

Commemorative Recognition Opportunities

May 2022

WEDI seeks to align our shared business and community principles with other investors in our beloved Queen City. We celebrate our programmatic, lending and capital partners with pride. Signage throughout the West Side Bazaar, and relevant programming taking place in named spaces, will include a Donor's name where possible and appropriate. Representative Campaign Recognition Opportunities* include:

SOLD The Community Café The Community Café is the new West Side Bazaar's Premiere recognition opportunity. This lead donor will secure extensive recognition throughout the new Bazaar, on all media materials, and other unique placements that might include consumer packaging, menus, on-site Café programming and more.

The Sky's The Limit Atrium \$1,500,000 The Atrium features an open-air space that joins the Community Café on the first floor and the service and community spaces on the second floor. It will serve as a gathering space for entertainment and special events. Extensive usage of donor name(s) will reach across media, print and on-site features.

Stairway to Success \$1,500,000 WEDI's entrepreneurs are on their way up! The new Bazaar will feature an attractive center stairway linking the Atrium to the second floor. This donor will be recognized across media and in on-site signage.

Entrepreneurship Academy \$1,000,000 WEDI's high success rates are often attributed to our "wrap around" model that helps an entrepreneur's dream power a sound business strategy. Technical assistance programming will recognize this donor's commitment to training Buffalo's brightest entrepreneurs. Although programmatic, the named Academy will be recognized in a highly visual way.

Reach for the Stars Skylight \$500,000 The new Bazaar will be awash in sunlight from the beautiful skylight that will brighten both floors, creating a welcoming place to work, shop or dine. Centered over The Loft and shining down through The Atrium, the Skylight will encourage everyone to look up and imagine the possibilities!

Straight to the Top Elevator \$500,000 Lift entrepreneurs up as they learn how to be the best they can be. The Elevator will carry budding business leaders, community members and customers to new experiences.

The Hopes and Dreams Training Kitchen \$500,000 Located on the second floor, the Hopes and Dreams kitchen will bustle with chef-led trainings and cooking classes, programs for budding chefs and more. Young people will come for cooking demonstrations and workshops on nutrition, starting them on a lifetime of self-care with healthy food. It will be 100% accessible 24/7 through various locking systems so cooks can work at off hours to accommodate their obligations. Programming will reflect the donor's names as will signage throughout the first floor.

The Gathering Space \$500,000 A community space for classes, lectures, and private receptions, the Gathering Space will welcome community members and families who will feel right at home in this space filled with international flair. A Donor's name will be seen throughout the community as hosts and visitors take advantage.

SOLD The Learning Lab \$500,000 Navigating a new business, a new city, or a new language is hard work. Good thing WEDI is adept at providing education programs that help community members ages 5 and up to excel in school, feel comfortable in their environment, learn how to build a marketing plan. The Learning Lab Classroom will be a true home for education.

Getting Down to Business Shared Kitchens (4) \$250,000 each (SOLD-1) The Bazaar's commercial kitchens cook up more than just food – they are the stage for the beginning of an individual's future business, and life. In four kitchens on the main floor, chefs will work together to share recipes, ideas and best practices and help one another get down to growing their business. Their central location on the main level is highly visible and each donor's support will be recognized liberally.

The Marketplace \$250,000 Filled with a curated rotation of unique pieces from local artists, makers or WEDI's youth programming participants, as well as some beverages, the Marketplace will be the spot to pick up a cold drink or a small gift. These retail items will complement not compete with our business owners' wares.

SOLD The Loft \$250,000 Above the Community Cafe is a large open area that can be seating, creative, or event space. With a capacity of over 100, the Loft takes the Bazaar's capacity over 200. The name will be prominently featured in printed materials advertising functions in the space and on signage throughout the building.

Community Catering Van \$150,000 WSB Chefs are popular! WEDI is often invited to cater business and community events. A new insulated refrigerator truck will enable WEDI to deliver high quality yet perishable food safely to customers all over the area.

Open Pathways Glass Garage Doors \$150,000 each Two full-size garage doors are part of the building's historic façade and will be preserved in homage to the building's manufacturing past. In today's incarnation they will be glass doors that will flood the main floor with natural light, showcasing Buffalo's white winters and sunny summers. They will open on nice weather days giving a fun place to sit and take in the sun. Donors will be recognized for literally opening pathways to Niagara Street.

