

Sponsor Information

22nd Annual



February 5, 2020

Oncenter & War Memorial



Event Background

In the summer of 1998 auto dealer Roger Burdick approached the board of directors of the Syracuse Auto Dealers Association with a proposal to stage a black tie fund raising preview party on the night preceding the opening of the Association's annual auto show.

Based on a similar event at the Detroit Auto Show, Burdick hoped the Syracuse community would embrace this unique fund raising opportunity. What has evolved from that time until today has become one of Central New York's most successful fund raising events for charity.

Guests are treated to a private preview of the annual auto show to the accompaniment of three different musical groups, outstanding food, and the newest and most exciting cars and trucks.

A special Charity Preview committee of area auto dealers was formed and tasked to identify appropriate charities who could benefit from the preview and to organize the evening's program. An emphasis was placed on selecting charities that served children and families. And that continues today. The six original charities have grown to fifteen charities today.

Thanks to the major underwriters, the goal of the committee is to raise enough underwriting to cover the costs of the event. Since its inception each of the charities has received 99.5% of the money raised through ticket sales; gold, silver, and bronze corporate sponsorships; and individual donations.

Founders Society – Our Major Underwriters (2019)

Advance Media New York
Chevrolet Dealers of CNY
Spectrum Reach
Syracuse Automobile Dealers Association
Syracuse Area Toyota Dealers
The Greater Syracuse Area Honda Dealers
TradeRev



Benefits for Major Underwriters

Founders Society (\$10,000)

- Recognition in all newspaper advertising in The Post-Standard
- Recognition in all web site advertising on Syracuse.com and autoexposyracuse.com
- Recognition in all printed materials promoting the Charity Preview
- Recognition in all television promotional spots aired on Time Warner Cable
- Recognition in the Charity Preview program book
- Speaking part in presentation video
- Continuous video recognition aired on the night of the Charity Preview
- Name printed on over 14,000 invitations
- Tickets to the Charity Preview (12 tickets)
- Recognition in special section of The Post-Standard on opening day of all underwriters and sponsors

Franklin Circle (\$5,000)

- Recognition in all newspaper advertising in The Post-Standard
- Recognition in all web site advertising on Syracuse.com and autoexposyracuse.com
- Recognition in all printed materials promoting the Charity Preview
- Recognition in the Charity Preview program book
- Continuous video recognition aired on the night of the Charity Preview
- Tickets to the Charity Preview (6 tickets)
- Recognition in special section of The Post-Standard on opening day of all underwriters and sponsors

Friends of SADA (\$2,000 – \$3,500)

- Recognition in the Charity Preview program book
- Continuous video recognition aired on the night of the Charity Preview
- Tickets to the Charity Preview (2 tickets)
- Recognition in special section of The Post-Standard on opening day of all underwriters and sponsors



Participating Charities

AccessCNY

(315) 455-7591, www.accesscny.org

AccessCNY creates a community where everyone belongs. Project Adapt, the agency's free lending library of adaptive toys and medical equipment helps people with disabilities live more independently in their homes. Provisions, an agency bakery, teaches employment skills to those in mental health recovery, helping them gain knowledge so they can reenter the workforce. And CASA ensures abused and neglected children always have someone on their side. At AccessCNY we help everyone who calls Central New York home live their best life.

Crouse Health Foundation

736 Irving Avenue, Syracuse, New York 13210, (315) 470-7702
crouse.org/foundation

Crouse Health Foundation supports Crouse Health in providing the best in patient care and promoting community health for our Central New York community. Foundation donations support the purchase of state-of-the-art equipment, fund vital programs and services, and provide education initiatives including Pomeroy College of Nursing scholarships.

David's Refuge, Inc.

8195 Cazenovia Road, Manlius, New York 13104, (315) 682-4204

David's Refuge provides respite, resources and support to parents and guardians of children with special needs or life threatening medical conditions where they will be refreshed, restored and renewed in their role as caregivers. This year we will serve 350 couples/singles at 24 different bed & breakfast locations. We are proud to care for the caregiver!

Food Bank of Central New York

7066 Interstate Island Road, Syracuse, New York 13209, (315)437-1899
foodbankcny.org

Food Bank of Central New York, (315)437-1899, foodbankcny.org

Food Bank of Central New York has been feeding the hungry since 1985 as the primary food supplier to 443 food programs. Food pantries, soup kitchens, and other community programs receive nutritious food for distribution to hungry children, families, and seniors. The Food Bank distributed more than 15.6 million pounds of food last year in our eleven county service area of Cayuga, Chenango, Cortland, Herkimer, Jefferson, Lewis, Madison, Oneida, Onondaga, Oswego, and St. Lawrence.



Hospice of Central New York and Hospice of the Finger Lakes

990 Seventh North Street, Liverpool, New York 13088

(315) 634-1100 (Liverpool Office), (315) 255-2733 (Auburn Office)

Hospice of Central New York and Hospice of the Finger Lakes provides skilled, compassionate care to patients and their families coping with advanced illness and limited life expectancy. Hospice services are provided by a team of professionals including physicians, registered nurses, licensed practical nurses, social workers, volunteers, and therapist all working together to support terminally ill patients and their loved ones. Each year we serve over 1,200 families in Cayuga, Onondaga, Madison, and Oswego counties, offering dignity and hope at the end of life.

Huntington Family Centers, Inc.

