

**BUFFALO NIAGARA SALES & MARKETING EXECUTIVES  
EXECUTIVE OF THE YEAR and  
Elite Sales & Marketing Awards  
March 5, 2012**

Since 1942, the members of the Buffalo Niagara Sales and Marketing Executives (BNSME) have been expanding the professional education and network of our area's top sales and marketing leaders.

Each year at our annual awards gala, the BNSME honors a prominent industry leader from Western New York as the Executive of the Year. This leader is someone whose efforts in the community has not only produced economic rewards for their organization and our area, but also has advanced the sales and marketing profession. Some of our past recipients include John Koelmel, Scott Bieler, Carl Paladino, Brian Lipke, Chris Koch, Stuart Angert, Andrew Dorn, Eugene Vukelic, Marsha Henderson, Robert E. Rich, Bill Polian, Peter F. Hunt, and Paul Ciminelli.



This year's recipient is a deserving addition to this exceptional group of leaders. We are pleased to announce that **Dr. Donald L. Trump, President & CEO of Roswell Park Cancer Institute** will be honored with the 2011 Executive of the Year Award in conjunction with the BNSME Elite Sales and Marketing Awards program being held on Monday, March 5, 2012.

In order to make this event successful, we look to our business community for support. We hope we can count on your organization to accept this invitation to participate as a sponsor.

▪ Presenting Sponsor (Exclusive)	\$5,500
▪ Gold Sponsorship	\$4,500
▪ Education Sponsorship (Exclusive)	\$3,000
▪ Silver Sponsorship	\$2,000
▪ Table of 8	\$ 450
▪ Individual Tickets	\$ 65

Attached is an outline of the sponsorship opportunities. Please feel free to contact our Executive Director, Jeanne Hellert at 716-662-2279 or via email at [bnsme@bnsme.org](mailto:bnsme@bnsme.org) should you have any questions.

Rev 9/16/11





## BNSME Awards Gala Presenting Sponsorship

[www.bnsme.org](http://www.bnsme.org)

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***PRESENTING SPONSORSHIP - Exclusive***

- Island ad with 4 color in *Business First* (also distributed to attendees at the event) valued at \$4,135
- Introduction and presentation of award to the 2010 Executive of the Year
- A message from the Sponsor company in *Business First*/logo on cover of section
- Sponsor mention in all media releases and press interviews in conjunction with the event.
- Company name and logo used in invitations and printed materials.
- Logo in program booklet and appears 5 times in *Business First* prior to supplement.
- Sponsor recognition from the podium
- Visual Sponsorship recognition during continuous slide presentation.
- Ability to honor one (1) of your sales/marketing associates as an Elite Sales & Marketing Award winner. Will receive professional award with picture and write up in *Business First*.
- Reserved table with eight (8) total tickets to the dinner will be provided.
- Corporate banner and/or display table at reception.
- Acknowledgement of sponsorship on BNSME website with link to your website
- Sponsorship recognition in BNSME magazine
- Sponsor article in BNSME magazine, *Executive News*
- Option to supply table favors with your company logo
- Attendee list after the event

***Presenting Sponsorship Investment  
\$5,500***



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***GOLD SPONSORSHIP***

- Half page black & white ad in *Business First* ( also distributed to attendees at the event) valued at \$3,390
- A message from the Sponsor company in *Business First*/logo on cover of section
- Sponsor mention in all media releases and press interviews in conjunction with the event.
- Company name and logo used in invitations and printed materials.
- Logo in program booklet and appears 5 times in *Business First* prior to supplement.
- Sponsor recognition from the podium
- Visual Sponsorship recognition during continuous slide presentation.
- Ability to honor one (1) of your sales/marketing associates as an Elite Sales & Marketing Award winner. Will receive professional award with picture and write up in *Business First*.
- Reserved table with eight (8) total tickets to the dinner will be provided.
- Corporate banner and/or display table at reception.
- Acknowledgement of sponsorship on BNSME website with link to your website
- Sponsorship recognition in BNSME magazine
- Sponsor article in BNSME magazine, *Executive News*
- Option to supply table favors with your company logo
- Attendee list after the event

***Gold Sponsorship Investment***

***\$4,500***





## BNSME Awards Gala Education Sponsorship

[www.bnsme.org](http://www.bnsme.org)

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***EDUCATION SPONSORSHIP – Exclusive***

- Quarter page ad in *Business First* supplement (also distributed to attendees at the event) valued at \$2,140.
- Presentation of the Collegiate Sales & Marketing award to local college student
- Logo in program booklet
- Sponsor recognition from the podium
- Visual Sponsorship recognition during continuous slide presentation.
- Ability to honor one (1) of your sales/marketing associates with the Elite Sales & Marketing Award.
- Will receive professional award with picture and write up in *Business First*.
- Reserved table with eight (8) total tickets to the dinner will be provided.
- Acknowledgement of sponsorship on BNSME website with link to sponsor website
- Sponsorship recognition in BNSME magazine