Gateway to Opportunities (13) \$100,000 - \$250,000 each Opportunity starts at WEDI for our entrepreneurs, many of whom will offer their delicious food or authentic wares to neighbors and visitors alike. The new Bazaar will have 13 points of sale, allowing business owners a safe, supportive community in which to grow their business. Each 'storefront' or kiosk will feature a donor's name demonstrating a donor's commitment to helping Buffalo businesses thrive. Offerings will range in price based on visibility.

Chef's Pantry \$100,000 Located on the main 2nd floor concourse, the Chef's Pantry is a large storage center for chefs to store their wares and equipment. Each business owner has a dedicated spot, and with storage space in short supply in the Grant Street Bazaar, this extra space can't come a moment too soon!

WSB Manager & Program Offices (2) \$50,000 each WSB staff will have two offices on-site, providing space for our full-time Bazaar manager as well as a program team that might be delivering an event one day and running workshops another. Both on the second floor with windows facing the Niagara River, each will be a sun-filled office from which WSB programs will be orchestrated.

Technology for The Learning Lab \$50,000 The Lab will have a robust schedule of classes and webinars on business finance, marketing and other subjects. State of the art technology will enable WEDI to share these learnings with students in The Lab, across town or around the world, helping entrepreneurs just about anywhere!

Public Stairways (2) \$50,000 These stairways, at the North and South ends of the Bazaar will provide additional flow throughout WSB.

Chefs of the World Cooking Series \$25,000 - \$50,000 SOLD (One Series Sold-Others still available) The Bazaar will offer authentic cooking programs, cultural experiences, and other lessons throughout the year. In the first three years of operation, donors can be recognized for this or other series that will be widely publicized throughout the region, creating a destination for foodies and adventurers. Recognition will be featured in advertisements throughout the Bazaar and on all WEDI's platforms and media.

Windows of Opportunity (10) \$25,000 each This prominent architectural feature will give our renovated façade a special touch. Historic glass block windows let light into this 1911 factory. A nod to Buffalo's industrial past, these restored windows let the sunshine in for a new generation of industrialists. Each window will recognize a donor, with recognition at the higher end going to the windows located in the center Atrium.

A Clean Start \$25,000 Cooking is a messy business, but our business owners will have plenty of room to keep their service items sparkling in this large cleaning/prep space.

Can't Do It Without You Essentials (many) \$10,000 - \$25,000 each Whether whipping up Pad Thai or steaming the perfect dumpling, the essentials that every chef needs are right here in the Bazaar's shared kitchens. Help underwrite these tools and give our entrepreneurs the tools they need to build bright, sustainable futures. Each philanthropic investment will be recognized right out front along the Donor Wall to demonstrate WEDI's gratitude. Offerings range in price.

Keeping it Cool Walk-in Refrigerators / Light a Spark Commercial Stoves/ Preparing for Greatness Prep Centers

Conversation Stations (Many) \$10,000 Pull up a chair and enjoy a delicious meal or a refreshing coffee while meeting a colleague or making a new acquaintance. The Bazaar's communal tables are famous for being Buffalo's melting pot, seating a downtown businessperson next to a newly relocated Buffalo resident next to a tourist who read about the Bazaar in the latest travel blog. Seating areas across the main Dining Hall will offer tables for 2-8 people – and an opportunity for inviting conversation. Tables will feature a nod to these donors.

Other Donor Opportunities

Commemorative Giving Opportunities span a significant range. The most prominent architectural features and programmatic investments will be reserved for the Campaign's highest-level donors, based on the order in which gifts are pledged. Exact namings and levels will be offered upon final architectural and programmatic planning and campaign goals. Most opportunities will have a finite recognition time period of no more than ten years. Donors of \$10,000 and above will be invited to a special Opening Night Celebration just before the Bazaar welcomes the public into its new home. Other unique opportunities will be afforded these leadership donors.

WSB Builder's Wall of Honor \$5,000+ All donors of \$5,000 and more will be recognized on the Wall of Honor in a prominent location in the building. Community-wide campaigns and crowdfunding will invite donors to pool their resources to help build community, opportunity, and a welcoming place for all. \$5,000 donors will be afforded special access to VIP Bazaar events, tickets to tastings and more. Finally, everyone who contributes will be recognized in publications during the Bazaar Opening in 2023 and invited to a community-wide gathering to celebrate the Bazaar's opening.