

2018 SPONSORSHIP OPPORTUNITIES
CRISIS SERVICES
ERIE COUNTY'S *ONLY* 24 HOUR CRISIS CENTER



100 River Rock Drive, Suite 300, Buffalo, NY 14207
www.crisisservices.org

HOW YOUR INVESTMENT IN US HELPS OTHERS

Let Erie County know that you are a champion of Crisis Services, the only 24 hour crisis center in Buffalo and Erie County.

For the last 50 years, Crisis Services has been able to turn crises, pain, and fear into help, support, and most importantly, hope for anyone in our community. In turn, by showing your support of Crisis Services, you would be recognized as a community ally that also helps support hope for those who need it.

Please consider investing in our mission. Summarized below are various agency events throughout the year that provide opportunities for visibility within in the community with a variety of audiences. On the following pages are different annual giving levels and how a sponsorship would benefit you as well as benefit Crisis Services.



MAJOR ANNUAL FUNDRAISER : MEN WHO COOK

Men Who Cook is a yearly celebration of some of Buffalo's hallmark attributes: good food, good music, and good people gathered together for a great cause, to support the mission of Crisis Services. For event only sponsorship, please refer to page 6 of this packet. *2017's Guest Attendance: 500*

OTHER EVENTS THROUGHOUT THE YEAR

- Rock A Mile
Held in April for Sexual Assault Awareness month. A show where dudes in bands wear heels, play awesome music and stand in solidarity with survivors of sexual violence. Last year's Rock A Mile event was held at Babeville Asbury Hall and had over 150 attendees. All money raised at Rock A Mile is donated to the Advocate Program.
- Police & Law Enforcement CIT Trainings
Four to six throughout the year with various police departments & law enforcement agencies.
- Donor Appreciation Events
Two major throughout year, opportunity to thank some of Crisis Services biggest supporters.
- Volunteer Trainings
Multiple throughout year for our Advocate Department and Crisis Counseling Program.
- Community Education
Various and on-going throughout the year.
- Third Party Events
Events from 2017 included: Walk A Mile In Her Shoes, CowPok's Annual Semicolon Tattoo Fundraiser (2016's Attendance = 700), Drag Out Darkness at Club Marcella, Alex & Ani Shop for a Cause events, Kory Memorial Golf Tournament, True Gr;t 5K, and ArtReach WNY Annual Fundraiser.

CONNECTING WITH OUR SUPPORTERS

We realize a supportive partnership with Crisis Services also means exposure for your organization. Aside from our events and community involvement, the agency has an active online presence that reaches thousands of Buffalonians, and supporters across the country.

MONTHLY E-NEWS

Mid-month is the delivery date of our monthly e-newsletter. This goes out to over 3,000 subscribers with an average click through rate of 20%. The e-news informs our supporters of upcoming events, agency recognitions, trainings, awards, news stories, and anything else upcoming or note-worthy that happens throughout the year.



SOCIAL MEDIA

Connect with us! Crisis Services is on Facebook, Twitter, LinkedIn, Instagram, Pinterest, and YouTube. Facebook, Twitter, and Instagram are our most active accounts. Here is a snapshot of our subscribers:

Facebook has over 1750 followers

Twitter has over 950 followers

Instagram has over 450 followers

Though our Pinterest, YouTube, and LinkedIn have more modest numbers, the agency does have a presence on all these platforms. Over time, our followers will grow throughout all these virtual spaces.

WHAT'S TRENDING?

In 2017, some examples of our reach on Facebook was as follows (these were all organic posts that were not boosted or promoted in any way):

- Initial Moving Announcement Post: 3,583 people reached, 615 post clicks, 9 shares
- #MeToo Post: 3,941 people reached, over 110 post clicks, 53 post shares
- Job Posting Announcement: 2,491 people reached, 306 post clicks, and 19 shares
- 24 Hour Hotline Reminder Post: 3,126 people reached, 103 post clicks, 41 shares

ANNUAL SPONSORSHIP LEVELS

Currently, there are four tiers of annual giving available:

- Mission Partner: \$15,000
- Agency Champion: \$10,000
- Annual Advocate: \$7,500
- Community Supporter: \$5,000

There are other giving options highlighted following the breakdown of each of the above mentioned levels. Please do not hesitate to contact Jessica Pirro, CEO of Crisis Services, or Jessica Henschel, Fund Development Coordinator, with questions or other sponsorship opportunities.

