



2021  
WEEKEND  
OF  
EVENTS

SEPTEMBER  
24<sup>TH</sup> & 25<sup>TH</sup>



*Join us as we celebrate...*

**BUFFALO'S GREATEST OF ALL TIME**  
*and the community that has supported us since 1960!*



**SPONSORSHIP OPPORTUNITIES**

# BUFFALO BILLS ALUMNI FOUNDATION 2021 WEEKEND OF EVENTS



*Featuring the 2nd Annual*

## **RALPH C. WILSON, JR. MEMORIAL GOLF CLASSIC**

**« FRIDAY, SEPTEMBER 24, 2021 »**

Buffalo Bills Alumni V.I.P Gala @

Seneca Niagara Resort & Casino

Niagara Falls, New York

6:00pm - 10:30pm

**« SATURDAY, SEPTEMBER 25, 2021 »**

2nd Annual Ralph C. Wilson, Jr.

Memorial Golf Classic

Diamond Hawk Golf Course

Cheektowaga, NY

10:00am Shotgun Start



# BUFFALO BILLS ALUMNI V.I.P. GALA OUR BIGGEST FUNDRAISER OF THE YEAR!



**RETURNING  
TO THE SENECA  
NIAGARA RESORT  
& CASINO!**

To say that 2020 was a challenging year for the Buffalo Bills Alumni Foundation and all Americans would be a gross understatement. To that end, we have some very exciting news to share with you about the 2021 Buffalo Bills Alumni Foundation Weekend of Events. **WE ARE BACK!**

This year, the Buffalo Bills Alumni Foundation will once again be holding our Buffalo Bills Alumni Foundation Weekend of Events featuring our V.I.P. Gala and the 2nd Annual Ralph C. Wilson, Jr. Memorial Golf Classic.

The entire purpose of the Buffalo Bills Alumni Weekend is to raise funds to support local charities – and our marquee fundraiser allows us to do just that! Thanks to our wonderful sponsorship support over the years, we have donated millions of dollars back to the community.

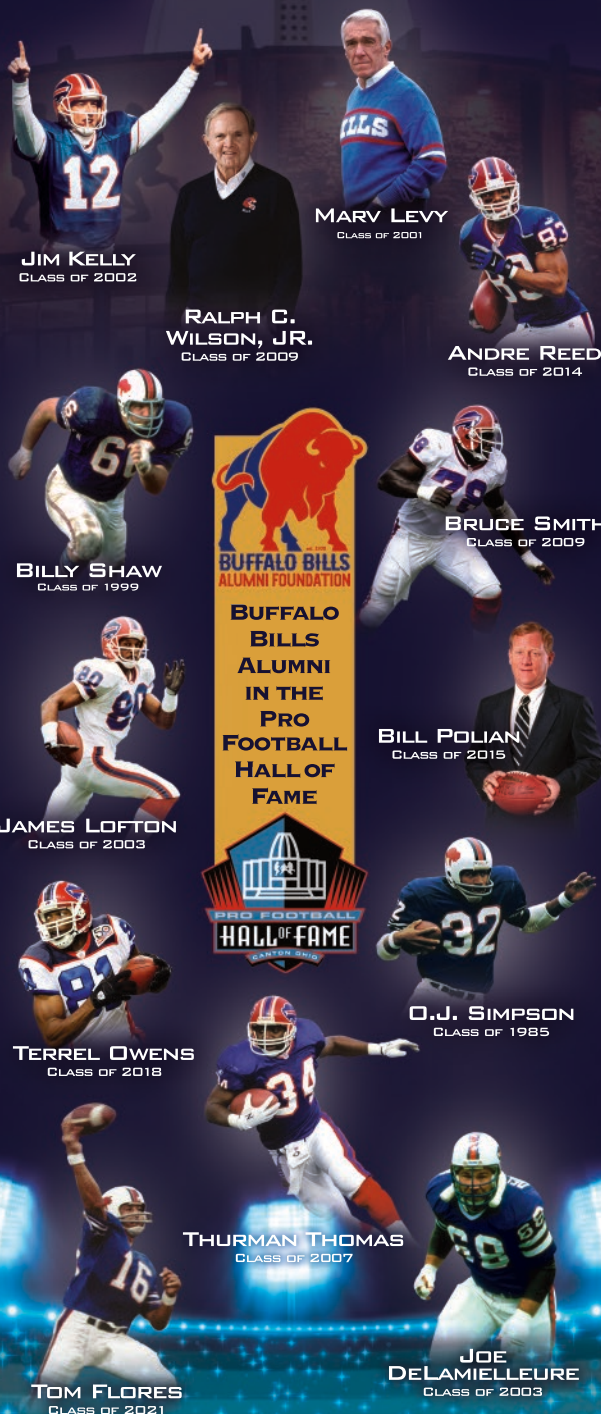
The Alumni Weekend theme is “**BUFFALO’S GREATEST OF ALL TIME** – *Supporting the Community that Supported Us!*”

We are happy to announce that our VIP Gala returns to the beautiful \$42 million renovated Seneca Niagara Resort & Casino Events Center for fabulous food, drinks, auctions, prizes, 50 former Buffalo Bills greats, celebrity program and much, much more.

Please review this sponsor’s brochure. It’s an incredible two days of exposure for your company, your clients and your customers. Don’t be left out of this high profile, celebrity event – choose your sponsor selection **TODAY!**



Join us as we celebrate...  
**BUFFALO'S GREATEST OF ALL TIME**  
*and the community that has supported us since 1960!*



## BUFFALO BILLS ALUMNI 2021 WEEKEND OF EVENTS

# SPONSORSHIP OPPORTUNITIES

Buffalo Bills Alumni V.I.P. Gala Admission

**\$100 PER PERSON**

RETURNING  
TO THE SENECA  
NIAGARA RESORT  
& CASINO!



