



FRIENDS OF
Father Baker
CELEBRATION

2020 Sponsorship Opportunities



⊕ OLV
Charities
A Father Baker Legacy

⊕ OLV
National Shrine
& Basilica
A Father Baker Legacy

⊕ OLV
Human Services
A Father Baker Legacy



Sponsor Levels

(includes advertisement)

FRIENDS OF FATHER BAKER PRESENTING SPONSOR

(Exclusive - One Only)

\$25,000

- Company logo featured as presenting sponsor on five (5) honoree features airing on the 6 pm news broadcast of WGRZ Channel 2 the week of November 16-20, and program on November 22
- Company logo with link on Friends of Father Baker event website
- Inclusion with all press releases, social media posts and email blasts*
- Full page (4.5" w by 7.5" h) **COLOR AD** in digital program book*
- Recognition on sponsor boards in OLV lobbies
- Sponsor recognition in the digital event book, made available to all who view the event, as well as a download on the event website and distributed through email following the broadcasts

SUNDAY MASS BROADCAST SPONSOR

(Exclusive - One Only)

\$10,000

- Company logo featured during the Sunday Mass as Mass Sponsor airing at 10 am on WGRZ Channel 2 on November 22
- Company logo with link on Friends of Father Baker event website
- Inclusion with all press releases, social media posts and email blasts regarding Sunday Mass*
- Full page (4.5" w by 7.5" h) **COLOR AD** in digital program book*
- 15-20 seconds of air time for messaging following the Mass on WGRZ Channel 2 on November 22
- Recognition on sponsor board in OLV lobbies
- Sponsor recognition in the digital event book, made available to all who view the Mass, as well as a download on the event website and distributed through email following the broadcasts

'FATHER BAKER TODAY' PROGRAM SPONSOR

(Exclusive - One Only)

\$5,000

- Company logo featured during the 'Father Baker Today' program airing at 10:30 am on WGRZ Channel 2 on November 22
- Company logo with link on Friends of Father Baker event website
- Inclusion with all press releases, social media posts and email blasts regarding 'Father Baker Today' *
- Full page (4.5" w by 7.5" h) **COLOR AD** in digital program book*
- Recognition on sponsor board in OLV lobbies
- Sponsor recognition in the digital event book, made available to broadcast viewers, as well as a download on the event website and distributed through email following the broadcast

HONOREE SEGMENT SPONSOR

(Only 5 Available)

\$2,500

- Company logo featured as during one of the five (5) honoree features airing on the 6 pm news broadcast of WGRZ Channel 2 the week of November 16-20, and program on November 22
- Company logo with link on Friends of Father Baker event website
- Inclusion with all press releases, social media posts and email blasts regarding the honoree feature *
- Full page (4.5" w by 7.5" h) **COLOR AD** in digital program book*
- Recognition on sponsor boards in OLV lobbies
- Sponsor recognition in the digital event book, made available to broadcast viewers, as well as a download on the event website and distributed through email following the broadcast

FATHER BAKER FRIEND SPONSOR

\$1,000

- Company logo in sponsor listing in digital event book, made available to all who view the event, as well as a download on the event website and distributed through email following the broadcasts
- Half page (4.5" w by 3.25" h) **COLOR AD** in digital program book*

Logos due with Sponsor Commitment

(Logo PNG files are preferred)

Ad artwork due October 30, 2020

(Ad PDF files are preferred)

* When received by print deadline



FRIENDS OF
Father Baker
CELEBRATION

2020 Honorees

Kim Dixon - Catholic Charities of Buffalo

Sister Beth Brosmer - Heart Love and Soul

Kathleen Majchrzak - Response to Love Center

Norm Thor - Society of St. Vincent de Paul

David Topor - St. Luke's Mission of Mercy

Underwriting & Advertising Opportunities

VIDEO UNDERWRITER **\$1,500**

- Underwrite some of the expenses associated with the production of the virtual event airing on WGRZ Channel 2 the week of November 16 - 22.
- Company logo in underwriting listing in digital event book, made available to all who view the event, as well as a download on the event website and distributed through email following the broadcasts.

DIGITAL PROGRAM BOOK UNDERWRITER **\$1,000**

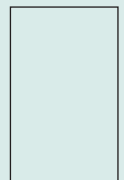
- Underwrite some of the expenses associated with the digital program book.
- Company logo in underwriting listing in digital event book, made available to all who view the event, as well as a download on the event website and distributed through email following the broadcasts.

AWARD UNDERWRITER **\$ 750**

- Underwrite some of the expenses associated with the awards presented to each honoree during the virtual events airing on WGRZ Channel 2 the week of November 16 - 22.
- Company logo in underwriting listing in digital event book, made available to all who view the event, as well as a download on the event website and distributed through email following the broadcasts.

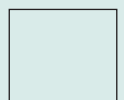
FULL PAGE AD **\$ 500**

- Full page (4.5" w by 7.5" h) **COLOR AD** in digital program book
- To be included, completed ads must be received by **October 30, 2020**.



