Dear Armed Forces Supporter:

The Armed Forces Week Committee, of Western New York requests your support in recognizing the selfless contributions of those serving and those who have served in the United States Armed Forces. Participation provides you with the opportunity to personally show your gratitude and appreciation for the sacrifices made by these brave men and women, while enjoying a weeklong event that will certainly touch the hearts of all those in attendance. Money raised by the WNY Armed Forces Week Committee benefits a local veterans support organization that will receive up to 90% of the net proceeds.

This year we celebrate our 59th year of honoring the men and women of WNY, who have and who are currently serving America in one of the five branches of the Armed Forces and the Citizen Soldiers serving in the Army and Air National Guard the New York Guard and Militia. Each year, fourteen Soldiers, Marines, Sailors, Airman and Coastguardsmen are selected as the best of the best. One Awardee is selected from each branch of the five services, their reserve components and the New York Guard and Militia. They are honored in an awards ceremony at the WNY Armed Forces Military Ball. There is no greater deed than service to the nation – there is no greater need from a nation’s citizens than to support those under arms protecting our liberty, providing security and ensuring everlasting Freedom for ourselves and our children.

The committee is planning this year’s events, which is the second largest celebration of its kind in the U.S. The events will include the Opening Ceremonies on Sunday May 5th, at Riverworks, two events at Salvatore’s Italian Gardens Restaurant, the luncheon with distinguished guest speaker on Thursday May 9th, and a formal Ball on Saturday May 18th.

The enclosed order form describes our various levels of sponsorship and available space options and pricing for an optional advertisement in our Tribute book. Please submit your request by April 5th, 2019 so we can meet our publication deadline. We welcome your partnership in recognizing those who wear the uniforms of our great nation, please contact Ken and Lynn Kobylanski via email: tribute@wnyafw.com, with any questions concerning advertising in the Tribute book and George Boller via email: sponsor@wnyafw.com with any questions concerning sponsorships.

Sincerely,

Honorable Frank Caruso
Justice New York State Supreme Court
Civilian Chairman
WNY Armed Forces Week Committee

David Conboy
Major General, United States Army, Retired
General Chairman
WNY Armed Forces Week Committee
59th Annual Armed Forces Week  Count me in, I want to be a Sponsor!

Gold for $3000
- Recognition of Support at the Opening Ceremony
- Tickets to the Luncheon and Military Ball for eight
- Dinner for Servicemember of the Year and Guest
- Custom made Thank You Plaque presented at Luncheon for display in office/home
- Full-page ad in the Tribute Book
- Most prominent logo placement on website, in press release(s) and advertising
- Option to provide logo’d item for welcome bags at the Military Ball

Silver for $2500
- Recognition of Support at the Opening Ceremony
- Tickets to the Luncheon and Military Ball for eight
- Dinner for Servicemember of the Year and Guest
- Custom made Thank You Plaque presented at Luncheon for display in office/home
- 1/2-page ad in the Tribute Book
- Prominent logo placement on website, in press release(s) and advertising
- Option to provide logo’d item for welcome bags at the Military Ball

Bronze for $2000
- Recognition of Support at the Opening Ceremony
- Tickets to the Luncheon and Military Ball for eight
- Dinner for Servicemember of the Year and Guest
- Custom made Thank You Plaque presented at Luncheon for display in office/home
- 1/4-page ad in the Tribute Book
- Logo placement on website, in press release(s) and advertising
- Option to provide logo’d item for welcome bags at the Military Ball

Level of Sponsorship:  **Gold  Silver  Bronze**  (circle one)

Include a hard copy of your advertisement, digital copy on a CD or preferably a jpeg. The Tribute Book editorial staff cannot prepare your advertisement. Please make your check payable to "Armed Forces Week Committee."

Provide a technical point of contact in case our staff has any questions about your sponsorship.

<table>
<thead>
<tr>
<th>Name</th>
<th>Phone</th>
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Please provide the following information:

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<tr>
<th>COMPANY/ORGANIZATION</th>
<th>PHONE</th>
<th>FAX NUMBER</th>
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<tr>
<th>STREET</th>
<th>CITY</th>
<th>STATE</th>
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<tr>
<th>AUTHORIZED BY (Name)</th>
<th>TITLE</th>
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**SIGNATURE:**

Mail this completed form, together with your check and a copy of your advertisement by April 5, 2019 to:

**Armed Forces Week Committee**  
PO Box 0832  
1200 William St  
Buffalo, NY 14240 0832
**Count me in, I want to participate!**

59th Annual Armed Forces Week  
Armed Forces Tribute Book 2019

To place an optional advertisement in the Tribute Book, please follow the steps below: Indicate the size of advertisement desired. The advertisement sizes are depicted on the back of this form:

<table>
<thead>
<tr>
<th>Advertisement Type</th>
<th>Cost</th>
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</thead>
<tbody>
<tr>
<td>Back Cover in color ($1200.00)</td>
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</tr>
<tr>
<td>Inside Cover in color ($600.00)</td>
<td></td>
</tr>
<tr>
<td>Full Page Color ($430.00)</td>
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<tr>
<td>Full Page ($350.00)</td>
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<tr>
<td>Half Page Color ($270.00)</td>
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<tr>
<td>Half Page ($220.00)</td>
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<tr>
<td>Quarter Page Color ($170.00)</td>
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<tr>
<td>Quarter Page ($120.00)</td>
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<tr>
<td>Eighth Page Color ($100.00)</td>
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<tr>
<td>Eighth Page ($70.00)</td>
<td></td>
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<tr>
<td>Business Card ($75.00)</td>
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<tr>
<td>Business Card ($50.00)</td>
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</tbody>
</table>

Include a hard copy of your advertisement, digital copy on a CD or preferably a jpeg. The Tribute Book editorial staff cannot prepare your advertisement.

Provide a technical point of contact in case our staff has any questions about your advertisement.

NAME __________________________________________ PHONE __________________________________

Please make your check payable to "Armed Forces Week Committee."

Fill in the following information:

AUTHORIZED BY (Name): __________________________________

TITLE: ________________________________________________

SIGNATURE: __________________________________________

COMPANY/ORGANIZATION: __________________________________

STREET ADDRESS: ______________________________________

CITY/STATE/ZIP CODE: __________________________________

PHONE NUMBER: _______________________________________

FAX NUMBER: _________________________________________

Mail this completed form, together with your check and a copy of your advertisement by April 5, 2019 to:

Armed Forces Week Committee  
PO Box 0832  
1200 William St  
Buffalo, New York 14240-0832
Full Page Advertisement (8 ½ x 11)
Full Page Color - $430
Full Page Black - $350

Western New York Armed Forces Week 2019

Business Card Size
(10 per Page – 3 ½ x 2)
Business Card Color - $75
Business Card Black - $50

Half Page (8 ½ x 5 ½)
Half Page Color - $270
Half Page Black - $220

Quarter Page (4 ¼ x 5 ½)
Quarter Page Color - $170
Quarter Page Black - $120

Eighth Page (4 ¼ x 2 ¾)
Eighth Page Color - $100
Eighth Page Black - $70