

# NIAGARA ERIE REGIONAL COALITION

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## Co-Chairs:

Hon. Clyde Burmaster  
Hon. Barry Weinstein, MD

## **"Bringing the Big Easy to Buffalo-Niagara" Music Education & Instrument Donation Concert Series**

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## Ad Hoc:

Michael Casale  
Melinda Rath Sanderson  
Lawrence Witul

## Executive Director:

Tod A. Kniazuk

## **Sponsorship Opportunities**

The Program: The Buffalo Niagara Convention & Visitors Bureau, Niagara Erie Regional Coalition, and Music Is Art received a \$90,000 New York State Music Fund grant to produce a series of nine music education / concert programs beginning in April 2007 and ending in February 2008 (Mardi Gras) – all featuring musicians and bands from New Orleans and Louisiana. The first and final events will feature two bands each, with a single band featured in the seven monthly events (excepting July and August). Each program would feature a unique genre of music; traditional jazz, funk, brass band, zydeco, roots, blues, modern jazz, r&b, etc. During the day each band will conduct a music education program in one of the region's schools, and in the evening will play a ticketed concert. All ticket revenue will be used to purchase instruments to donate to the Buffalo and Niagara Falls public school systems.

Benefits: There are four distinct benefits to this project – 1) Music education programs on the days of the events, 2) Donation of instruments to Buffalo and Niagara Falls public schools, 3) Exposure to the unique and significant music and culture of New Orleans, and 4) Employment of New Orleans musicians, many of whom are still experiencing the negative effects of Hurricane Katrina.

The benefits of sponsorship: This program will provide 11 months of consistent marketing exposure for our sponsors in print, radio, television, and web outlets. Every month offers a new opportunity for press coverage of the artists interacting with the schoolchildren and/or community groups. Over 3,500 concertgoers will also be exposed to the sponsors. In addition, the tie-ins of music education, instrument donation, and the use of New Orleans music and culture all offer excellent community relations potential.

## The levels of sponsorship:

"Mardi Gras King (or Queen)" - \$75,000. Become the sole corporate sponsor of the entire program and be the only corporation included in every advertising piece and news story – print, radio, television,

web, season posters, and individual month flyers. All artists will be listed as being sponsored by your corporation, as will the music education programs. You will be included in the kickoff press conference, attend the concerts and announce the artists at several of them, receive tickets to the shows, and be included in the instrument donation announcement. Note: venue and media partners may still be listed in exchange for public service announcements.

Program Sponsor - \$55,000. Sponsor the entire concert series. All the same benefits as Mardi Gras King/Queen, except sponsors will be accepted and listed for hotel, ground transportation, catering, printing, venue and media.

Featured Sponsor - \$25,000. Similar benefits as the program sponsor, but with a smaller presence in the advertising (logo, placement, etc.).

Single Event Sponsor - \$10,000 each for the first and final concerts, \$5,000 each for the single artist concerts. You will receive exposure at the commencement of the series at the press conference and season poster, as well as inclusion in all media for the appropriate month of sponsorship. Sponsors will be taken for the other events, as well as hotel, transportation, catering, printing, venue and media. Exclusivity of business sector is not guaranteed (multiple corporations from the same field may each sponsor an event).

Other Sponsors – In-kind sponsorships are also being sought for hotel, transportation, catering, printing, venue and media. Please contact us for specific details.

**Don't wait! Our season announcement is in March, so act now to be included in this great project:**

Tod A. Kniazuk, Executive Director

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