

Dear Friend,

The Michigan Street African American Heritage Corridor Commission has had a very exciting year. We have launched new programs such as Mrs. Frances Nash's Garden Basket, expanded our tour programs, and made strides towards our economic development plan for the Michigan Street Corridor. We invite you to celebrate our successes during the holiday season by partnering with us as a sponsor during our **Soulful Christmas Weekends**.

Last year we celebrated Soulful Christmas in the Corridor with a weekend filled with family-friendly activities that included toy giveaways, art activities, storytelling hours, a Christmas Market, horse drawn wagon rides, a Black Owned Business Holiday Market, and visits from Kente Claus.

This year we will have two events that will take place over two weekends in two new venues as our historic spaces are under construction. We look forward to next year when we can return to our normal spaces. This year our venues will be Pilgrim Missionary Baptist Church at 665 Michigan Ave, Buffalo, NY 14203 and the Buffalo Transportation Pierce Arrow Museum at 263 Michigan Ave, Buffalo, NY 14203. These new venues offer an opportunity for us to connect both sides of the Michigan Street Corridor.

Our first holiday event will be **Soulful Christmas** and take place on December 3, 2022 from 10:00 AM - 6:00 PM at Pilgrim Missionary Baptist Church. We will bring back all of the family focused activities, as well as our Black Owned Business Holiday Market and Christmas Tree Lighting in our new venue.

Our second event is new this year and adds to our established holiday celebrations. **The Soulball** will take place at the Buffalo Transportation Pierce Arrow Museum from 5:30 PM – 8:00 PM. The holiday party will invite attendees to enjoy music, hors d'oeuvres, wine & beer, basket raffle, visits from Kente Claus, historic stories from the Corridor, and holiday cheer.

When you sponsor our Soulful Christmas Weekend, you are helping support *two events* that help to reinvigorate the Michigan Street Corridor and inspire cultural appreciation, preservation, and community development.

All proceeds from our Soulful Christmas Weekends directly supports programs that serve our mission to integrate the African American cultural significance and impact on Buffalo's history through public engagement, community education that will invigorate, inspire and enliven cultural appreciation, preservation and community development. This includes our educational programs that teach Buffalo's African American history to both students and community members, our work towards creating a Black Business Incubation program in the Michigan Street Corridor, and the preservation of our historic spaces.

The enclosed materials provide details about sponsorship opportunities. We also welcome donations to our basket raffle. We look forward to working with our sponsors to help promote their involvement in Soulful Christmas Weekend and build relationships that we hope can persist well into the future. Please feel free to contact us with any questions. Thank you for your time, consideration, and support. Thank you for your time, consideration, and support.

Sincerely,
Terry Alford, Executive Director
The Michigan Street African American Heritage Corridor

Sponsorship Levels

Soulful Christmas is a fundraiser and community event held by the Michigan Street African American Heritage Corridor with our Anchor Organizations. The event will take place on December 3 and December 9. When you sponsor our Soulful Christmas, you are helping support two events that help to reinvigorate the Michigan Street Corridor and inspire cultural appreciation, preservation, and community development.

- \$5,000 Presenting Sponsor (exclusive to industry)**
 - Individual Banner displayed in event venues
 - 6 Complimentary Tickets to the Soulball
 - Full page ad space
- \$3,000 Signature Sponsor**
 - Individual Banner displayed in event venues
 - 4 Complimentary Tickets to the Soulball
 - Full page ad in program
- \$2,500 Main Sponsor**
 - 4 Complimentary Tickets to the Soulball
 - Full page ad space in program
- \$1,000 Major Sponsor**
 - 2 Complimentary Tickets to the Soulball
 - ½ page ad space in program
- \$500 Supporting Sponsor**
 - 2 Complimentary Tickets to the Soulball
 - ¼ page ad space in program
- \$250 Contributing Sponsor**
 - ⅛ page ad space in program

In addition to the benefits listed on the left, all sponsors receive the following:

- Option to table at our Vendor Market
- Logo on Sponsor Posters at all venues
- Logo in Program
- Logo on Website
- Tagged in Social Media event posts

*** Logos must be sent to aclark@michiganstreetbuffalo.org by November 9, 2022 to be included in the printed materials for the event. To see artwork specifications, please view the sponsor art specification page in this packet.**

