



THE MINDFULNESS ALLIANCE

- presents -

UPLIFT BUFFALO

Buffalo's First Mindfulness Festival

2019 SPONSORSHIP PACKAGE



BUFFALO GRAND HOTEL
SATURDAY, SEPTEMBER 28, 2019

Sponsor Registration Deadline: August 1, 2019



WHY MINDFULNESS

Amazon.com now lists more than 8,000 books on the topic of mindfulness. From celebrities like Anderson Cooper to our local teachers, more and more of us are practicing mindfulness. Mindfulness is a state of mind and a life practice. It is an open, curious, and kind engagement with what is happening in the present moment. Leading scientists have learned that mindfulness helps to increase our ability to regulate emotions, decrease stress, anxiety and depression, reduce chronic pain, and increase overall wellbeing and happiness.

WHO WE ARE

The Mindfulness Alliance (TMA) is a grassroots 501(c)(3) non-profit organization that unites mindfulness practitioners, facilitates trainings, hosts events large and small, and runs educational programs. TMA's mission is to combine the power of mindfulness practices with the power of community to build a stronger and more resilient Western New York. The Mindfulness Alliance works with all manner of professions and organizations across the region.

ABOUT UPLIFT BUFFALO

How can your organization join us on the crest of this revolutionary wave, and become a pioneering supporter of the mindfulness movement in Western New York?

On September 28, 2019, The Mindfulness Alliance will host its inaugural **Uplift Buffalo** event, WNY's first Mindfulness Festival. Featuring world-renowned mindfulness teacher and New York Times-bestselling author **Sharon Salzberg** (www.sharonsalzberg.com), this event will celebrate our region's inner and outer revitalization and help expand our perceptions about social change.

Uplift Buffalo will be held at the Buffalo Grand Hotel utilizing more than 17,000 sq. ft. of event space. We anticipate 1,000 – 3,000 attendees, 40+ wellness related vendors, expert teachers guiding mindfulness techniques throughout the day, a Learning Center, a Kids Corner, arts-based offerings, book sales, food truck fancies, and more!

We invite you to be a sponsor of this new annual event. Enclosed are details about **Uplift Buffalo** donation levels and the benefits to your organization. By supporting The Mindfulness Alliance, and contributing to awareness-based social change, you help shape our future! Become a sponsor of **Uplift Buffalo** today.

If you have any questions or would like to make arrangements to sponsor **Uplift Buffalo**, please contact Lisa Napora at 716-510-8856 or by email at info@themindfulnessalliance.org.

In gratitude,

The Mindfulness Alliance

Date: Saturday, September 28, 2019

Where: Buffalo Grand Hotel - 120 Church St., Buffalo 14202

Time: 10:00am to 4:00pm

Projected Attendance: 1,000 - 3,000 guests



UPLIFT BUFFALO SPONSORSHIP LEVELS

CATALYST - \$20,000

Sponsorship Recognition Includes:

- Full page ad with prime placement in event program, table with prime placement at event.
- Name/logo on all event signage, printed materials. Recognition in all event print ad and media materials, and at podium day of event
- Social media recognition:
 - Name and logo in premium, exclusive cover image webspace on Facebook event page
 - Weekly boosted post on Facebook event page for four weeks leading up to the event, with name, logo, and link of your choosing
 - Monthly boosted post on Facebook event page with name, logo, and sponsorship recognition in June, July, August and September
 - Monthly boosted posts for a calendar year post-event.
- 100 tickets to event
- 500 tee-shirts with name/logo on back of shirt, free to the public.
- Name and logo in exclusive webspace on event page, and web-presence on The Mindfulness Alliance website for one year after Uplift event.



CHANGE AGENT - \$10,000

Sponsorship Recognition Includes:

- Full page ad with featured placement in event program, and table with featured placement at event.
- Name and logo on event signage in multiple prominent locations, printed materials (including banners, posters, etc.) and sponsorship recognition in all event print advertising and media materials
- Social media recognition:
 - Weekly boosted post on Facebook event page two weeks prior to event featuring name, logo, and link of your choosing
 - Monthly boosted post on Facebook event page featuring name, logo, and sponsorship recognition in July, August & September
- 50 tickets to event
- Recognition from the podium
- Featured placement of name and logo on event web page



CAPACITY BUILDER - \$5,000

Sponsorship Recognition Includes:

- Half page ad with featured placement in event program, and table at event
- Name and logo on event signage in prominent location and sponsorship recognition in all event print advertising and media materials
- Social media recognition:
 - One boosted post on Facebook event page two weeks prior to event featuring name, logo, and sponsorship recognition
 - One boosted post on Facebook event page in August featuring name, logo, and sponsorship recognition
- 25 tickets to event
- Recognition from the podium
- Name and logo on event web page



UPLIFT BUFFALO SPONSORSHIP LEVELS

COMMUNITY SUPPORTER - \$2,500

Sponsorship Recognition Includes:

- Half page ad in event program and table at event
- Name and logo on event signage in prominent location and sponsorship recognition in selected event print advertising and media materials
- Social media recognition:
 - One boosted post on Facebook event page two weeks prior to event featuring name, logo, and sponsorship recognition
- 15 tickets to event
- Name and logo on event web page



CONNECTION MAKER - \$1,000

Sponsorship Recognition Includes:

- Quarter page ad in event program
- Sponsorship recognition in selected event print advertising and media materials
- Social media recognition
- Table at event
- Name and logo on event web page
- 10 tickets to event

Please contact us at
info@themindfulnessalliance.org
or visit our website at
www.themindfulnessalliance.org/festival
for other ways to sponsor Uplift Buffalo



CHOOSE YOUR SPONSORSHIP:

- Catalyst - \$20,000
- Change Agent - \$10,000
- Capacity Builder - \$5,000
- Community Supporter - \$2,500
- Connection Maker - \$1,000

CHOOSE YOUR DONATION METHOD:

- Check enclosed

Make checks payable to: The Mindfulness Alliance and in memo section note "Sponsorship for Uplift Buffalo 2019"

Send to:
The Mindfulness Alliance
PO Box 1793
Amherst, New York 14226

- Request a Pledge Receipt (receipt will be sent to information given below unless otherwise stated)

Please provide contact information below

Contact Person _____

Company Name _____

Address _____

Phone _____ Email: _____

Signature/Title _____ Date _____

The Mindfulness Alliance is a 501(c)(3) non-profit organization, eligible to receive tax-deductible charitable contributions. Your generosity enables us to provide the opportunities and programming needed to foster interdisciplinary contemplative community-building for collective well-being. By investing in an intentional effort to foster awareness-based social change, you help shape the future.

