

**7TH BIENNIAL SQUEAKY WHEEL**

**PEEP  SHOW  
SCARY-OKE**

**KARAOKE FUNDRAISER & ART PARTY**

**SPONSORSHIP PACKET**

**SATURDAY  
10.21.2017**

**DNIPRO Ukrainian Center  
562 Genesee Street**

# WHY BECOME A SPONSOR?



## Highly Targeted

- PEEPSHOW attracts approximately **1,000 attendees** ranging between the **ages of 18-70**, with the highest concentration between the **ages of 22-45**.
- Our clientele is **community-oriented, environmentally conscious, and supportive of local businesses**.
- Attendees are mostly **college educated** with backgrounds in **art, technology, food, and urban development**.



## Brand Awareness & Recognition

- Sponsor logos will be shown across multiple formats, including print, radio and web.
- Our online presence includes a list of over 2,000 subscribers and a Facebook following of over 4,000.
- Over 150 PEEPSHOW posters and 1,000 postcards will be distributed throughout Western New York.
- **Over 2,000** Squeaky Wheel fall program calendars will be distributed.



## Media Exposure

- PEEPSHOW is a highly-anticipated fundraising event in the Western New York community.
- PEEPSHOW will be featured this fall on local radio and online.
- Past media sponsors include **Buffalo Spree** and **Buffalo Rising**.
- Past media exposure includes **The Public, Artvoice, WBFO, and The Buffalo News**.



## Tax Deduction & Write off

- Your sponsorship may be deductible for tax purposes, either as an advertising expense or as a charitable contribution. As always, consult with your tax preparer or adviser to determine the proper tax treatment.

# SPONSORSHIP PACKAGES

## Mummified Mumbler-\$250

- One ¼ page ad (2.5x3.5) in event program, b&w, vertical or horizontal (\$150 value)
- Logo or company name on all Peepshow promotional materials, including website
- Two tickets to PEEPSHOW: SCARY-OKE

## Batty Baritone-\$500

- One ½ page ad (3.5x4.5) in event program, b&w, vertical or horizontal (\$300 value)
- Logo or company name on all Peepshow promotional materials, including website
- Four tickets to PEEPSHOW: SCARY-OKE

## Vibrato Vampiress-\$1,000

- One full page ad (4.5x7) in event program, b&w, vertical or horizontal (\$500 value)
- Logo or company name on all Peepshow promotional materials, including website & fall print calendar
- Guaranteed logo or company name featured in print and radio advertisements
- Ability to promote or distribute products at event (table provided upon request)
- Six tickets to PEEPSHOW: SCARY-OKE

## Scattin' Skeleton-\$1,500

- One full page ad (4.5x7) in event program, b&w, vertical or horizontal (\$500 value)
- Logo or company name on all Peepshow promotional materials, including website & fall print calendar
- Guaranteed logo or company name featured in print and radio advertisements
- Ability to promote or distribute products at event (table provided upon request)
- Eight tickets to PEEPSHOW: SCARY-OKE
- One year Organization Membership to Squeaky Wheel (\$100 value)

## Devilish Diva-\$2,500

- One full page ad (4.5x7) in event program, b&w, vertical or horizontal (\$500 value)
- Logo or company name on all Peepshow promotional materials, including website & fall print calendar
- Guaranteed logo or company name featured in print and radio advertisements
- Ability to promote or distribute products at event (table provided upon request)
- Ten tickets to PEEPSHOW: SCARY-OKE
- One year benefactor membership to Squeaky Wheel (\$500 value)

**Sponsorships may be purchased with cash, credit or check made out to Squeaky Wheel.**

Sponsorship deadline is August 31st for inclusion in printed materials.  
Contact Mark Longolucco by emailing [mark@squeaky.org](mailto:mark@squeaky.org)  
or call **716-884-7172** for any inquiries.



[squeaky.org](http://squeaky.org)