



**2025 Sponsorship Opportunities**

June 2025 at Highmark Stadium

*A 6 on 6 flag football tournament to benefit Special Olympics NY*

## Presenting Sponsor — \$25,000

- Naming rights to the event
- Two team entries for the tournament
- Opportunity to have a Unified experience with Special Olympic NY Athletes
- Opportunity to have an honorary Special Olympic NY Athlete on your team
- Opportunity to have an office visits from a Special Olympics NY Athlete
- Press release announcing the partnership
- Logo on marketing collateral, event website & media
- Name mention on PA announcements
- Full page ad in Game Day Journal
- VIP Suite
- Premier social media activation

\*Opportunity for a Special Olympic NY Athlete to do an office visit and a social media take over

- Exclusive volunteer opportunities
- Logo on the official participant shirt
- Scoreboard recognition

***This sponsorship will provide 50 Special Olympics NY Athletes everything they need to train and compete for an entire year.***



*For more information or to become a sponsor please contact:*  
Erica Raepple, Special Olympics New York, Sr. Dir. of Development  
eraepple@nyso.org ~ (716) 909-6444

**Special  
Olympics**  
New York



## Gold Level — \$15,000

- One team entry in the tournament
- Logo on marketing collateral, event website & media
- Name mention on PA announcements
- Full page ad in Game Day Journal
- VIP Suite
- Premier social media activation
- Exclusive volunteer opportunities
- Logo on the official participant shirt
- Scoreboard recognition
- Exclusive naming rights to Registration or VIP Suites (choose one, see details below)

### Choose One:

#### Registration—

Name/Logo recognition on all promotional and marketing vehicles directing participants to both the physical registration check-in at the event, as well as the online registration web site. This promotion will include but not be limited to Exclusive signage at event, E-News Blasts, social media posts and radio/TV spots. Signage with your company logo at the registration check-in where all participants will be directed.

#### VIP Suites—

The VIP Suite experience will be awarded the team who raises the most money and will enjoy this luxury along side your company team. This incentive will be highly marketed with your Name/Logo attached in all promotion and marketing of the VIP Suite Incentive. This promotion will include but not be limited to -News Blasts, social media posts and radio/TV spots.



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## Silver Level —\$10,000

- Logo on marketing materials
- Name mention on PA announcements throughout the event
- Half page ad in Game Day Journal
- Social Media Activation
- Logo on the official participant shirt

### Choose One:

#### Hydration Station—

Name/Logo Recognition on all materials (both digital and print) informing and directing participants to the Hydration Stations within the venue. Signage with your company logo will be visible at each Hydration Station as well as PA announcements running throughout the day referring participants to Hydration Stations.

#### Official Score Board—

Name recognition on all scoreboard materials. The scoreboard will be ran continuously throughout the event. Your company logo will be on every slide that is shown, welcoming teams and thanking sponsors.

#### Official Division Sponsor—

Name recognition on all materials (both digital and print) for each Division. Your company will have naming rights to that Division. Signage with your company logo will be visible on score boards throughout the tournament. Choose the division you would like to sponsor: Amateur, Co-Ed, First Responders, High School, Middle School, and Pro Division.



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## Bronze Level —\$5,000

- Name mention on PA announcements throughout the event
- Quarter Page Ad in Game Day Journal handed out to all participants and fans
- Social Media Activation
- Company listing on the official participant shirt

## Choose One:

### Field Sponsorship—

Name/Logo Recognition on all materials (both digital and print) informing and directing participants to the playing field. Highmark Stadium main field will be divided into four recreational fields with naming rights on each segment. Signage with your company logo visible on each respective field, PA announcements throughout the day referring spectators and participants to the named fields.

### Official Hotel—

Name Recognition on all materials (both digital and print) informing and directing participants to the official hotel of the Buffalo Bowl. Signage with your company logo will be visible at registration.

## Football Level —\$2,500

- Listing on marketing materials
- Name mention on PA announcements throughout the event
- Listing in Game Day Journal
- Social Media Activation

## Spectator Level —\$1,000

- Opportunity to hand out materials to our spectators and participants



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## About the Event

Buffalo Bowl is a 6 on 6 flag football tournament held at Highmark Stadium, home of the Buffalo Bills. Teams are made up of up to 12 players and are guaranteed 3 games. The event will held in June 2025. There are six different divisions to choose from:

**Amateur League**—this division is for teams that haven't played together before. The teams in this division are looking to have a fun time and play on more of a recreation style division.

**Co-Ed League**—this division requires 2 females on the field at all times.

**First Responders League**—this division is reserved for teams that are associated with a First Responders agency.

**Middle School League**— this division is reserved for participants that are in 5th-7th grade. Participants must fall in the birthdates of 11/30/2012-11/30/2015. Two coaches will be allowed to be on each team. They will not count towards the 12 participant maximum.

**High School League**—this division is reserved for participants that are in 8th-12th grade. Participants must fall in the birthdates of 12/1/2012-12/1/2007. Two coaches will be allowed to be on each team. They will not count towards the 12 participant maximum. High School teams can choose to play in our Unified Division or traditional. Unified High School teams MUST have at least 3 Athletes on the field at all times.

**Pro League**—this division is for teams that have played flag football together before. This is a competitive division.

2025 marks the ninth annual Buffalo Bowl . Each year this event continues to grow. Be a Hero. Play like a Pro for our local Athletes.

For more information or to get your company involved, please reach out to: Erica Raepple, Senior Director of Development at [eraepple@nyso.org](mailto:eraepple@nyso.org) or 716-909-6444.

See you in June, Buffalo

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



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***Thank you!***

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