



## Be Part of the Magic!

THERE'S NOTHING IN THE WORLD QUITE LIKE THE HOLIDAY SEASON IN BUFFALO. THERE ARE WOODEN CHALETs, SEASONAL COOKIES AND CAKES ON DISPLAY, WARM DONUTS, ROASTING NUTS AND OF COURSE, ALL THE HOT MULLED WINE YOU CAN DRINK. PUT ALL OF IT TOGETHER, AND THE CITY PRACTICALLY TWINKLES WITH FAIRYTALE FESTIVENESS.

THE BUFFALO HOLIDAY MARKET BRINGS THE MAGIC OF THIS FAIRYTALE TO DOWNTOWN BUFFALO!

THE BUFFALO HOLIDAY MARKET IS A LOCAL, WOMEN OWED, SMALL BUSINESS. WE ARE 2 VETERAN SPOUSES WITH 9 LITTLE KIDS BETWEEN US, WHO FELT COMPELLED TO BRING THE SPIRIT OF CHRISTMAS TO OUR HOMETOWN. WITH YOUR SUPPORT, WE CAN IMPACT OVER 300 LOCALLY OWNED SMALL BUSINESSES. THE 2023 MARKET HAD OVER 300 VENDORS PARTICIPATE IN THE HOLIDAY MARKET. OF THESE 300 BUSINESSES, WE WERE ABLE TO SUPPORT OVER 75 SMALL BUSINESSES THROUGH OUR VENDOR ASSISTANCE PROGRAM BECAUSE OF SPONSORS LIKE YOU. THESE VENDORS WERE ABLE TO PARTICIPATE IN THE MARKET, WHERE OTHERWISE THEY WOULD NOT HAVE BEEN AFFORDED THE OPPORTUNITY TO DO SO. SPONSORING VENDORS IS A GREAT WAY TO GIVE BACK AND HELP GROW OUR LOCAL ECONOMY.

SHOPPING SMALL MEANS PROVIDING MORE JOBS LOCALLY, IT ALSO MEANS PRODUCT DIVERSITY, AND BUILDING A BETTER SENSE OF COMMUNITY, ALL WHILE FEELING GOOD IN YOUR NEIGHBORHOOD.

WHAT MAKES THIS SPONSORSHIP OPPORTUNITY SO UNIQUE IS THAT THERE ARE OVER 20 MARKETS THAT TAKE PLACE WITHIN OUR 4 WEEK HOLIDAY MARKET SEASON. WE ALLOW VENDORS TO PICK HOW MANY DAYS THEY CAN ATTEND BASED ON PRODUCT THEY ARE ABLE TO MAKE AS WELL AS AFFORDABILITY. IN DOING SO, NO TWO DAYS OF THE MARKET ARE ALIKE! THIS IS GREAT FOR SHOPPERS AND KEEPS THEM COMING BACK. EACH DAY THEY GET TO EXPERIENCE A NEW FLAVOR OR SCENT OR SPIRIT OF THE HOLIDAY. IN 2023 WE HAD OVER 50K PEOPLE ATTEND THE MARKET OVER THE 4 WEEK FESTIVAL.

WE ARE EXCITED TO SHARE IMPACTFUL WAYS YOU CAN PARTNER WITH THE BUFFALO HOLIDAY MARKET. WE HAVE PARTNERED WITH P.U.N.T. PEDIATRIC CANCER COLLABORATIVE, AS WELL AS THE HOPE RISES NETWORK! AS A CORPORATE SPONSOR, YOUR DONATION TO P.U.N.T PEDIATRIC CANCER COLLABORATIVE AND HOPE RISES, MEANS YOUR COMPANY WILL HAVE CREATIVE OPPORTUNITIES TO BE SHOWCASED INSIDE OUR FESTIVE HOLIDAY MARKET, ALONG WITH RECOGNITION THROUGH OUR ADVERTISING CAMPAIGN FEATURING PRINT, SOCIAL MEDIA, TELEVISION, RADIO AND OUTDOOR PLACEMENTS. BE A PART OF THE BUZZ. REACH OVER 15K LOCALS THROUGH OUR EMAIL SUBSCRIBERS LIST. WITH A SOCIAL MEDIA FOLLOWING OF OVER 30K PEOPLE IN WNY, WE HAVE AN ORGANIC REACH OF OVER 1 MILLION PEOPLE. THIS MARKET IS HOT!