Sponsorship Form

Sponsor Organization	Contact Name
Address	
Email	Phone Number
Sponsorship Level _____	

Payment Method

- Mail Check to:** Michigan Street African American Heritage Corridor Commission
- Pay by credit card**

Card Number	Exp. Date	Security Code
Billing Address (if different than above)		
Print Name	Signature Date	

- Pay online at** www.michiganstreetbuffalo.org/soulful-christmas

Please Return Form To:
 MSAAHCC
 111 Genesee Street, Suite 401
 Buffalo NY, 14203
info@michiganstreetbuffalo.org

Thank you!

You will be sent an acknowledgment of your sponsorship for tax purposes.
 Questions? Email us at info@michiganstreetbuffalo.org or call 716-322-1002

Sponsorship Levels

Soulful Christmas is a fundraiser and community event held by the Michigan Street African American Heritage Corridor with our Anchor Organizations. All sponsors are entitled to an ad in our program. Logos must be sent to aclark@michiganstreetbuffalo.org by November 9, 2022 to be included in the printed materials for the event. All artwork must be sent in a usable format (.eps or .ai). Please follow the guidelines below based on your sponsorship level.

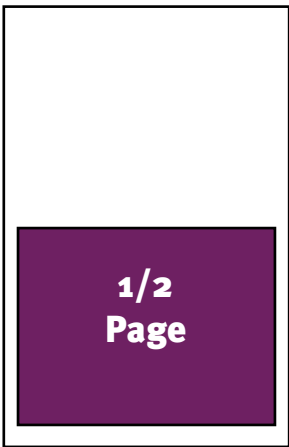


**Soulful Christmas
Program Booklet
advertising specs**
5.5"x8.5"

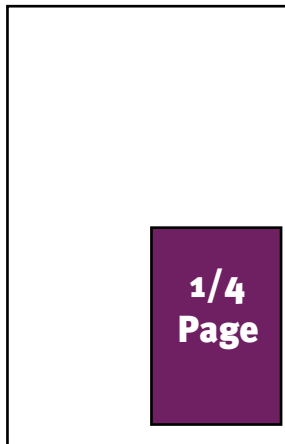


**Presenting Sponsor
Signature Sponsor
Main Sponsor**

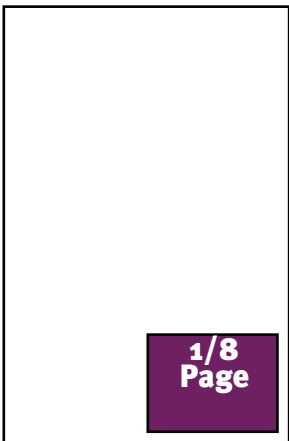
For All: Full Page Bleed Ad Color, 5.75" w x 8.75" h with live area of 4.5" w x 7.5" h (Trim 5.5" x 8.5")



Major Sponsor
4.5" w x 3.625" h
Color



Supporting Sponsor
2.125" w x 3.625" h
Color



Contributing Sponsor
2.125" w x 3.625" h
Color

Thank you!

Summary from 2021 Sponsorship Impact

Soulful Christmas was held on December 3 and 4, 2021. We had over 500 community members participate. Below is a summary of our Sponsor's impact on the event. **In 2022 we hope to double this impact!**

Last Year Each Sponsor Reached

13,000+ Reach through Social Media posts.

3,000+ Reached through E-Newsletters

400+ Views through distributed print programs

300+ Views through the MSAAHCC Website



In 2021...

100 Students from Enterprise Charter School were able to perform for their parents and community.

50 kids received a free toy as part of our Toygive away, with countless more receiving free cookies & hot chocolate!



Hundreds of kids participating in our holiday craft tables.

The community was able to take free horsedrawn carriage rides from 10AM - 3 PM on Saturday December 4.



Kente Claus spread holiday joy and cultural awareness through his magical story telling.

We supported 15 Black Owned Businesses through our Holiday Market.



Community members have been looking forward to this event for a year!

“You all filled my/our soul after a very challenging week! Thank you all! Consider it a success and I've already claimed this happening every year by putting it in my calendar!”

-2021 Community Visitor