Sponsorship Guidelines

Sponsorship is subject to the approval of ECHDC as to form, content, and manner of presentation, and Operator shall not enter into any sponsorship agreement without the prior written approval of ECHDC.

Below is an outline of potential sponsorship packages for the Buffalo Waterfront. The Operator shall work with ECHDC staff on developing final packages and values. Sponsorships should be mindful of Canalside's urban, mixed-use setting and the Outer Harbor's natural, open spaces. The primary look and feel of any Sponsorship should maintain the Canalside, Outer Harbor and/or Buffalo Waterfront brand standards.

Sponsorship at the Buffalo Waterfront should consider the various categories described in the RFP, including but not limited to:

PROGRAMMING

Seasons/Focus Areas

- Potential annual Sponsorship levels:
  - Summer/Family: $75,000 - $100,000
  - Summer/Health & Wellness: $150,000 - $200,000
  - Summer/History & Culture: $75,000 - $100,000
  - Summer/Music & Arts: $75,000 - $100,000
  - Summer/Nature: $75,000 - $100,000
  - Fall: $75,000 - $100,000
  - Winter: $100,000 - $150,000

Concert Series

- Potential annual Sponsorship levels:
  - Presenting: $100,000-$150,000
  - Premier/VIP Areas: $50,000 - $75,000
  - Event: $5,000-$10,000
  - Supporting: $2,500-$5,000

Third-Party Events

- Potential Sponsorship levels:
  - Presenting: $25,000-$50,000
  - Premier: $15,000-$25,000
  - Event: $5,000-$10,000
  - Supporting: $2,500-$5,000

FOOD & BEVERAGE

Depending on the menu offerings, it is expected that a sponsorship agreement or "pouring rights" will be negotiated with one or more distributers for both alcoholic and non-alcoholic beverages.

The ECHDC will not approve sponsorships of tobacco or cannabis companies or products.

Programming and Food & Beverage sponsorship may include the following benefits:

- Recognition on BuffaloWaterfront.com website
- Recognition on Buffalo Waterfront social media advertisements
- Recognition on e-blasts
- Recognition and quote in press release
- Speaking opportunity during event
- Recognition on signage dedicated to the event (per **Section III.F.iii** of the RFP)
- Co-branded merchandise dedicated to the event
- Access to Concert Series VIP area(s)
- Opportunity to display or activate product on site

PHYSICAL ASSETS

ECHDC retains the sole right to negotiating naming rights and/or sponsorship agreements related to State-owned physical assets, including the property, buildings, improvements (i.e., canals, stage, lawns, trails, docks, etc.), and place names (i.e., Canalside, Wilkeson Pointe, Terminal B, etc.).

ECHDC will allow the Operator to negotiate sponsorship agreements that include the use of site signage, furniture, or other miscellaneous seasonal and/or temporary amenities (i.e., dasher boards, rink surface, horticulture, etc.)

ECHDC shall have the right to review and must approve of all sponsorship agreements and activations in advance.

MISCELLANEOUS

Any sponsorships negotiated by the Operator shall not overlap, interfere with, or negatively impact sponsorships previously negotiated by ECHDC.

The Operator shall be obligated to assist ECHDC with fulfilling the terms of the sponsorship agreements negotiated by ECDHC (i.e., include in social media posts, on the website, and in print materials).

Experiential programming or activations shall be respectful of their setting in a public space, be brand related and tasteful. Experiential programming or activations shall not be on-site "commercials" or "sales opportunities" for the sponsor or brand.