A Successful Western New York Starts Here

Now in its fifth year, Serving Up Success aims to provide a night of fun for business leaders and young professionals throughout Western New York who are passionate about Buffalo’s quality food and drinks, while also offering an exclusive opportunity for you to showcase your winery/brewery. Through Serving Up Success, we can continue our efforts to improve the health and well-being of underprivileged children and families in the city of Buffalo, making this a true community event.

By participating, you’ll receive free promotional advertising on our Healthy Options website, in TV/radio promotions leading up to the event, through various social media mentions and more.

Enclosed, please find the full list of exclusive opportunities for your establishment and the participation form. We hope we can count on your winery/brewery to make this year’s event another success.

Space is limited, so please confirm your attendance today!

2016 Serving Up Success Information

DATE: Thursday, September 22, 2016
TIME: 5:30 – 8:30 p.m.
LOCATION: Buffalo RiverWorks ★ 359 Ganson Street, Buffalo NY 14203
ADVERTISING RUNS: August 17 – September 22, 2016
ACTIVITIES: Food, wine and beer sampling, a silent auction, prizes and giveaways

For more information call (716) 635-4959.
As a participating winery/brewery, you’ll receive the following:

- Logo placed on the Healthy Options Buffalo website, healthyoptionsbuffalo.com, on the Serving Up Success page where all event tickets are purchased.
- 2 complimentary tickets to the event ($70 value).
- Winery/brewery name mentioned in event program, event signage and Business First ad, if you commit before August 8, 2016.
- TV/radio promotions for the event with your winery/brewery name, if you commit before August 8, 2016.
- Table with linens at the event.
- Ad space in the event program to promote coupons, specials, etc. (ads must be received by August 15, 2016).
- Signage with your company’s name and sample choices (information must be received by August 14, 2016).
- Your company’s address and logo displayed on PowerPoint presentation played throughout the event.
- Opportunity to market and sell products/gift certificates to attendees.
- Opportunity to distribute coupons/discounts to all attendees.
- Exclusive promotional opportunities through various events such as holiday sales to over 1,000 Independent Health associates.
- Social media mentions on Facebook, Twitter and Instagram to over 2,900 followers.

As part of your participation, we ask that you provide the following:

- Samples of drinks (approximately 400 attendees expected).
- Supplies to keep your beverages cold.
- 2 to 4 representatives to work at your table to serve samples (if possible; otherwise, we can assist with staffing your table).
- Any necessary equipment, including utensils, serving cups and napkins.
WE LOOK FORWARD TO HAVING YOUR WINERY/BREWERY PARTICIPATE IN OUR 5TH ANNUAL SERVING UP SUCCESS EVENT. PLEASE FILL OUT YOUR CONTACT INFORMATION BELOW.

AN APPROXIMATE GUEST COUNT WILL BE SENT TO YOU ONE WEEK PRIOR TO THE EVENT.

Winery/Brewery Name: ________________________________________________________________

Winery/Brewery Contact Person: _______________________________________________________

Best time to reach contact person: ____________________________________________________

Best phone number to be reached at: ____________________________________________________

Email address: _____________________________________________________________________

Please list the beverages you would like to offer at Serving Up Success:

1) _____________________________________________ 4) _____________________________________________

2) _____________________________________________ 5) _____________________________________________

3) _____________________________________________ 6) _____________________________________________

If you have questions, contact the Foundation at (716) 635-4959 or foundation@independenthealth.com.

I, ______________________________, owner/manager of _________________________________,
will be participating in the 2016 Serving Up Success event presented by the Independent Health Foundation at Buffalo RiverWorks on September 22, 2016.

_____________________________________________________________ _________________________
Signature Date

Return to:
Independent Health Foundation
511 Farber Lakes Drive
Buffalo, NY 14221
Fax: (716) 635-3984
Email: foundation@independenthealth.com