



social media & content marketing





martin ■

BFL | ROC | ALB



Founded in 2001



**Integrated
communications
firm**



**Experience
with regional,
national &
global brands**



**Recognized
for industry
excellence**



**Vast experience
in social media
and content
marketing**

martin. 80+ associates.
research. strategy. analytics.
branding. creative. digital.
media. public relations.
social media. videography.



our focus

**Strategic brand
development
& positioning**

**Breakthrough
creative
& tactical
executions**

**Marketing
that delivers
results &
maximizes ROI**

our

Personal service

Smart ideas

Attention to detail

High standards

Collaborative approach

philosophy

mission: we use brand intelligence to define and execute marketing strategy.

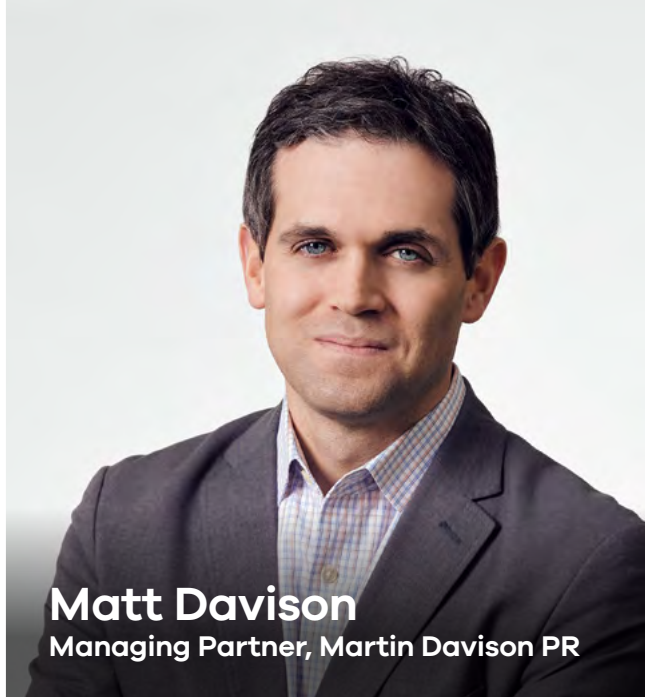
vision: we change the way people think.

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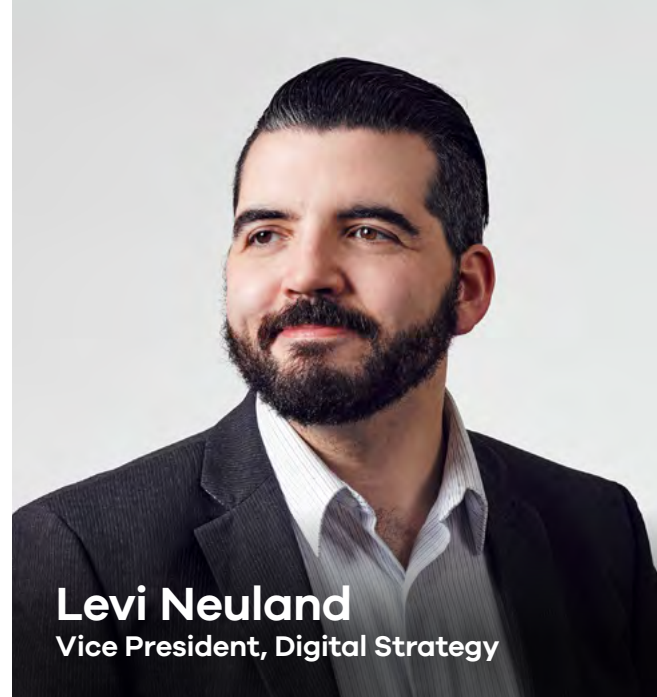
Tod Martin
President | Chief Creative Officer



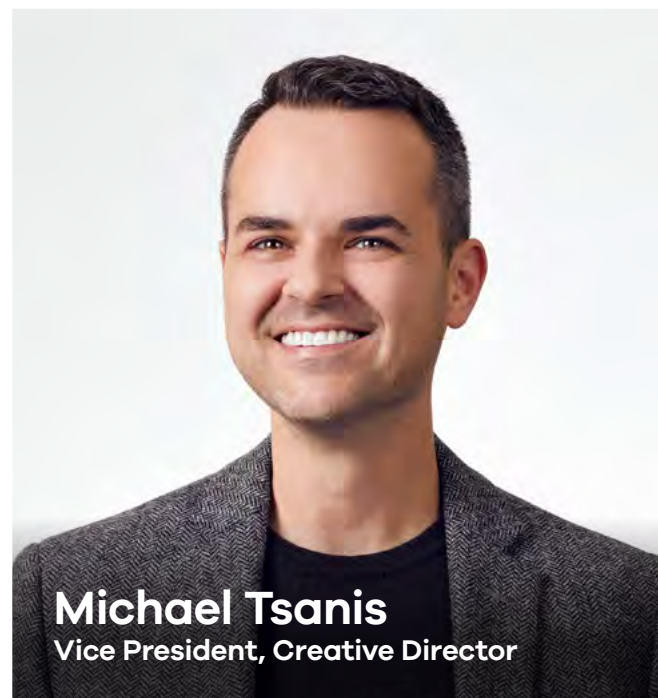
Matt Davison
Managing Partner, Martin Davison PR