405 Gifford Street, Syracuse, New York 13204, (315) 476-3157

Huntington Family Centers, Inc., deeply rooted in the “settlement house” tradition, is dedicated to the dignity and self-worth of all individuals and committed to enhancing the lives of families and children for the future of our community. We accomplish this through diverse, year-round programming designed to strengthen individuals and families in a safe, caring environment. In 2018, approximately 8,266 families were provided services through the provision of community-based programs such as Emergency Food Pantry Service, Universal Pre-K, Youth and Teen After School Programs, Family Support Parenting Education, Supervised Parent Visitation and Senior Services.

LAUNCH

212 East Manlius Street, East Syracuse, New York 13057, (315) 432-0665

LAUNCH (formerly the Learning Disabilities Association CNY) partners with children and adults to provide individualized services that foster learning, independence and growth. LAUNCH serves individuals with learning disabilities, ADHD, developmental disabilities, autism and traditional learners. Over 450 local families receive support through programs and services including employment, community habilitation, adult social recreation, ADHD, workplace training through Career Solutions Academy, educational consulting for parents to help navigate the school system, and summer educational programs.

Make-A-Wish[®] Central New York

5005 Campuswood Drive, East Syracuse, New York 13057, (315) 475-9474

cny.wish.org

Celebrating 35 years, Make-A-Wish[®] Central New York is a nonprofit, tax-exempt organization dedicated to granting life-changing wishes for children with critical illnesses. Since inception in 1985, the organization has granted nearly 1,900 wishes to eligible children between the ages of 2½ and 18 years within its 15-county footprint, which includes Broome, Cayuga, Chenango, Cortland, Herkimer, Jefferson, Lewis, Madison, Oneida, Onondaga, Oswego, Otsego, St. Lawrence, Tioga and Tompkins counties.



Maureen's Hope Foundation, Inc.

44 Oswego Street, Baldwinsville, New York 13027, (315) 243-6918

Maureen's Hope has helped over 2,800 families in our community facing the challenges of a cancer diagnosis or other life altering disease. We provide practical service support such as a cleaning service and meals; comfort baskets; we sponsor the Beads of Courage program at Upstate Golisano Children's Hospital for pediatric oncology and cystic fibrosis patients as well as personalized Easter Baskets and our You and Me Bears. Everyone's needs are different and we cater to those personal needs. Making a difference TODAY!

Meals On Wheels of Syracuse, NY, Inc.

300 Burt Street, Syracuse, New York 13202, (315) 478-5948, Meals.org

Since 1959, Meals On Wheels of Syracuse has provided nutritious meals and a daily visit to those living in our community who might otherwise go hungry. We help seniors and adults with disabilities stay healthy and in their home. Partnering with health care providers to reduce costs and improve lives, we will serve over 200,000 meals this year. We need your help to meet the growing need. Together we can deliver.

Responsive to Our Community (ROC)

Syracuse, New York, Info@responsivecommunity.org

Responsive to our Community (ROC) conducts on-the-job training for unemployed at-risk veterans (e.g., PTSD, prior substance abuse issues, large gaps in employment history) who turn vacant and dilapidated buildings into renovated apartments for homeless domestic violence survivors and their children. Providing these families refurbished apartments gives our veterans a new sense of mission. www.responsivecommunity.org

Silver Fox Senior Social Club

22 E. Genesee Street, Baldwinsville and Route 92, Fayetteville,
SilverFoxSeniors.org

The Silver Fox is a "Social Adult Day Center," a facility that welcomes seniors who may otherwise be shut-in at home. A Day Care Center for seniors ... a skilled, welcoming facility that engages seniors who likely have some level of physical or cognitive impairment, while offering respite for caregivers and family. The Silver Fox is a not-for-profit enterprise that began in 2007 in Baldwinsville and recently opened a second location in Fayetteville to better serve other parts of the CNY community.



The Centers at St. Camillus & affiliate Integrity Home Care Services

813 Fay Road, Syracuse, New York 13219, (315) 488-2951, st-camillus.org

The Centers at St. Camillus and affiliate Integrity Home Care Services are voluntary,

not-for-profit organizations dedicated to caring for life through a broad range of health services for adults. Primary care services include residential skilled nursing, short term rehabilitation including brain injury (the only state-certified program in central and upstate NY) and a new pulmonary rehab program, home care, adult day, and medical transportation.

The Newland Center for Adult Learning and Literacy

1443 East Genesee Street, Syracuse, New York 13210, (315) 471-1446

The Newland Center Mission Statement is to enable adults and older youth to acquire the listening, speaking, reading, writing, mathematics and technology skills needed to solve problems they encounter in daily life; and to take advantage of opportunities in their environment. Instruction is provided primarily by volunteers working in neighborhood-based centers, to students lacking adequate primary and secondary school education as well as those with limited English speaking ability.

YMCA of Central New York

340 Montgomery Street, Syracuse, NY 13202, (315) 474-6851, ymcacny.org

The YMCA of Central New York is a diverse organization of men, women and children joined by a shared commitment to strengthening the community by nurturing the potential of kids, promoting healthy living and fostering social responsibility for over 160 years. With more than 60,000 members in branches and outreach sites throughout the region, the Y has the presence and partnerships to deliver lasting personal and social change.



2020 Charity Preview Goal Chart

Since the Charity Preview's inception, we have raised over \$3.81 million for Central New York charities.

