

DESIGNING TO LIVE SUSTAINABLY

Challenging the conventional paradigm



YIMBY

Dear Community Partner,

Designing to Live Sustainably (d2ls), a thriving nonprofit environmental advocacy group, is seeking sponsorships for the Buffalo YIMBY Festival, to take place April 27, 2019. Yes In My Back Yard (YIMBY) presents an unprecedented opportunity to advance community development through a design competition and day-long event celebrating positive and sustainable change in the Buffalo Niagara region.

The Buffalo YIMBY Festival will take place at 998 Broadway Avenue, a vacant shopping center in the Broadway-Fillmore neighborhood of Buffalo. Leading up to YIMBY, Designing to Live Sustainably, DesignBuffalo, and Cedarland Development are sponsoring a design competition to present ideas on how to redevelop the [998 Broadway](#) site.

About YIMBY

Inspired by YIMBY Toronto, the **Buffalo Yes In My Back Yard** initiative brings together Block Clubs, neighborhood groups, grass roots organizations and interested individuals to get to know each other, share ideas and experiences, and develop skills and strategies that can improve the City of Buffalo, one block at a time. YIMBY promotes the role of community groups as an integral force for positive and sustainable change in the Buffalo-Niagara Region. www.buffaloyimby.org

YIMBY is an initiative of **Designing to Live Sustainably**, an organization whose mission is to collectively embrace our responsibility to future generations by doing more than merely coping with the effects of climate change, designing built environment and policies that facilitate doing well and to nurture a culture of economic, social, and environmental responsibility within the greater Buffalo-Niagara community. www.d2ls.org

DesignBuffalo is a forum for architects, designers of all stripes, concerned citizens, preservationists, environmentalists, urban planners and armchair urban designers in Buffalo, New York. DesignBuffalo brings together architects and other design professionals to actively promote quality design through hands-on collaboration with developers and key stakeholders. www.designbuffalo.org

About the Kick-off Event

The kickoff event, a workshop for prospective design competition entrants, was held on Saturday September 15, 2018, from Noon to 3pm, inside the building at 998 Broadway. This workshop, led by members of the DesignBuffalo team, focused on educating potential entrants and other interested parties about the site, the community, Green Code compliance, and the competition itself. Thirty local community members participated and spoke about what they would like to see. Representatives of the property owners attended to hear what residents had to say and gave their own input. Some “charette” style design sessions were offered, getting participants sitting down

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with pencil and paper to investigate ideas with guidance from DesignBuffalo. Community input is an essential part of the competition and was encouraged. Several boards describing the competition were displayed, with opportunity for attendees to write their comments, and offer ways to participate in the competition and ongoing discussions.



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About the Site

998 Broadway is a 5.28 acre parcel in Buffalo's Broadway/Fillmore neighborhood. It contains the 80,000 square foot former K-Mart building, set back from Broadway, and bordered by Gibson, Lombard and Beck Streets. It was also the site of the flagship store of Sattler's, a famous Buffalo department store. The property's owner, Cedarland Development Group, is inviting ideas on community-friendly redevelopment of the property and building.



About the Competition

Entries will endeavor to show how to develop the 998 Broadway site in a community-positive way. Entrants may come up with a broad range of suggestions, and may present their proposals in a number of different ways. Teams with architects may want to present architectural drawings, planners may want to present conceptual diagrams, community activists may want to present written proposals, and artists may present any kind of visual concept. A sociological study of the community with recommendations for what sorts of development are needed could be one type of acceptable written proposal. Concepts should include redevelopment of the entire site, not just the building. Having a community member on the team, or other significant community input, will be strongly encouraged.

The workshop on September 15th kicked off the competition, and giving entrants several months to work on their proposals, with a **submission deadline of February 15, 2019.**

At the YIMBY Festival, the entries will be displayed and the public will be able to vote for a People's Choice award, and the judges will select the overall award winner. There may be a significant cash prize for the overall winner. The panel of judges will include architects, planners, community activists, and a representative of the building owners.

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Competition Timeline

Kick-off event/Orientation Session - September 15, 2018

Deadline for submissions – February 15, 2019

Judging – Mid-January to Mid-March 2019

Awards event – Mid-March 2019.

YIMBY Festival – April 27, 2019

Ways you can help

To make this important project a reality, sponsorship from our community is essential. The d2ls team is seeking support, volunteers, visionaries, sustainability enthusiasts, and in-kind or financial support to include: advertising & marketing, festival & operational expenses, event volunteers, event materials, refreshments, and community outreach. Sponsors may select from our variety of commitments and work with us accordingly to utilize what advantageous opportunities we can offer your organization.

The following pages outline sponsorship levels and benefits. Thank you for your time and consideration. We look forward to hearing from you soon.

Sincerely,

Designing to Live Sustainably

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Your generous support of YIMBY will provide the following opportunities:

Roots Sponsorship Level –

(\$25-\$249) available to Non-Profit Orgs & Individuals

Name listed in printed marketing materials

Name listed on YIMBY web site

The Seedling Sponsorship Level –

(\$250-\$499) available to corporate partners

Logo in Festival program booklet

Promotion in all YIMBY event marketing efforts

Company name and logo displayed on the YIMBY web site with link

The Sapling Sponsorship Level –

(\$500-\$749) available to corporate partners

¼ page ad in festival program booklet

Promotion in all YIMBY event marketing efforts

Company name and logo displayed on the YIMBY web site with link

10'x10' booth space for on-site promotion at the event

The Maple Tree Sponsorship Level –

(\$750-\$999) available to corporate partners

Prominent display of company name and logo presented at event

Half-Page Ad in festival program booklet

Promotion in all YIMBY event marketing efforts

Company name and logo prominently displayed on the YIMBY web site with link

10'x10' booth space for on-site promotion at the event

One (1) promotion post on social media leading up to the event

The Oak Tree Sponsorship Level –

(\$1000+) available to corporate partners

Prominent display of company name and logo presented at events

Full-Page Ad in Festival program booklet

Promotion in all YIMBY event marketing efforts

Company name and logo prominently displayed on the YIMBY web site with link

Special recognition at 2018 Buffalo YIMBY Festival

10'x10' booth space for on-site promotion at the event

One (1) promotion post on social media leading up to the event

Link to company webpage or social media account on EventBrite ticketing webpage

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Please select the Sponsorship Level you wish to contribute.

Roots Sponsor _____

Seedling Sponsor _____

Sapling Sponsor _____

Maple Tree Sponsor _____

Oak Tree Sponsor _____

Other amount _____

**If you would like your logo displayed, please send a digital copy to:
d2lsbuffalo@gmail.com.**

Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Please fill out this form and send it, along with a **check/money order** made out to:
Designing to Live Sustainably

Designing to Live Sustainably, Inc.

Attn: Buffalo YIMBY

PO Box 482

Lancaster, NY 14086

*A receipt will be provided to the address provided once the payment has been processed. We thank you for your support and help to make this project reality!

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