

Sponsor Information

23rd Annual



Wednesday, February 9, 2022
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.

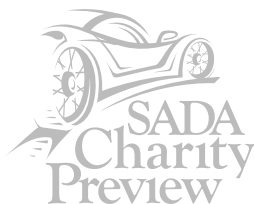
Guests are treated to a private preview of the annual auto show to the accompaniment of three different musical groups, outstanding food, and the newest and most exciting cars and trucks.

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 now grown to fourteen charities.

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 100% of the money raised through ticket sales; gold, silver, and bronze corporate sponsorships; and individual donations.

Founders Society – Our Major Underwriters (2020)

advance media New York
Chevrolet Dealers of CNY
KAR Global
Nissan North America
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 Advance Media New York/Syracuse.com
- 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 Spectrum Reach
- 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 Advance Media New York/Syracuse.com on opening day of all underwriters and sponsors

Franklin Circle (\$5,000)

- Recognition in all newspaper advertising in Advance Media New York/Syracuse.com
- 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 Advance Media New York/Syracuse.com 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 Advance Media New York/Syracuse.com on opening day of all underwriters and sponsors



Participating Charities

AccessCNY

(315) 455-7591, 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. Berkana House is an innovative crisis respite program that helps adults in need of mental health or substance abuse support to begin their recovery in a calm, peaceful, and supportive environment. 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 has been feeding the hungry since 1985 as the primary food supplier to more than 400 partner agencies. 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 22 million pounds of food last fiscal 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
and 1130 Corporate Drive, Auburn, New York 13021, (315) 255-2733

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 therapists all working together to support terminally ill patients and their loved ones. Each year we serve over 1,500 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 2020, approximately 8,766 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

313 E. Willow Street, Suite 204, Syracuse, New York 13203, (315) 432-0665,
launchny.org

Think it. Dream it. LAUNCH it! LAUNCH is a non-profit organization that supports people of all abilities to gain greater independence through learning. The very definition of LAUNCH is what our organization is all about. LAUNCH is a verb meaning to get off to a good start, to send off or to make a start. LAUNCH’s services and programs do just that! We work with each person to help them launch to a new level of independence. That independence could be in the classroom, workplace, home or in the community. LAUNCH supports families from our community through programs and services including employment, community habilitation, adult social recreation, ADHD, workplace training through our Career Solutions Academy, educational consulting for parents to help navigate the school system, and summer educational programs. Our staff are experts in supporting people with disabilities.

Make-A-Wish® Central New York

5005 Campuswood Drive, East Syracuse, New York 13057, (315) 475-9474
cny.wish.org

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 over 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 Foundation serves families in CNY facing the challenges of a cancer diagnosis or other life altering disease. We provide personalized comfort baskets to men, women and children; sponsor the Beads of Courage program at Upstate Golisano Children's Hospital for pediatric patients, as well as the Joslyn Diabetes Center and Crouse Hospital NICU patients; provide annual Spring baskets at Upstate Golisano Children's Hospital along with our You & Me Bears program; annual spa day for moms of cancer warriors; and a new program is our Family Day and dinner for pediatric hematology/oncology patients at a Syracuse Mets game. A common thread to all of our support programs is connection and we are 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 are homebound and might otherwise go hungry. We help seniors and adults with disabilities stay healthy and in their homes. Collaborating with health care providers to reduce costs and improve lives, we will serve over 200,000 nutritious meals this year. We need your help to meet the growing need. Together we can deliver.

Silver Fox Senior Social Club (dba Silver Fox Adult Day Centers)

22 E. Genesee Street, Baldwinsville and 2240 West Seneca Street,

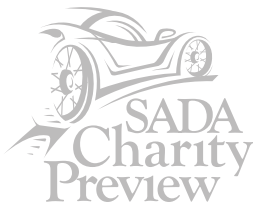
Manlius, New York, SilverFoxSeniors.org

Silver Fox is a Social Adult Day Center that welcomes seniors who may otherwise be shut-in at home. Silver Fox provides services throughout the day that are intended to optimize the cognitive, physical and nutritional needs of seniors, helping them to remain in their homes, keeping families and communities together. Silver Fox is a not-for-profit enterprise that began in 2007 in Baldwinsville and recently moved its Fayetteville location to Manlius, quadrupling in size to accommodate the growing senior 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 not-for-profit organizations dedicated to caring for life through a broad range of health care services for adults. Established in 1969, we're one of Central



New York's most respected skilled nursing facilities. Our compassionate, individualized care teams help residents and patients reach their maximum potential and highest level of independence. Primary services include long-term care, short-term rehabilitation, including the only state-certified brain injury rehab program in Central New York, two home care agencies and medical transportation.

The Learning Place (formerly The Newland Center)

501 Park Street, Syracuse, New York 13203, (315) 471-1446

The mission of The Learning Place is to enable adults to acquire the listening, speaking, reading, writing, mathematics and technology skills they need to solve problems they encounter in daily life; to take advantage of opportunities in their environment; and to participate in the peaceful transformation of their society. Instruction is provided primarily by volunteers in a supportive neighborhood-based center. Instruction includes: Basic Literacy; TASC High School Equivalency (formerly GED); and English Language for speakers of other languages.

YMCA of Central New York

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

The YMCA of Central New York is a diverse organization of people 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 branches and outreach sites throughout the region, the Y has the presence and partnerships to deliver lasting personal and social change.



2022 Charity Preview Goal Chart

Since the Charity Preview's inception, we have raised over \$4.1 million for Central New York charities.