Jessica Pirro: jpirro@crisisservices.org | 716-834-4409

Jessica Henschel: jhenschel@crisisservices.org | 716-834-4408

MISSION PARTNER: \$15,000

Exclusive sponsorship level of Crisis Services, benefits includes:

- Two Reserved tables of 10 for the evening of Men Who Cook + lead "Executive Chef" sponsorship level, includes:
 - Presenting sponsorship – Only one available!
 - Display own signage
 - Logo on invitation, signage & promotional materials
 - Logo on chef aprons
 - Logo & link on website for a specified time period
 - Full page, color, outside back cover program book ad
 - Opportunity to make welcoming remarks at event
 - VIP reception access
 - 20 tickets
- Logo recognition and hyperlink on Crisis Services' website homepage
- Monthly logo recognition and hyperlink on Crisis Services' e-mail newsletters
- Monthly recognition on Crisis Services social media (Facebook, Twitter, Instagram, YouTube and Pinterest)
- Recognition on signage at all events
- Recognition as "Mission Partner" in media releases and marketing materials for all events and fundraisers
- Use of Crisis Services logo throughout the year in your company materials
- Opportunity to distribute promotional materials at Crisis Services events

AGENCY CHAMPION: \$10,000

- One reserved table of 10 for the evening of Men Who Cook + “Chef de Cuisine” sponsorship level, which includes:
 - Major sponsorship
 - Display own signage
 - Logo on invitation, signage & promotional materials
 - Logo on chef aprons
 - Logo & link on website for a specified time period
 - Full page program book ad
 - VIP reception access
 - 10 tickets
- Logo recognition and hyperlink on Crisis Services’ website homepage
- Bi-monthly logo recognition and hyperlink on Crisis Services’ e-mail newsletters
- Bi-monthly recognition Crisis Services social media (Facebook, Twitter, Instagram, YouTube and Pinterest)
- Recognition on signage at all events
- Recognition on marketing materials for all events and fundraisers

ANNUAL ADVOCATE: \$7,500

- “Chef de Cuisine” sponsorship level at Men Who Cook, which includes:
 - Major sponsorship
 - Display own signage
 - Logo on invitation, signage & promotional materials
 - Logo on chef aprons
 - Logo & link on website for a specified time period
 - Full page program book ad
 - VIP reception access
 - 8 tickets
- Logo recognition and hyperlink on Crisis Services’ website homepage
- Bi-monthly logo recognition and hyperlink on Crisis Services’ e-mail newsletters
- Bi-monthly recognition Crisis Services social media (Facebook, Twitter, Instagram, YouTube and Pinterest)
- Recognition on signage at all events
- Recognition on marketing materials for all events and fundraisers

COMMUNITY SUPPORTER: \$5,000

- “Sous Chef” sponsorship level at Men Who Cook, which includes:
 - Name on invitation, signage & promotional materials
 - Name on chef aprons
 - Name on website for a specified time period
 - One-half page program book ad
 - 4 tickets
- Logo recognition on Crisis Services’ website homepage
- Quarterly recognition on Crisis Services social media (Facebook, Twitter, Instagram, YouTube and Pinterest)
- Quarterly logo recognition and hyperlink on Crisis Services’ e-mail newsletters
- Recognition on signage at all events
- Recognition in marketing materials for all events and fundraisers

OTHER WAYS TO GIVE

- Monthly Giving through United Way
Consider designating Crisis Services as the recipient of United Way pledges, or other monthly giving programs.
- Host a Third Party Community Event
Raise funds on behalf of Crisis Services by hosting an event – from a golf tournament, to bake sales, to dress-down days/themed dress days, tip jar donations, the possibilities are endless.
- In-kind products or promotions for events and staff appreciation initiatives
Donate a product or service to the agency for one of our events or for a staff-appreciation day.
Consider forming a team and run for Crisis Services at the Buffalo Marathon (Memorial Day Weekend).
Promote Crisis Services on your company’s social media with a “Did You Know” post.

CRISIS SERVICES - SAVING LIVES THROUGH:

IMMEDIATE RESPONSE • IMPROVED SAFETY • EFFECTIVE INTERVENTION • COMMUNITY EDUCATION

Crisis Services is Erie County's **ONLY** behavioral health organization that provides a live person to respond to crisis, **24 hours a day, 365 days a year.**

Answered over

80,000

hotline calls

Provided Over

5,700

Police, Students & Others
in Various Trainings

Conducted

2,580

Mental Health
Outreach Visits

Responded to

1,214

Domestic/Sexual Violence
Hospital Cases, no matter
the hour

DID YOU KNOW?

