



Albright-Knox  
Art Gallery

# ROCKIN' AT THE KNOX

## Rockin' Is Back!

Western New York's favorite summer event is back! Rockin' returns on Thursday, June 29, 2017. Don't miss out on this spectacular festival of music and art!

Rockin' 2017 will feature acclaimed alternative rock band **Our Lady Peace** and the rockers **Collective Soul** with special guests **Tonic**. Food and beverage vendors will be onsite throughout the concert, t-shirts and other items will be for sale, and all attendees will receive a souvenir poster. Crowds of up to 5,000 people will attend this high-profile event.

## Sponsorship Benefits

Sponsorship of Rockin' provides wide public exposure for your company as a supporter of the arts and culture in Buffalo and beyond. As a sponsor of this year's event, you will have exclusive VIP access for you and your staff—or key clients—combined with a number of valuable benefits (see following pages for details).

All sponsors receive tickets to the VIP tent, which offers premium viewing of the event from the Albright-Knox's Elmwood Avenue Portico, with complimentary beverages and refreshments.

Widespread media coverage will include media partners who will associate your name and brand with this beloved and exciting event to receive attention from thousands of Western New Yorkers and beyond.

Net revenues from Rockin' provide funding for the museum's operations and program expenses, including exhibitions, tours, classes, and workshops for all ages.

For additional information on this sponsorship opportunity, please contact Cathy Gatewood, Deputy Director of Advancement:

716.270.8274 (office)  
716.913.6754 (mobile)  
cgatewood@albrightknox.org.

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June 29, 2017

	Leadership Sponsor \$20,000	Premier Sponsor \$10,000	Promoting Sponsor \$5,000	Patron Sponsor \$2,500	Contributing Sponsor \$1,000
Passes to VIP experience offering premium viewing from the Elmwood Avenue Portico, complimentary beverages and refreshments, and parking and shuttle service with private concert entrance	20	12	6	4	2
General admission tickets	10	8	6	4	2
High Visibility: Prominent stage placement of company-provided bannes; inclusion in all advertising, media, and social media promotions	X				
Opportunity to distribute company literature or products at event*	X				
One-time opportunity to entertain in the Albright-Knox Auditorium or AK Café with facility rental fees waived*	X	X			
One-time opportunity to schedule a corporate employee day including free admission for all employees and their families*	X	X			
Complimentary access for employees to After Hours @ AK quarterly events for one year	X	X	X		
Visibility: Display of company-provided banner on Elmwood Avenue and Iroquois Drive; inclusion in select advertising and social media promotions	X	X	X		
Recognition in the Albright-Knox's Annual Report and on Donor Wall	X	X	X	X	X

\*Subject to museum approval and scheduling

**For additional information, please contact:**

**Cathy Gatewood**, Deputy Director of Advancement, at 716.270.8274 or [cgatewood@albrightknox.org](mailto:cgatewood@albrightknox.org)

**Erin Sheets**, Manager of Major Gifts, at 716.270.8385 or [esheets@albrightknox.org](mailto:esheets@albrightknox.org)



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