalo Niagara Website

(100,000 impressions)



eNewsletters

(10,000 contacts each eNewsletter)



Open Gardens Facebook

1,400+ followers



East Side Garden Walk Facebook



GBN Instagram 2,700+ followers