DUBBED "THE MARKET OF THE YEAR" BY BUFFALO RISING, THE MARKET SETTING IS DIVINE. IT'S ROMANTIC, AUTHENTIC, AND JUST ABOUT AS "EUROPEAN" AS ANY HOLIDAY MARKET THAT YOU CAN IMAGINE (OUTSIDE OF EUROPE). IT'S OH SO FESTIVE, WITH TWINKLING LIGHTS, HOLIDAY DECORATIONS, AND THE TANTALIZING SMELLS OF THE HOLIDAY SEASON WAFTING ABOUT. IT'S GOT EVERYTHING THAT YOU COULD WANT, OR IMAGINE.

BE A PART OF THE MAGIC IN 2024. LET'S BRING THE SPIRIT OF THE HOLIDAYS TO WNY.

*Happy Holidays.*

COLLEEN & JILL

**"TEN GOLD STARS FOR SENSATIONAL EUROPEAN CHRISTMAS MARKET"- QUEENSEYES**

#### EVENT INFORMATION

EVENT: BUFFALO HOLIDAY MARKET  
DATES: NOVEMBER 29TH- DECEMBER 22ND  
VENUE: 202 OHIO STREET BUFFALO, NY 14204  
CROWD: 1,200-2,000 DAILY (50,000+ TOTAL)  
FESTIVAL DURATION: 26 DAYS



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223 SOUTH PARK AVE BUFFALO NY 14204

BUFFALO

HOLIDAY



MARKET

EST. 2021

## What People are Saying

LOVED ALL OF IT....BEING OUTSIDE , ALL THE CREATIVITY!! GREAT SANTA!!

-LAURA

*Santa was AMAZING! From the look to how kind he was, best Santa I have encountered. Also the mini donuts were delicious! Had a great time here, thank you!!*

-JEANETTE

*Renting the igloo with all my co-workers, the Blue Eyed Baker, Sweet Minis, the spiked warm cider, cranberry minussas, the crepes, my friends loved the alpacas and the man who sells the scarves from the fur, the sports themed outdoor signs, and a lot of us bought really unique earrings from one shop! It's so worth going..*

-MAXINE

**WE LOVED THE DECORATIONS AND LIGHT THAT GAVE IT A HOLIDAY SPIRIT.**

-REIL

*"We love the different vendors...there's something for everyone."*

-PATTY

BEING ABLE TO PARTICIPATE IN THE VENDOR ASSISTANCE PROGRAM WAS A HUGE HELP TO US. WITH A BUSY MARKET SCHEDULE THIS SEASON, THAT ONE FREE DAY WAS A GIFT THAT REALLY HELPED US CAPTURE SOME GREAT PROFITS. THANKS AGAIN TO THE SPONSORS OF THIS PROGRAM IT REALLY MAKES A DIFFERENCE FOR SMALL BUSINESSES LIKE US TO GROW.

-AMERICAN BBQ PROJECT

*The market was Awesome!  
We thought we were good with 4 boxes of each flavor. But we sold out!*

-HOLLOW CREEK FARM

**IN TERMS OF FINANCES, THE OPENING WEEKEND OF THE MARKET WAS MY BEST WEEKEND FOR THE CALENDAR YEAR.**

-ANONYMOUS

*I want to express my sincere gratitude for the incredible experience I had as a vendor at the Buffalo Holiday Market.*

-BUFFALO ARCHITECTURE FOUNDATION

*"Awesome turnout and location!"*

-SUNSHINE T-SHIRT CO

IT WAS BEYOND GENEROUS TO HAVE THIS OPPORTUNITY TO APPLY FOR VENDOR ASSISTANCE. THIS TIME OF YEAR I WANT TO SELL MY PRODUCT AND ALSO PROVIDE A LITTLE EXTRA FOR MY FAMILY. HAVING ONE LESS EXPENSE IS VERY APPRECIATED AND GAVE ME EXTRA DAYS TO SELL WHAT I LOVE TO CREATE.

-WHIMSY CHRISTINE MARIE

BUFFALO

HOLIDAY

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# 2024 SPONSORSHIP OPPORTUNITIES

## GOLD

### BRING THE MAGIC!

YOUR SPONSORSHIP WILL CREATE THE MAGIC WITH THE HOLIDAY MARKET, FROM ADVERTISING, TO MUSIC, TO LIGHTING AND DECOR!

