

Handbag Happy Hour



Wednesday, February 24, 2010

6pm—9pm

Salvatore's Italian Gardens

Buffalo, New York

Benefiting AIDS Community Services of WNY



Handbag Happy Hour Fact Sheet

WHAT The Handbag Happy Hour is a unique, one-of-a-kind (in Buffalo) cocktail event showcasing premier designer, celebrity, distinctive and “previously loved” purses that will be auctioned off to trendy divas for a worthwhile cause. This premiere event will attract fashionistas throughout Western New York. It is a fun and fashionable way to raise vital funds to help hundreds of our neighbors in need.

The event begins at 6pm and costs \$50, which includes admission, two complimentary drinks, hors d' oeuvres and hundreds of handbags for auction (live and silent).

WHEN Wednesday, February 24, 2010, 6pm

WHERE Salvatore's Italian Gardens
6461 Transit Rd.
Depew, NY 14043

WHY To support AIDS Community Services' mission and generate greater community awareness of the HIV/AIDS epidemic

CONTACTS Kristin Scholz, Development Coordinator
AIDS Community Services of Western New York, Inc.
206 South Elmwood Avenue, Buffalo, New York 14201
Office phone: 716.847.0340 ext. 395
Cell phone: 716.380.8565
Fax: 716.856.0666
Email: kscholz@aidscommunityservices.com

SPONSORED BY

BUFFALO SPREE
M A G A Z I N E

STAR 102.5
home of the 9 to 5 no-repeat workday



Sponsorship Opportunities for 2010

Runway Sponsor: \$5,000

Company name as “presented by” with the title of the event an ALL marketing collateral and communication



Pre-Event

- * Inclusion in media campaign (on-air mention on all TV and radio broadcasts)
- * Linked logo on the homepage of ACS website for a minimum of three months

Event Day

- * Signage throughout the venue
- * Signage at the live auction item display table
- * Company shopping bags used to distribute items to the winning bidders (*each auction item requires one bag; sponsor must provide 200 large shopping bags*)
- * May include promotional item in check-out shopping bags (*provide for 200*)
- * Company logo prominently displayed on bid cards
- * Company representative to open the live auction
- * Recognition by emcee throughout the event
- * Slides running on screen throughout the evening
- * **The VIP Treatment**—8 tickets to Handbag Happy Hour and limousine ride for ten guests from one location to and from the event

Post Event

- * Acknowledgement in all post-event press releases
- * Half-page advertisement in Pathways, the ACS quarterly newsletter
- * First right of refusal for presenting sponsorship for Handbag Happy Hour 2011

Silent Auction Sponsor: \$4,000

Pre-Event

- * Inclusion in media campaign (on-air mention on all TV and radio broadcasts)
- * Linked logo on the homepage of ACS website for a minimum of three months

Event Day

- * 8 tickets to Handbag Happy Hour
 - * Signage at ballroom entrance and throughout the ballroom
 - * Company logo on all silent auction bid sheets and item signs
(*appr. 200 silent items*)
- * Company pens used for silent auction bidding and at cashiers table (*sponsor must provide 200 black ink pens*)
- * May include promotional item in check-out shopping bags (*provide for 200*)
 - * Recognition by the event's emcee throughout the event
 - * Slides running on screen throughout the event

Post Event

- * Acknowledgement in all post-event press releases
- * Quarter-page advertisement in Pathways, the ACS quarterly newsletter

Happy Hour Sponsor: \$3,000 (two available)

Pre-Event

- * Inclusion in media campaign (on-air mention on TV)
- * Linked logo on the homepage of ACS website for a minimum of three months

Event Day

- * 6 tickets to Handbag Happy Hour
- * Custom beverage napkins with your logo at bars and accompanying passed hors d'oeuvres and prominent signage at each bar (*approximately 3 bars*)
 - * Recognition by the event's emcee throughout the event
 - * Slides running on screen throughout the event
- * May include promotional item in check-out shopping bags (*provide for 200*)

Post Event

- * Acknowledgement in all post-event press releases
- * Quarter-page advertisement in Pathways, the ACS quarterly newsletter

Volunteer Sponsor: \$3,000

Pre-Event

- * Inclusion in media campaign (on-air mention on TV)
- * Linked logo on the homepage of ACS website for a minimum of three months

Event Day

- * 6 tickets to Handbag Happy Hour
- * Custom printed t-shirts with your logo worn by volunteers throughout the event
 - * Recognition by the event's emcee throughout the event
 - * Slides running on screen throughout the event
- * May include promotional item in check-out shopping bags (*provide for 200*)

Post Event

- * Acknowledgement in all post-event press releases
- * Quarter-page advertisement in Pathways, the ACS quarterly newsletter

Raffle Sponsor: \$2,000

- * Four tickets to Handbag Happy Hour
- * Company logo printed on admission wristbands and raffle tickets
- * Company representative to draw/announce winning raffle ticket(s)
 - * Event signage in the reception hall
 - * Recognition by emcee throughout the event
 - * Slides running on screen throughout the event
- * May include promotional item in check-out shopping bags (*provide for 200*)
 - * Acknowledgement in all pre- and post- press releases
- * Name and logo included in Pathways, ACS quarterly newsletter post-event

Cigar Terrace Sponsor: \$2,000

- * Four tickets to Handbag Happy Hour
- * Custom lighters with your logo (or other promotional item) given with each cigar
 - * Exclusive signage in men's area
 - * Recognition by emcee throughout the event
 - * Slides running on screen throughout the event
- * May include promotional item in check-out shopping bags (*provide for 200*)
 - * Acknowledgement in all pre- and post- press releases
- * Name and logo included in Pathways, the ACS quarterly newsletter post-event