### INDIVIDUAL SPONSOR **\$500**

- One (1) V.I.P. Gala Ticket
- One (1) Golf Slot at Ralph Wilson Golf Classic

### BRONZE SPONSOR **\$2,500**

- Six (6) V.I.P. Gala Tickets
- Two (2) Golf Slots at Ralph Wilson Golf Classic
- Two (2) Copies of the 2020 Alumni Yearbook

### SILVER SPONSOR **\$3,500**

- Eight (8) V.I.P. Gala Tickets
- One Foursome (4) Golf Slots at Ralph Wilson Memorial Golf Classic
- Three (3) Copies of the 2020 Alumni Yearbook
- Program Recognition at the V.I.P. Gala
- Signage at Ralph Wilson Memorial Golf Classic
- Tee and Green Sign Recognition

### GOLD SPONSOR **\$5,000**

- Ten (10) V.I.P. Gala Tickets
- One Foursome (4) Golf Slots at Ralph Wilson Memorial Golf Classic
- Overnight Stay (One Room) at the Seneca Niagara Resort & Casino
- Four (4) Copies of the 2020 Alumni Yearbook
- Program Recognition at the V.I.P. Gala
- Twin Giant Screen Recognition at the V.I.P. Gala
- Signage at Ralph Wilson Memorial Golf Classic
- Signage at the V.I.P. Gala
- Tee and Green Sign Recognition

### GOLF CART SPONSOR **\$7,500**

- Twelve (12) V.I.P. Gala Tickets
- Foursome (4) Golf Slots at Ralph Wilson Memorial Golf Classic
- Overnight Stay (One Room) at the Seneca Niagara Resort & Casino
- Six (6) Copies of the 2020 Alumni Yearbook
- Program Recognition at the V.I.P. Gala
- Twin Giant Screen Recognition at the V.I.P. Gala
- M.C. Recognition at the V.I.P. Gala
- Signage at Ralph Wilson Memorial Golf Classic
- Signage at the V.I.P. Gala
- Tee and Green Sign Recognition
- Corporate Name/Logo on all 40 Celebrity Golf Carts

### PLATINUM SPONSOR **\$10,000**

- Twenty (20) V.I.P. Gala Tickets
- Two (2) Foursomes (8) Golf Slots at Ralph Wilson Memorial Golf Classic
- Overnight Stay (One Room) at the Seneca Niagara Resort & Casino
- Eight (8) Copies of the 2020 Alumni Yearbook
- Program Recognition at the V.I.P. Gala
- M.C. Recognition at the V.I.P. Gala
- Twin Giant Screen recognition at the V.I.P. Gala
- Signage at Ralph Wilson Memorial Golf Classic
- MC Recognition at Ralph Wilson Memorial Golf Classic
- Signage at the V.I.P. Gala
- Tee and Green Sign Recognition

### EXCLUSIVE SPONSOR **\$15,000**

- Thirty (30) V.I.P. Gala Tickets
- Three (3) Foursomes (12) Golf Slots at Ralph Wilson Memorial Golf Classic
- Two (2) autographed footballs from Buffalo Bills greats
- Overnight Stay (One Room) at the Seneca Niagara Resort & Casino
- Ten (10) Copies of the 2020 Alumni Yearbook
- Program Recognition at the V.I.P. Gala
- M.C. Recognition at the V.I.P. Gala
- Twin Giant Screen recognition at the V.I.P. Gala
- Signage at Ralph Wilson Memorial Golf Classic
- News /Press Release Recognition
- MC Recognition at Ralph Wilson Memorial Golf Classic
- Signage at the V.I.P. Gala



For Sponsorship Opportunities  
or Event Tickets, contact  
JRC Promotions:

ciffaj@jrcpromotions.net  
**(716) 694-7867**





The Buffalo Bills Alumni Foundation was founded in 1998 and is comprised of past NFL players that have left an imprint on society during their football careers and who wish to continue molding society in a positive manner.

Celebrate with a host of celebrities and former Buffalo Bills greats in what promises to be a star-studded, exciting and most memorable weekend.



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**(716) 694-7867**

P.O. Box #118 • Getzville, NY 14068

**BUFFALOBILLSALUMNI.COM**





## Buffalo Bills Alumni Sponsorship & Golfer Registration Form



NAME: \_\_\_\_\_  
COMPANY: \_\_\_\_\_  
ADDRESS: \_\_\_\_\_  
CITY: \_\_\_\_\_  
STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_  
PHONE: \_\_\_\_\_  
E-MAIL: \_\_\_\_\_

**SPONSORSHIP PACKAGE:** *Please check one*

- ☐ Exclusive Sponsor (\$15,000)  
☐ Platinum Sponsor (\$10,000)  
☐ Golf Cart Sponsor (\$7,500)  
☐ Gold Sponsor (\$5,000)  
☐ Silver Sponsor (\$3,500)  
☐ Bronze Sponsor (\$2,500)  
☐ Individual Sponsor (\$500)

Golfer #1

Golfer #2

Golfer #3

Golfer #4

- ☐ Enclosed is payment in full for  
\$ \_\_\_\_\_

*Make Check or Money Orders Payable To:*  
**Buffalo Bills Alumni Foundation**

**CREDIT CARD  
INFORMATION**

☐ Discover ☐ MasterCard ☐ Visa ☐ American Express

Credit Card # \_\_\_\_\_

Security Code \_\_\_\_\_ Expiration Date \_\_\_\_ / \_\_\_\_

***Please submit form by Friday July 2, 2021, to:***

**JRC Promotions • 126 Delton Street, Tonawanda, NY 14150**

**Office: (716) 694-7867**