

# NIAGARA ERIE REGIONAL COALITION

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## Co-Chairs:

Hon. Clyde Burmaster  
Hon. Barry Weinstein, MD

## The Big Easy in Buffalo Mardi Gras Jam With the Dirty Dozen Brass Band, Wild Magnolias & More

[www.bigeasybuffalo.com](http://www.bigeasybuffalo.com)

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Timothy Wanamaker  
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## THE PROGRAM

The Buffalo Niagara Convention & Visitors Bureau Foundation, Niagara Erie Regional Coalition, and Music Is Art have received a New York State Music Fund grant to produce "The Big Easy in Buffalo," a series of eight concert programs taking place from April 2007 to February 2008 (Mardi Gras). To cap off our series we are bringing the biggest and the best New Orleans party to Buffalo with our "**Mardi Gras Jam**" featuring the Dirty Dozen Brass Band, Papa Grows Funk, Big Chief Bo Dollis and the Wild Magnolias Mardi Gras Indians, and more! The Jam takes place on February 1, 2007 at Town Ballroom. Proceeds from all of our concerts will be used for our **instrument donation program** to benefit the Buffalo and Niagara Falls public school systems.



We look forward to developing a partnership with you!

## Ad Hoc:

Michael Casale  
Matthew Enstice  
Melinda Rath Sanderson  
Lawrence Witul

## Executive Director:

Tod A. Kniazuk

## THE DIRTY DOZEN BRASS BAND



The modern brass bands of New Orleans have taken the traditional marching brass bands and infused that sound with everything from R&B to hip hop to reggae. For over 25 years The Dirty Dozen Brass Band has been the leader in the new brass band tradition, and has continued to break ground. Adding a keyboard player and guitarist to support their front line of horns to more fully realize their sound, the Dozen's latest release is a modern telling of Marvin Gaye's classic album "What's Going On" – made all the more relevant in this post-Katrina New Orleans. Both a party band and a serious musical force, The Dirty Dozen Brass Band is a fitting headliner to our series-concluding "Mardi Gras Jam."

## PAPA GROWS FUNK



The name just about says it all; this is one of the funkier bands in the land. Led by John "Papa" Gros on keyboards, a typical set may include Mardi Gras funk, "Sea Cruise" or other rhythm and blues classics, original material and jams.

## BIG CHIEF BO DOLLIS AND THE WILD MAGNOLIAS MARDI GRAS INDIANS

With his sweet and edgy sound, the Wild Magnolias and The Golden Eagles have taken Bo Dollis from the ghettos and brought them to Carnegie Hall in New York City, the Smithsonian Folklife Festival in Washington, DC, London, Nice and Berlin. Where ever they go, listeners will hear an authentic music to which New Orleans owes so much.



## PROGRAM BENEFITS

1. **Reach Your Target Market** – With an anticipated total audience of 750+ adults, this is a great opportunity to develop and enhance your brand awareness. This event is being marketed through two counties' tourism promotion agencies to patrons in Western and Central New York, Pennsylvania, Ohio, and southern Ontario, Canada.
2. **Promote Good Will for Your Company** – Our instrument donation program and a New Orleans connection all combine for a tremendous opportunity for creating positive press. Your company can be included!
3. **Product/Promotional Placement** – Your product or promotional materials will be placed and distributed at the event.
4. **Instrument Donation** – Your sponsorship dollars for the Mardi Gras Jam will go to purchasing instruments for local school children in the Buffalo and Niagara Public School Districts. Individual instruments will be purchased and delivered specific to each individual school's needs.

Sponsorship Benefits	Mardi Gras King (\$15,000)	Featured Sponsor (\$3,000- \$14,999)	Supporting Sponsor \$2,999-\$250
Title Sponsor for the Mardi Gras Jam	X		
Meet and greet with the artists	X		
Opportunity to introduce artists on-stage at the concert	X		
Preferred seating at the concert	X	X	
Presence on flyers and posters for the Mardi Gras Jam posted throughout Buffalo, Niagara Falls, Erie and Niagara Counties	X	X	
Visual representation at the concert with an estimated audience of over 500	X	X	X
Radio advertising and psa for the event	X	X	
Print advertising and psa for the event	X	X	X
Presence on websites including Buffalo Niagara Convention & Visitors Bureau, Niagara Tourism & Convention Corporation	X	X	X
Announcement of your sponsorship from the stage at the concert	X	X	X

"The Big Easy in Buffalo Mardi Gras Jam" offers a unique opportunity to build your community relations through sponsorship of a culturally enriching program that is bringing instrument donation and the experience of New Orleans music and culture to the Erie-Niagara region.

**Your sponsorship will result in a direct dollar for dollar increase in funds for instrument donations and will be advertised as such!**

**Come be a part of the biggest party in the land!**

Tod A. Kniazuk,  
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Regional Coalition**