***Education Sponsorship Investment  
\$3,000***





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***SILVER SPONSORSHIP***

- Eighth page ad in *Business First* supplement (also distributed to attendees at the event) valued at \$1,235.
- Logo in program booklet
- Sponsor recognition from the podium
- Visual Sponsorship recognition during continuous slide presentation.
- Ability to honor one (1) of your sales/marketing associates with the Elite Sales & Marketing Award. Will receive professional award with picture and write up in *Business First*.
- Reserved table with eight (8) total tickets to the dinner will be provided.
- Acknowledgement of sponsorship on BNSME website with link to sponsor website
- Sponsorship recognition in BNSME magazine

*Silver Sponsorship Investment*  
**\$2,000**



Benefits	Sponsor Levels			
	Presenting	Gold	Education	Silver
	4 color island	1/2 pg black & white	1/4 pg black & white	1/8 pg black & white
Ad in promotional section of <i>Business First</i>				
Introduction and presentation of award to the 2010 Executive of the Year	X			
A message from the Sponsor company in <i>Business First</i> / logo on cover of section	X	X		
Presentation of Collegiate Sales & Marketing award			X	
Sponsor mention in all media releases and press interviews in conjunction with the event	X	X		
Company Name and logo used in invitations and printed materials	X	X	X	X
Logo in program booklet and appears in 5 <i>Business First</i> ads prior to the supplement	X	X	X	X
Sponsor recognition from the podium	X	X	X	X
Visual Sponsorship recognition during continuous slide presentation	X	X	X	X
Honor one (1) sales/ marketing associate as an Elite Sales & Marketing Award winner. Winner will receive a professional award with picture and write up in <i>Business First</i> (see details enclosed)	X	X	X	X
Reserved table with eight (8) total tickets to the dinner will be provided	X	X	X	X
Corporate banner and/or display table at reception	X	X		
Acknowledgement of sponsorship on BNSME website with link to your website	X	X	X	X
Sponsorship article in <i>the BNSME magazine, Executive News</i>	X	X		
Sponsorship recognition in <i>Executive News</i>	X	X	X	X
Option to supply table favors with your company logo	X	X	X	
Attendee list after the event	X	X		



### Elite Sales & Marketing Awards (ESMA) Gala Dinner March 5, 2012

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Each year, BNSME hosts the Elite Sales and Marketing Awards (ESMA) Gala which is an event that allows Western New York companies the opportunity to publicly recognize the achievements of local Sales and Marketing Professionals. This award is given to individuals that have excelled in representing their company in the Sales and Marketing arena.

At the same time, we honor an Executive of the Year – an individual recognized for his/her outstanding achievements and contributions to their company and community.

The ESMA nominee can be:

a dedicated employee of the Sales and/or Marketing Department

OR -

an individual who plays an important role in the Organizational Sales and Marketing goals, which in turn adds to the success of their company.

The nominee must meet at least two of the following criteria:

- Sales/marketing experience and exceeds performance set forth by your organization's goals.
- Continuous career advancement within your organization.
- Involvement and contribution toward a Professional Trade Organization.
- Involvement and contribution toward a Community/Civic Organization.

See registration form for more details



## BNSME Award Registration Form



[www.bnsme.org](http://www.bnsme.org)

### 2011 Elite Sales & Marketing Award Registration Form

#### Each entry fee includes:

- Public recognition of company and award recipient in BUSINESS FIRST
- Attendance at awards dinner for award recipient and one guest and dinner for your company representative and a guest (4 total)
- Personalized professional award and photo

We are pleased to sponsor (#) \_\_\_\_\_ company award recipient(s) (multiple entries allowed)

Enclosed is our check for \_\_\_\_\_ \$400 for each company recipient

Additional dinner tickets are \$60 per ticket or upgrade to a table of 8 and receive:

- Table of eight with signage
- Recognition in *Business First* supplement and the BNSME magazine: *Executive News* as a Table Sponsor
- Recognition in slide presentation at gala
- Recognition in gala program and from the podium

We would like to order # \_\_\_\_ of tickets (if reserving full table, reserve under \_\_\_\_\_)

Our check is enclosed \_\_\_\_\_

Please send invoice \_\_\_\_\_

#### To honor your associate, the following items are required by January 25, 2012 (electronic form):

- publicity photo of award recipient – high resolution jpeg
- Company logo – high resolution jpeg
- A written explanation of why the award recipient was selected (75 words or less)
- An interesting personal comment about the award recipient for use in the presentation (hobby, special interest, civic contribution, etc.)

CONTACT NAME \_\_\_\_\_

TITLE \_\_\_\_\_

NAME OF EMSA AWARD RECIPIENT \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS (C/S/Z) \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

BUSINESS TYPE \_\_\_\_\_

Please mail this form to: P.O. Box 1185, Orchard Park, NY 14127

or email your nominees to [bnsme@bnsme.org](mailto:bnsme@bnsme.org).

For more information, contact Jeanne Hellert, 716-662-2279

AWARD RECIPIENT INFORMATION IS DUE BY JANUARY 25, 2012

Buffalo Niagara Sales and Marketing Executives, Inc. P.O. Box 1185 Orchard Park, NY 14127 716-662-2279



PROFESSIONAL DEVELOPMENT...RELATIONSHIP BUILDING