Valet Sponsor: \$2,000

- * Four tickets to Handbag Happy Hour
- * Custom key chains with company logo (or other promotional item) given to valet guests
 - * Signage at event entrance and exit (drop off/pick-up location)
- * Opportunity to provide valet drivers a button to wear on their shirt as they greet guests
 - * Recognition by the event's emcee throughout the event
 - * Slides running on screen throughout the event
- * Opportunity to include promotional item in check-out shopping bags (*provide for 200*)
 - * Acknowledgement in all pre- and post- press releases
- * Name and logo included in Pathways, the ACS quarterly newsletter post-event

Handbag Sponsor (unlimited): \$1,000

- * Two tickets to Handbag Happy Hour
- * Acknowledgement by the event's emcee during the live auction
 - * Slides running on screen throughout the event
- * Opportunity to include promotional item in check-out shopping bags (*provide for 200*)
 - * Name included in Pathways, the ACS quarterly newsletter post-event

Fashion Friend (unlimited): \$500

- * Recognition by the event's emcee
 - * Slides running on screen throughout the event
- * Opportunity to include promotional item in check-out shopping bags (*provide for 200*)
 - * Name included in Pathways, the ACS quarterly newsletter post-event

Create Your Sponsorship

We value your contribution to the success of Handbag Happy Hour and want to recognize your generosity accordingly. Depending on the sponsorship level you select, we will be happy to customize a sponsorship opportunity just for you! In addition to signage, projection slides and recognition by the emcee, we will creatively publicize your business by associating your company with a special feature of the event...let's brainstorm!

AIDS Community Services (ACS) Handbag Happy Hour Sponsorship Sign-up Form



To: Kristin Scholz

Date: _____

From: Name: _____

Title: _____

Company: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____

Email: _____

Please accept my generous sponsorship of ACS' First Ever Handbag Happy Hour, to be held on February 24, 2010 at the level indicated below:

- | | |
|---|--|
| <input type="checkbox"/> Runway Sponsor (\$7,500) | <input type="checkbox"/> Cigar Terrace Sponsor (\$2,000) |
| <input type="checkbox"/> Silent Auction Sponsor (\$5,000) | <input type="checkbox"/> Valet Sponsor (\$2,000) |
| <input type="checkbox"/> Happy Hour Sponsor (\$3,000) | <input type="checkbox"/> Handbag Sponsor (\$1,000) |
| <input type="checkbox"/> Volunteer Sponsor (\$3,000) | <input type="checkbox"/> Fashion Friend (\$500) |
| <input type="checkbox"/> Raffle Sponsor (\$2,000) | <input type="checkbox"/> Create My Own (\$_____) |

* ***Please email a high resolution of your company logo.***

Your sponsorship is tax deductible as a charitable contribution. Please make your check payable to AIDS Community Services of WNY and return it with this form to:

AIDS Community Services, Attn: Handbag happy Hour
200 S. Elmwood Ave., Buffalo, NY 14201

For assistance, please contact Kristin Scholz at 716-847-0340 ext. 395 or kscholz@aidscommunityservices.com.

Showcase Sponsor

Donor provides:

- * \$200 monetary donation/sponsorship
- * Collection of handbags with a combined value of at least \$500 for the silent auction
 - * High resolution logo
- * Completed Showcase Sponsor agreement with a detailed description and retail value for each handbag to be auctioned
- * Set-up of décor/merchandise to showcase your merchandise (not limited to handbags; creativity encouraged)

AIDS Community Services provides:

- * Reserved vignette/trunk show space to highlight your store's inventory (standard 6' clothed and skirted table with signage provided)
 - * Recognition on slides rotating on a large screen throughout the event
 - * Acknowledgement by the event emcee
- * Chance to win "Best Showcase Sponsor" for the most creative and appealing space (winner to receive discounted sponsorship opportunity for 2011!)
 - * Name on silent auction bid sheets of your donated handbags
- * Name on auction sign displayed next to each of your donated handbags in the silent auction (displayed within your vignette space)
 - * Link on the "Handbag Happy Hour" page of ACS's website for three months

Name: _____

Title: _____

Company: _____

Address: _____

City, State, Zip: _____

Email: _____

Fax: _____

**For More Information—Contact Kristin Scholz at 847-0340 ext. 395 or
kscholz@aidscommunityservices.com.**

Handbag Donor

Donor provides:

- * One or more new handbags for auction
(include original tags, packaging and dust/storage bags if possible)
- * Completed donation form with detailed description and retail value for each handbag
- * Gift certificates, accessories and/or complementing items can be enclosed/combined with the handbag donation

ACS provides:

- * Name on silent auction bid sheet
- * Name on auction sign displayed next to each handbag in the silent auction
- * Link on the “Handbag Happy Hour” page of the ACS website for three months
- * Premier designer and/or unique handbags may be selected for the live auction thus providing enhanced exposure opportunities
- * Donations of multiple handbags may be displayed together to spotlight the donor



Donor Acquisition Form 2010



Donor Information

Company: _____
Contact: _____
Address: _____
Email: _____
Phone: _____ Fax: _____

Donation Information

Please provide a detailed description of donated item(s):

Please include brochures/flyers that can be used to showcase your donated handbag(s).

Date when handbag is available: _____ Est. Value: \$ _____

____ Item enclosed ____ Item will be delivered on: _____

____ Item can be picked-up by ACS staff/volunteer. Please schedule a pick-up.

Special instructions or restrictions:

I am unable to donate a handbag, but have enclosed a monetary contribution of \$ _____

Please submit to:

AIDS Community Services of WNY
Attn: Kristin Scholz
200 S. Elmwood Ave., Buffalo, NY 14201

Fax—716-856-0666

**For More Information—Contact Kristin Scholz at 716-847-0340 ext. 395 or
kscholz@aidscommunityservices.com.**