

# NIAGARA ERIE REGIONAL COALITION

275 OAK ST. SUITE 150  
BUFFALO, NEW YORK 14203  
PHONE: 716-856-6525 x121 FAX: 856-6754  
E-MAIL: [tkniazuk@ecidany.com](mailto:tkniazuk@ecidany.com)  
[www.erie.gov/regionalcoalition](http://www.erie.gov/regionalcoalition)

## Co-Chairs:

Hon. Clyde Burmaster  
Hon. Barry Weinstein, MD

## Members:

James Allen  
Hon. Vince Anello  
Dr. Ruth Bereson  
Colleen DiPirro  
Tim Doolittle  
Hon. Wright Ellis  
Andrew Eszak  
Samuel Ferraro  
Hon. Joel Giambra  
Robert Gower  
Hon. Michele Iannello  
Hon. Timothy Kennedy  
Hon. Kathy Konst  
David Lacki  
Celeste Lawson  
Gregory Lewis  
Hon. Peter McMahon  
Hon. John Mills  
Hal Morse  
Hon. Jason Murgia  
Jo Nasoff-Finton  
Hon. Sean O'Connor  
John Percy  
Dr. Gary Praetzel  
David Roll  
Hon. William Ross  
Laura St. Pierre Smith  
Christopher Schoepflin  
Hector Titus  
Timothy Wanamaker  
Peter Wendel

## Ad Hoc:

Michael Casale  
Matthew Enstice  
Melinda Rath Sanderson  
Lawrence Witul

## Executive Director:

Tod A. Kniazuk

## **"The Big Easy in Buffalo" Creole Christmas Holiday Concert Featuring Preservation Hall Jazz Band**

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

### **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 music education / concert programs taking place from April 2007 to February 2008 (Mardi Gras). As a part of our series, we're presenting "**Creole Christmas Holiday Concert**" featuring the world famous **Preservation Hall Jazz Band** on December 6, 2007 at the University at Buffalo's Center For The Arts. During the day, Preservation Hall Jazz Band will conduct a **music education program** at the venue for local school children, and in the evening will play a ticketed concert. 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!**

### **PRESERVATION HALL JAZZ BAND**



Perhaps no other band more perfectly captures the sound of traditional New Orleans jazz as does the Preservation Hall Jazz Band. They have traveled worldwide spreading their mission to nurture and perpetuate the art form of New Orleans jazz. While deeply reverent to their heritage and musicianship, a Preservation Hall concert is always a good time! As a special treat, in addition to playing all your favorites the band will perform a selection of holiday tunes done up in that great traditional jazz way. Please join us as our partner in presenting a familiar favorite.

## PROGRAM BENEFITS

1. **Reach Your Target Market** – With an anticipated total audience of 3,400+ children and 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** – Music education, donating instruments, 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. **Promoting Music Education** – Your sponsorship of the Preservation Hall Music Education program will allow 1,700 school children from public, private and parochial schools in Erie and Niagara Counties the opportunity to learn from one of the leading traditional New Orleans jazz bands in the country. We are not charging students to attend this event.
5. **Instrument Donation** – Proceeds from the show 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. Your company can be billed as a sponsor.

<b>Sponsorship Benefits</b>	<b>Mardi Gras King (\$15,000)</b>	<b>Featured Sponsor (\$3,000-\$14,999)</b>	<b>Music Education Sponsor \$3,000</b>	<b>Supporting Sponsor \$2,999-\$250</b>
Title Sponsor for Preservation Hall Jazz Band Concert and Music Education Program	X			
Meet and greet with the artists	X			
Opportunity to introduce artists on-stage at the concerts	X			
Preferred seating at the concerts	X	X		
Presence on flyers and posters for the Preservation Hall Jazz Band posted throughout Buffalo, Niagara Falls, Erie and Niagara Counties	X	X	X	
Information sent to parents and posted at each of the schools in the music education program (reaching thousands of parents, teachers, students, and faculty).	X	X	X	
Visual representation at the concert and education program, with an estimated audience of over 3,000	X	X	X	X
Radio advertising and psa for the event	X	X	X	
Print advertising and psa for the event	X	X	X	X
Presence on websites including Buffalo Niagara Convention & Visitors Bureau, Niagara Tourism & Convention Corporation	X	X	X	X
Announcement of your sponsorship from the stage at the concert	X	X	X	X

"The Big Easy in Buffalo Creole Christmas Holiday Concert" offers a unique opportunity to build your community relations through sponsorship of a culturally enriching program that is bringing music education, 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!**

Tod A. Kniazuk,  
Executive Director, Niagara Erie Regional Coalition  
275 Oak St. Suite 150  
Buffalo, NY 14202  
**716-856-6525 x121** office  
**716-912-8236** cell  
716-856-6754 fax  
[tkniazuk@ecidany.com](mailto:tkniazuk@ecidany.com)

**Niagara Erie  
Regional Coalition**

