



**SQUEAKY WHEEL'S  
EXCELLENT  
ADVENTURE**

**SCAVENGER HUNT FUNDRAISER  
SPONSOR PACKET**

# HELP US MAKE A DIFFERENCE IN WNY

With the cancellation of so many cultural events in the last few months due to COVID-19, Squeaky Wheel has been considering what it would mean to organize an event in a safe and thoughtful way that can also bring people together. With this in mind, we have reconfigured Excellent Adventure, our biennial scavenger hunt, with virtual components that allow for social distance, yet remain eminently social.

Squeaky Wheel's Excellent Adventure will be held on Saturday, October 10, 2020. Named by Buffalo Spree magazine as the "Best New Fundraiser of 2019", this adapted version of the scavenger hunt offers communities in Buffalo and beyond a chance to participate in a safe, fun, and interactive activity and win prizes! They'll use social media to get creative and explore their environment all while supporting arts & cultural life!

Squeaky Wheel is a non-profit film and media art center providing education, access, and exhibitions to Western New York for its 35th year. Don't miss this opportunity to **promote your company** and **make a difference!**

## WHY BECOME A SPONSOR?



**Highly Targeted Audience**



**Brand Awareness & Recognition**



**Media Exposure**



**Tax Deduction & Write Off**

# SPONSORSHIP PACKAGES

## \$5000

- Promotional video or slideshow that will be played during the virtual Opening & Closing Events
- Sponsored block on two event related email newsletters (audience 2,000+)
- Full page ad in digital event guide
- Instagram promotion thanking your company (Squeaky Wheel's Instagram is the third most popular among arts organizations in WNY)
- Print & web visibility: company logo or name featured in all promotion
- 12 free tickets to participate in Squeaky Wheel's Excellent Adventure
- 1-year Benefactor Membership to Squeaky Wheel

*Approximate value \$6000*

## \$1000

- Half page ad in digital event guide
- Print & web visibility: company logo or name featured in all promotion
- 4 free tickets to participate in Squeaky Wheel's Excellent Adventure
- 1-year Collaborator Membership to Squeaky Wheel

*Approximate value \$1500*

## \$2500

- Full page ad in digital event guide
- Instagram promotion thanking your company (Squeaky Wheel's Instagram is the third most popular among arts organizations in WNY)
- Print & web visibility: company logo or name featured in all promotion
- 8 tickets to participate in Squeaky Wheel's Excellent Adventure
- 1-year Collaborator Membership to Squeaky Wheel

*Approximate value \$3250*

## \$500

- Quarter page ad in digital event guide
- Print & web visibility: company logo or name featured in all promotion
- 2 free tickets to participate in Squeaky Wheel's Excellent Adventure

*Approximate value \$750*

## \$250

- Company logo in digital event guide
- Print & web visibility: company logo or name featured in all promotion

*Approximate value \$350*

# DEADLINES + PAYMENT INFO

**August 27:** Submit your company logo to [kyla@squeaky.org](mailto:kyla@squeaky.org)

**September 3:** Submit your company advertisement to [kyla@squeaky.org](mailto:kyla@squeaky.org)

If you would like to contribute in another way including by donating prizes, please contact Kyla Gordon at [kyla@squeaky.org](mailto:kyla@squeaky.org) or call **716-884-7172** about this or any other inquiries.

**\*[See Sponsorship Commitment Form here](#)** for ad specs and payment processing. Sponsors must provide logos and all ad content. Sponsorships may be purchased with cash/money order, credit, or check made out to:

Squeaky Wheel (617 Main St. Buffalo, NY 14203)

**#SQUEAKYADVENTURE**  
**SQUEAKY.ORG**