

# The Baldwinsville Chamber of Commerce

*Presents*

Sponsorship Opportunities for

## **The 2012 Baldwinsville Big Chill** January 20<sup>th</sup> & 21<sup>st</sup>

Proceeds to benefit:  
Greater Baldwinsville Chamber of Commerce  
Cystic Fibrosis Foundation – Central NY Chapter  
Ronald McDonald House Charities of CNY



## **The 5th Annual Baldwinsville Big Chill**

**Friday, January 20<sup>th</sup> & Saturday, January 21<sup>st</sup> 2012**

The Red Mill Inn and Mercer Park – Baldwinsville, NY

### ***Our Event***

The Big Chill is a two-day event, which will kick off on Friday, January 20<sup>th</sup> at the Red Mill Inn. Friday evening's festivities include our 2<sup>nd</sup> annual "Wine, Cheese and Chocolate" event, featuring a generous wine tasting and cheese and chocolate pairing complete with live entertainment, hors d'oeuvres, raffles, prizes and more. This decadent evening features specialty baskets and treats from local community businesses.

Saturday's activities take place at Mercer Park in the heart of the Village of Baldwinsville located on the Seneca River. It is a family day with snowman making contests, igloos, a "Best in Bowl" cook-off featuring local restaurants, and of course the signature "Polar Bear Plunge." Teams and individuals raise money to take a frosty dip in the Seneca River, all to benefit three terrific non-profit organizations. We conclude the event with a poker run/pub crawl through the village called the "Poker Bear Express." This event offers a great way to extend the festivities in the evening.

### ***Our Audience***

The mid-winter event is planned by local community leaders and is organized to provide something fun for the entire family. The Big Chill has seen more than 1000 participants annually since its inception four years ago and has raised over \$70,000 for the Cystic Fibrosis Foundation, Ronald McDonald House Charities of CNY and The Baldwinsville Chamber of Commerce.

### ***Media Partners***

Television coverage sponsored by CNY Central; Print and Radio partners will be finalized by December 2011.

### **The Beneficiaries**

#### **The Greater Baldwinsville Chamber of Commerce**

Membership in the Baldwinsville Chamber of Commerce is open to all who are concerned with improving the local economic climate and wish to work with other businesspeople to get things done. The Chamber offers a variety of programs and services to provide members knowledge about the community, business contacts and networking opportunities, a forum to address local government on issues of concern and chances to work cooperatively with other organizations on projects directly enhancing our area.

#### **The Cystic Fibrosis Foundation - Central NY Chapter**

The mission of the Cystic Fibrosis (CF) Foundation, a nonprofit donor-supported organization, is to assure the development of the means to cure and control cystic fibrosis and to improve the quality of life for those with the disease. Ninety cents of every dollar raised for the CF Foundation is invested into vital research and life-saving treatments that help patients here in Central NY. The CNY Chapter partners with the CF Foundation-accredited Care Center at SUNY Upstate Medical University in Syracuse and is regularly commended for its business model and recognized for being one of the most efficient and effective charities in the United States.

#### **Ronald McDonald House Charities of CNY (RMHC of CNY)**

For 29 years, Ronald McDonald House Charities of Central New York has played an integral role in the delivery of care to more than 17,000 families with seriously ill children in Central New York and Northern Pennsylvania. These families travel to Syracuse in need of a safe and comfortable place to stay while their children receive the best in medical care. RMHC of CNY provides a "home away from home" for families when they need it most and believes illness might keep a child in the hospital, but it should never keep a family apart. As of the part of the international organization, Ronald McDonald House Charities have been rated one of America's Best Charities by *Worth* magazine.

## **Glacier Sponsor**

**\$5,000**

- **Sponsor recognition in three-week television promotion (CNY Central)**
- **Sponsor recognition in three-week radio promotion (TBD)**
- **Ten (10) tickets to the Friday, January 20<sup>th</sup> event**
- **Company LOGO on back of event t-shirt**
- **Booth option to distribute company premium item on Saturday**
- Company-provided banners displayed on outside and inside of tent at Mercer Park on Saturday and at Red Mill Inn on Friday
- Sponsor recognition in all media releases relating to the two-day event, including Facebook and Constant Contact communications
- Company recognition on B-ville.com, Baldwinsville Chamber of Commerce, Ronald McDonald House Charities of CNY and CF Foundation Central NY Chapter websites
- Thank-you in Baldwinsville Chamber of Commerce, RMHC of CNY and CF Foundation CNY Chapter newsletters (10,000+) distribution

## **Igloo Sponsor**

**\$3,500**

- **Sponsor recognition in three-week radio promotion (TBD)**
- **Eight (8) tickets to the Friday, January 20<sup>th</sup> event**
- **Company LOGO on back of event t-shirt**
- **Booth option to distribute company premium item on Saturday**
- Company-provided banners displayed on outside and inside of tent at Mercer Park on Saturday
- Sponsor recognition in all media releases relating to the two-day event, including Facebook and Constant Contact communications
- Company recognition on B-ville.com, Baldwinsville Chamber of Commerce, Ronald McDonald House Charities of CNY and CF Foundation Central NY Chapter websites
- Thank-you in Baldwinsville Chamber of Commerce, RMHC of CNY and CF Foundation CNY Chapter newsletters (10,000+) distribution