- Experts in crisis intervention, suicide prevention, rape crisis, emergency mental health, and trauma response.
- Utilize best practice and evidence-based interventions.
- Only agency in WNY accredited by the American Association of Suicidology.
- Only NYS Department of Health Designated Rape Crisis Center for Erie County.
- Most comprehensive crisis in WNY, providing hotline and immediate response services in one organization, 24/7.
- Serves as the after-hours telephone services for 18 community mental health providers.

"I am happy to say, through their wonderful and amazing services, I made my own choice that I wasn't going to be controlled by my abuser any longer. I chose to leave and LIVE."

-Dominique Hickson, Survivor & Client of Crisis Services, and just ONE of the thousands of Buffalonians Crisis Services has provided help and hope!

YOU ARE NEVER ALONE. WE ARE HERE TO HELP.

24 Hour Crisis Hotline: 716-834-3131 • 24 Hour Addiction Hotline: 716-831-7007
crisisservices.org

Men Who Cook 2018 Event Only Sponsorship Packages



EXECUTIVE CHEF SPONSOR - \$5,000

- Presenting sponsorship - One available
- Display own signage
- Logo on invitation, signage & promotional materials
- Logo on chef aprons
- Logo & link on website for a specified time period
- Full color page outside back cover program book ad
- Opportunity to make welcoming remarks at event
- 12 VIP tickets

CHEF DE CUISINE SPONSOR - \$3,000

- Major sponsorship
- Display own signage
- Logo on invitation, signage & promotional materials
- Logo on chef aprons
- Logo & link on website for a specified time period
- Full page program book ad
- 8 VIP tickets

SOUS CHEF SPONSOR - \$1,500

- Name on invitation, signage & promotional materials
- Name on chef aprons
- Name on website for a specified time period
- One-half page program book ad
- 4 tickets

Men Who Cook 2018 Event Only Sponsorship Packages, con't.



CHEF DE PARTIE SPONSOR - \$500

- Name on website for a specified time period
- One-quarter page program book ad
- 2 tickets

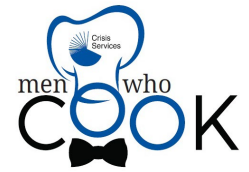
PATRON - \$250

- "Sponsor a Chef" signage at a chef's table
- 2 VIP tickets

MEDIA SPONSORS

- In lieu of cash, support media sponsors are asked to provide promotional assistance through print or online, video and/or audio advertisements.
- Display own signage
- Logo on invitation, signage & promotional materials
- Logo on chef aprons
- Logo & link on website for a specified time period
- Full page program book ad

Men Who Cook 2018 Event Only Sponsorship Comparison



Sponsorship Levels & Benefits	Executive Chef (\$5,000)	Chef de Cuisine (\$3,000)	Sous Chef (\$1,500)	Chef de Partie (\$500)	Patron (\$250)
Opportunity to distribute samples or promotional materials to guests					
Opportunity to make welcoming Remarks at the event					
VIP Access					
Opportunity to display own signage					
Appearance on Chef Aprons (Deadline August 1, 2018)	Logo on apron 	Logo on apron 	Name on apron 		
Appearance on website	Logo & link 	Logo & link 	Logo on web 	Name on web 	
Ad in program book (Deadline September 1, 2018)	Full color page outside cover 	Full page 	1/2page 	1/4 page 	
Name or logo on invitations & promotional materials (Deadline August 1, 2018)	Name and logo 	Name and logo 	Just name 	Just name 	
Opportunity to have the CEO or other executive participate as a cook					
Recognition by name during welcoming remarks					
Tickets to the event	12 tickets 	8 tickets 	4 tickets 	2 tickets 	2 tickets
Name listed in program					
Name listed on event signage	Name and logo 	Name and logo 	Just name 	Just name 	
Signage at 1 chef's table					

TO LEARN MORE OR DISCUSS AN OPPORTUNITY WITH CRISIS SERVICES, PLEASE CONTACT:

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24 Hour Hotline: 716-834-3131
24 Hour Addiction Hotline: 716-831-7007



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