



a community art project to...



...bring HOPE to children in WNY



HUNTER'S HOPE

Sponsor Packages

Presenting Sponsor: \$25,000

- Recognition as *Presenting Sponsor* of Guitars for Hope (GFH) in all event advertising, signage, on-stage announcements and collateral materials.
- Sponsorship of one (1) GFH guitar.
- Sponsor recognition on all sixty GFH plaques.
- Display rights for one (1) guitar in your retail or office location for a minimum of three weeks (pre-event)
- Naming rights for the GFH Gala Auction.
- Recognition in all GFH promotion including press releases, TV and radio spots, program guides, brochures and all collateral print materials.
- WNEC-produced television and radio spots promoting your company broadcast on WNEC-TV, AM and FM (subject to availability).
- Full-page ad in GFH program.
- Ten (10) tickets to the GFH Auction.
- Ten (10) passes to the Meet & Greet with Jim Kelly.
- Sponsor logo featured on the GFH website.
- Recognition in all GFH press releases and media events.
- Ability to keep designed guitar (celebrity and regional artist) if desired.



Sponsor Packages

Lead Sponsor: \$10,000

- Recognition as *Lead Sponsor* of Guitars for Hope (GFH) in all event advertising, signage, on-stage announcements and collateral materials.
- WNEB-produced television and radio spots promoting your company broadcast on WNEB-TV, AM and FM (subject to availability).
- Sponsorship of one (1) GFH guitar.
- Sponsor recognition on GFH plaque accompanying your guitar.
- Display rights for one (1) guitar in your retail or office location for a minimum of three weeks (pre-event)
- Logo recognition on all TV spots in support of the GFH program.
- Full-page ad in GFH program.
- Ten (10) tickets to the GFH Auction.
- Ten (10) passes to the Meet & Greet with Jim Kelly.
- Sponsor logo featured on the GFH website.
- Recognition in all GFH press releases and media events.
- Ability to keep designed guitar (celebrity and regional artist) if desired.



Sponsor

Packages

Sponsor of Hope: \$5,000

- Recognition as *Sponsor of Hope* of GFH in all event advertising, signage, on-stage announcements and collateral materials.
- Sponsorship of one (1) GFH guitar.
- Sponsor recognition on GFH plaque accompanying your guitar (provided).
- Display rights for one (1) guitar in your retail or office location for a minimum of three weeks (pre-event).
- Half page ad in GFH program.
- Eight (8) tickets to the GFH Auction.
- Four (4) passes to the Meet & Greet with Jim Kelly.
- Sponsor logo featured on the GFH website.
- Recognition in all GFH press releases and media event.
- Ability to keep designed guitar (regional artist) if desired.
- Ability to display designed guitar (celebrity artist) if desired.



Sponsor Packages

Guitar Sponsor: \$2,500

- Recognition as *Guitar Sponsor* in the GFH program.
- Sponsorship of one (1) GFH guitar.
- Sponsor recognition on GFH plaque accompanying your guitar (provided).
- Display rights for one (1) guitar in your retail or office location for a minimum of three weeks (pre-event).
- Two (2) tickets to the GFH Auction.
- Sponsor recognition on the GFH website.
- Listing in GFH program.



Project Synopsis

Guitars for Hope is a public art exhibit that will hit the streets of Buffalo in the coming year. The exhibit will feature more than 50 guitars, hand-painted by local and celebrity artists displayed throughout the city of Buffalo during the months of April and May. In June, the giant 6-foot guitars will be auctioned off at the ***Guitars for Hope VIP Auction Party***, benefiting the Kelly for Kids Foundation, Hunter's Hope and WNED.

The Kelly for Kids Foundation is committed to providing funding and support to children's charities throughout Western New York. Hunter's Hope has distributed over \$7.8 million towards research to find a cure for Krabbe disease and other Leukodystrophies. WNED is able to positively impact our community through the generous support received.

It was the power of Hunter Kelly's story that inspired WNED to join with Hunter's Hope and the Kelly for Kids Foundation to create this project. Hunter, the son of Pro Football Hall of Fame quarterback Jim Kelly and his wife Jill, is the true inspiration for the project. These three organizations, all different in their own ways are working towards one common factor...*Hope*. Whether it is a cure for Leukodystrophies or the need for funding of an inner city children's shelter or to provide programming and services that entertain, enlighten, enrich and educate, we have united to bring *Hope* to the children of our WNY.

This unique art project offers great sponsorship opportunities to allow your company to become involved and support this great partnership of these three organizations...

...Thank you for your support.