## **Iceberg Sponsor**

**\$2,000**

- **Sponsor recognition in all media releases relating to the two-day event, including Facebook and Constant Contact communications**
- **Four (4) tickets to the Friday, January 20<sup>th</sup> event**
- **Booth option to distribute company premium item on Saturday**
- Company logo on back of event t-shirt
- Company-provided banners displayed on outside and inside of tent at Mercer Park on Saturday
- Company recognition on Baldwinsville Chamber of Commerce, Ronald McDonald House Charities of CNY and CF Foundation Central NY Chapter websites
- Thank-you in Baldwinsville Chamber of Commerce, RMHC of CNY and CF Foundation CNY Chapter newsletters (10,000+) distribution

## **Commemorative Wine Glass Sponsor** \**Exclusive*

**SOLD - \$1,500**

- **Company logo on 200 wine glasses** –distributed at the January 20<sup>th</sup> event
- **Six (6) tickets to the Friday, January 20<sup>th</sup> event**
- **Sponsor recognition in all media releases relating to the two-day event, including Facebook and Constant Contact communications**
- **Opportunity to distribute company premium item at January 20<sup>th</sup> event**
- Company recognition on Baldwinsville Chamber of Commerce, Ronald McDonald House Charities of CNY and CF Foundation Central NY Chapter websites
- Thank-you in Baldwinsville Chamber of Commerce, RMHC of CNY and CF Foundation CNY Chapter newsletters (10,000+) distribution
- Company name on back of event t-shirt

## **Blizzard Sponsor**

**\$1,000**

- **Four (4) tickets to the Friday, January 20<sup>th</sup> event**
- **Sponsor recognition in all media releases relating to the two-day event, including Facebook and Constant Contact communications**
- **Company-provided Banner at Mercer Park for the duration of the Saturday's events**
- Company recognition on Baldwinsville Chamber of Commerce, Ronald McDonald House Charities of CNY and CF Foundation Central NY Chapter websites
- Thank-you in Baldwinsville Chamber of Commerce, RMHC of CNY and CF Foundation CNY Chapter newsletters (10,000+) distribution
- Company name on back of event t-shirt

## **Snowdrift Sponsor**

**\$500**

- **Two (2) tickets to the Friday, January 20<sup>th</sup> event**
- **Company-provided banner at Mercer Park for the duration of the Saturday's events**
- Company name on back of event t-shirt
- Thank-you in Baldwinsville Chamber of Commerce, RMHC of CNY and CF Foundation CNY Chapter newsletters (10,000+) distribution

## **Flurry Sponsor**

**\$250**

- **Company name on back of event t-shirt**
- Thank-you in Baldwinsville Chamber of Commerce, RMHC of CNY and CF Foundation CNY Chapter newsletters (10,000+) distribution

**The Baldwinsville Chamber of Commerce  
The Big Chill Weekend January 20<sup>th</sup> – 21<sup>st</sup> 2012  
Sponsorship Commitment Form**

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\_\_\_\_\_ **YES!** We would like to be proud sponsors of the Baldwinsville Chamber of Commerce's Big Chill weekend to benefit The Greater Baldwinsville Chamber of Commerce, Cystic Fibrosis Foundation and Ronald McDonald House Charities of CNY.

❖ <b>Glacier Sponsor</b>	<b><u>\$5,000</u></b>	_____
❖ <b>Igloo Sponsor</b>	<b><u>\$3,500</u></b>	_____
❖ <b>Iceberg Sponsor</b>	<b><u>\$2,000</u></b>	_____
❖ <b>Commemorative Wine Glass Sponsor</b>	<b><u>\$1,500</u></b>	<b>SOLD</b>
❖ <b>Blizzard Sponsor</b>	<b><u>\$1,000</u></b>	_____
❖ <b>Snowdrift Sponsor</b>	<b><u>\$500</u></b>	_____
❖ <b>Flurry Sponsor</b>	<b><u>\$250</u></b>	_____

\_\_\_\_\_ **YES – We are interested in forming a Plunge Team! Send us more information!**

**Please complete the following:**

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ - \_\_\_\_\_ Fax: \_\_\_\_\_ - \_\_\_\_\_

Email: \_\_\_\_\_

**Please return this form to:**

Greater Baldwinsville Chamber of Commerce  
27 Water Street  
Baldwinsville, NY 13027  
Contact: Sharon Reiser, Executive Director  
[baldwinsvillechamber@gmail.com](mailto:baldwinsvillechamber@gmail.com) or (315) 638-0550

Checks can be made payable to: Baldwinsville Chamber of Commerce

**Thank you for your generous support!**