- YOUR COMPANY LOGO WILL BE FEATURED ON/IN
- THE BUFFALO HOLIDAY MARKETS WEBSITE'S SPONSOR PAGE WITH:
- LINKS BACK TO YOUR WEBSITE
- A WRITE-UP ABOUT YOUR COMPANY
- EVENT BANNERS OR SIGNAGES AT MAJOR EVENTS.
- 6 SOCIAL MENTIONS ON THE BUFFALO HOLIDAY MARKETS SOCIAL PLATFORMS WITH YOUR HASHTAGS AND TAGS.
- COMPANY RECOGNITION IN EMAILS SENT TO OVER 10,000 BUFFALO HOLIDAY MARKET SUBSCRIBERS.

**\$10,000+**

## SILVER

### VENDOR ASSISTANCE

PROVIDE A LOCAL SMALL BUSINESS THE OPPORTUNITY TO SHOWCASE THEIR WARES! OUR GOAL IS TO HELP 125 VENDORS THIS YEAR!

- YOUR COMPANY LOGO WILL BE FEATURED ON/IN
- THE BUFFALO HOLIDAY MARKETS WEBSITE'S SPONSOR PAGE WITH:
- LINKS BACK TO YOUR WEBSITE
- A WRITE UP ABOUT YOUR COMPANY
- 3 SOCIAL MENTION ON ALL OF THE BUFFALO HOLIDAY MARKETS PLATFORMS WITH YOUR HASHTAGS AND TAGS.
- COMPANY RECOGNITION IN EMAILS SENT TO OVER 10,000 BUFFALO HOLIDAY MARKET SUBSCRIBERS.

**\$5,000**

## BRONZE

### ALL THAT GLITTERS!

HELP US TRIM THE TREE! YOUR DONATION WILL BE USED TO DECORATE THE MARKET. FROM THE TREES, TO THE CHALETs, TO SANTA'S GAZEBO. BRING THE SPARKLE OF THE HOLIDAY SEASON.

- YOUR COMPANY NAME WILL BE FEATURED ON/IN
- THE BUFFALO HOLIDAY MARKETS WEBSITE'S SPONSOR PAGE WITH:
- LINKS BACK TO YOUR WEBSITE
- 1 SOCIAL MENTION ON ALL OF THE BUFFALO HOLIDAY MARKETS PLATFORMS WITH YOUR HASHTAGS AND TAGS.
- COMPANY RECOGNITION IN EMAILS SENT TO OVER 10,000 BUFFALO HOLIDAY MARKET SUBSCRIBERS.

**\$2,500**

## CUSTOM

### CUSTOMIZABLE SPONSORSHIP

HAVE AN IDEA? LET US KNOW! WE WOULD LOVE TO WORK WITH YOU AND YOUR CREATIVITY.

**\$500 MINIMUM**

- IGLOOS FOR FIRST RESPONDERS, HEALTHCARE WORKERS, TEACHERS ETC
- SPECIAL GUESTS (SANTA, ICE QUEENS, BUBBLE MAKERS, GRINCH)
- MUSIC (BANDS, DJS AND THE LIKE)
- KIDS ZONE (SENSORY ITEMS, TOYS)
- PORTA POTTYS
- PHOTO OPS - SPECIAL FEATURES (BALLOONS, LIGHT LETTERS, ETC)
- TROLLEYS, HORSE DRAWN CARRIAGES
- HEAT FOR GUESTS AND VENDORS
- SO MUCH MORE!



# 2023 MARKET PARTNER OPPORTUNITIES

## SPONSORSHIP LEVEL

- GOLD LEVEL : \$10,000
- SILVER LEVEL: \$5,000
- BRONZE LEVEL : \$2,500
- :CUSTOM AMOUNT \_\_\_\_\_

## PAYMENT OPTIONS

- Enclosed is a check made payable to P.U.N.T. Pediatric Cancer Collaborative. Please mail to 223 South Park Avenue Buffalo, NY 14204
- I PREFER TO BE BILLED.

## CORPORATE ADVERTISEMENT INFORMATION :

BUSINESS ORGANIZATION NAME :

CONTACT PERSON:

TITLE:

PHONE NUMBER :

FULL ADDRESS :

CITY / PROVINCE :

EMAIL:

STATE/ZIP

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE

BUFFALO

HOLIDAY



MARKET

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# 2023 Market Experience