HALF PAGE AD **\$ 250**

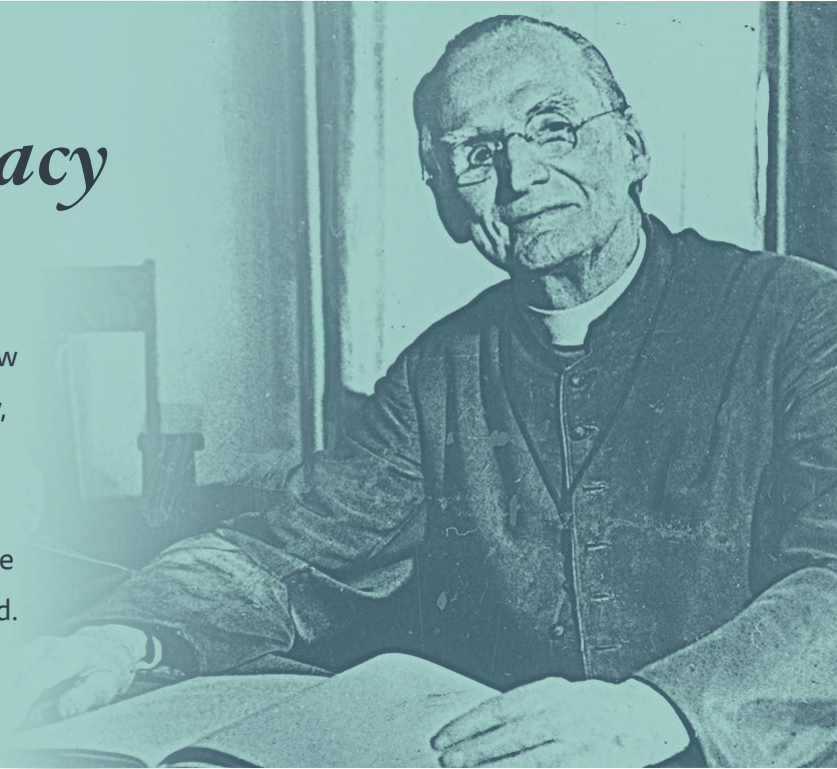
- Half page (4.5" w by 3.25" h) **COLOR AD** in digital program book
- To be included, completed ads must be received by **October 30, 2020**.



Visit us online at
FriendsofFatherBaker.org
for more information.

Father Baker's Legacy

He fed the hungry, sheltered the homeless, and provided hope to thousands throughout Western New York and beyond. His devotion to his patroness, Mary, led to the construction of the OLV National Shrine & Basilica. Father Baker lived to serve, and today, his legacy lives on through the OLV organizations and the people dedicated to helping them serve those in need.



 **OLV Charities**
A Father Baker Legacy

780 Ridge Road • Lackawanna, New York 14218 • OLVcharities.org

Thank you to our 2020 OLV Annual Sponsors





FRIENDS OF
Father Baker
CELEBRATION

40th Annual Celebration
WGRZ Channel 2 Broadcast
November 16-20, 2020 • 6 pm
November 22, 2020
Sunday Mass • 10 am
'Father Baker Today' • 10:30 am

Contact Name _____

Company Name (i.e. ABC Company, Inc. - your name as you would like it printed in media communications) _____

Mailing Address _____

Apt. or Suite # _____

City _____

State _____

Zip _____

Phone _____

Email _____

Friends of Father Baker Support Levels 2020

Presenting • \$25,000

- Full page color ad in digital program
- EXCLUSIVE - ONE ONLY

Mass Sponsor • \$10,000

- Full page color ad in digital program
- EXCLUSIVE - ONE ONLY

'Father Baker Today' Program Sponsor • \$5,000

- Full page color ad in digital program
- EXCLUSIVE - ONE ONLY

Honoree Segment Sponsor • \$2,500

- Full page color ad in digital program
- ONLY 5 AVAILABLE - first come, first serve

Father Baker Friend Sponsor • \$1,000

- Half page ad in digital program

Video Underwriter • \$1,500

Digital Program Book Underwriter • \$1,000

Award Underwriter • \$ 750

Donation Amount: _____

Full Page Ad • \$ 500 | 4.5" wide by 7.5" high (portrait orientation) in COLOR due 10.30.20

Half Page Ad • \$ 250 | 4.5" wide by 3.25" high (landscape orientation) in COLOR due 10.30.20

PAYMENT OPTIONS

Please choose one:

Check enclosed payable to **Friends of Father Baker.**

Amount: \$ _____

Please invoice me at the email / address above.

Amount: \$ _____

Charge my MC Visa Amex Discover

Amount: \$ _____

_____/_____
Card #:

_____/_____
Exp. Date

Address for Card (If different than below)

Name on Card

Signature

Mail this completed form to:
OLV Charities • 780 Ridge Road • Lackawanna NY 14218

Please email your company logo (PNG preferred)
to sdonovan@OLVcharities.org

THANK YOU FOR YOUR SUPPORT!

