



**September 11, 2011**  
**10:00 am - 3:00 pm**  
at the Event Center located  
on the Fairgrounds in Hamburg  
**[www.wnybridalshow.com](http://www.wnybridalshow.com)**

*Metro Group, Inc. continues it's fine tradition of quality shows with this year's WNY Bridal Show.*

*Brides and grooms from all over WNY attend this event looking for help in planning and executing every detail of their wedding. Bridal couples, parents and even entire bridal parties come to sample wedding cake, hear music, meet photographers, talk to wedding vendors, sit in a limo and see the latest wedding fashions.. Meeting vendors face-to-face allows couples the opportunity to ask questions, see products, get samples and gather materials so they can make the most informed decisions about their big day.*

***In commemoration of the 10th Anniversary of the September 11th tragedy with a tribute to all first responders, there will be a flag ceremony before the dove release at the opening of the show.***

## **Sponsorship Opportunities**

**Gold Sponsor** - \$2,000 Investment

### **Website exposure**

- Fixed tile ad (300x250) with link on [wnybridalshow.com](http://wnybridalshow.com), Metro's Bridal Show home page and rotating throughout Metro Group's other websites: [wnywoman.com](http://wnywoman.com), [metrowny.com](http://metrowny.com) & [wnyhealthmag.com](http://wnyhealthmag.com).

### **Pre-Event Marketing**

- Prominent placement of your logo on all Show marketing materials including pre-show advertising in our 25 Metro Group publications starting in July 2011.
- Mention in an article running in Metro's newsletter Ad on Sales.

### **Posters**

- Prominent placement of your logo on posters that are distributed and posted throughout Western New York.

### **Bridal Directory (3,000 copies)**

- Prominent placement of your logo throughout the magazine (front cover, center spread).
- 1/2 page Full-color ad.

### **The Expo**

- Prominent placement of logo on event tickets.
- A business listing in the Welcome Program.
- 10'x20' vendor booth - pipe & draped booth with table and 2 chairs.
- Your logo on Welcome Banner.

### **Goodie Bags**

- Your flyer stuffed free in up to 1,000 bridal show gift bags.

## **Silver Sponsor** - \$1,000 Investment plus Door Prize

### **Website exposure**

- Fixed tile ad (300x250) with link on wnybridalshow.com, Metro's Bridal Show home page and rotating throughout Metro Group's other websites: wnywoman.com, metrowny.com & wnyhealthmag.com.

### **Pre-Event Marketing**

- Placement of your logo on all Show marketing materials including pre-show advertising in our 23 Metro Group publications starting in July 2011.
- Mention in an article running in Metro's newsletter Ad on Sales.

### **Posters**

- Placement of your logo on posters that are distributed and posted throughout Western New York.

### **Bridal Directory (3,000 copies)**

- Placement of your logo throughout the magazine (front cover, center spread).
- 1/8 page Full-color ad.

### **The Expo**

- Placement of logo on event tickets.
- A business listing in the Welcome Program.
- 10'x20' vendor booth - pipe & draped booth with table and 2 chairs.
- Your logo on Welcome Banner.