John Jiloty
Vice President, Social Media & Content



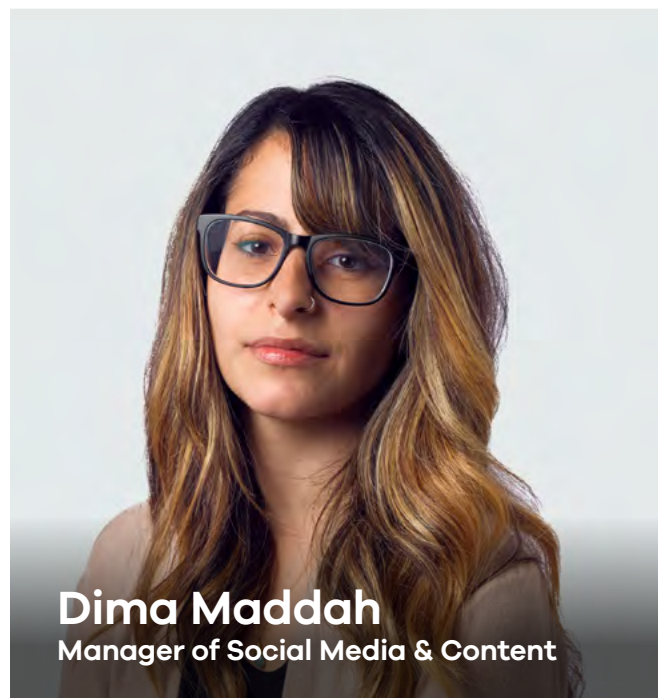
Levi Neuland
Vice President, Digital Strategy



Michael Tsanis
Vice President, Creative Director



Mike Farrell
Sr. Manager of Content & Social Media



Dima Maddah
Manager of Social Media & Content



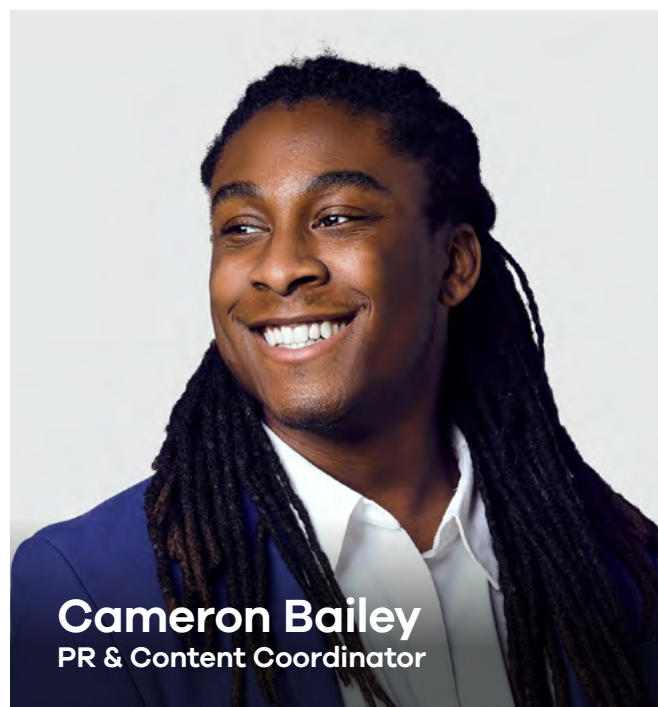
Anna Hofer
Digital Media Strategist



Mandy Bly
Digital Project Manager



Kate Wilcox
Senior Brand Manager

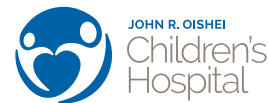


Cameron Bailey
PR & Content Coordinator



Eric Scafetta
Senior Digital Designer/Developer

social media experience





We provide value to your audience with breakthrough content that is true to your brand, authentic to your followers, and focused on driving results

social media capabilities

Content Strategy

- Content calendar
- Editorial plan
- Collaborative ideation

Content Creation

- Copywriting
- Photography
- Videography
- GIFs & Animations
- Blogs, articles, whitepapers
- Event coverage

Influencer Marketing

- Strategy & targeting
- Program development
- Communication & outreach
- Impact & analytics

Social Listening

- Sentiment analysis
- Trending topics & keywords
- Reputation management

Reporting & Analytics

- Content performance
- Audience growth & reach
- Impressions & mentions
- Engagement analysis
- Conversions & referrals

Customer Response

- Customer response playbook
- Process for handling positive & negative comments
- Live monitoring

Platforms

- Facebook
- Instagram
- Twitter
- YouTube
- Snapchat
- LinkedIn
- Pinterest

content strategy

After research and interviews with key stakeholders to determine goals, strategies, and timing, we would select the social networks you wish to engage with, and craft an overall strategy specific to each. We will establish an editorial plan that organizes your key messaging by topic and strategy and aligns with your website content and promotional calendar. This editorial plan ladders up to a content calendar so we're establishing the appropriate cadence for communication with your audience.

content creation

It's important that your social media content is on-brand, consistent with your overall marketing messaging, and also relatable and authentic to your audience. Based on our approved content calendar, we can create, schedule, and post social media content for your brand. Our creative services include copywriting, proofreading, graphic design, animation creation, and photography.



A group of diverse people, including a man in a dark green shirt, a man in a blue checkered shirt with glasses, and a woman in a white shirt, are standing in a public space, possibly a transit station, and looking at their smartphones. The background is blurred, showing other people and structural elements of the station.

paid social

With the ever-changing nature of social media and recent evolution toward algorithms that encourage advertising, we recommend a monthly spend for paid social to help boost existing posts and amplify crucial campaigns. Once the Content Calendar is in place, our integrated team can help craft a complementary paid advertising plan for social media, utilizing the advanced targeting capabilities to ensure your content is seen by the appropriate audiences.



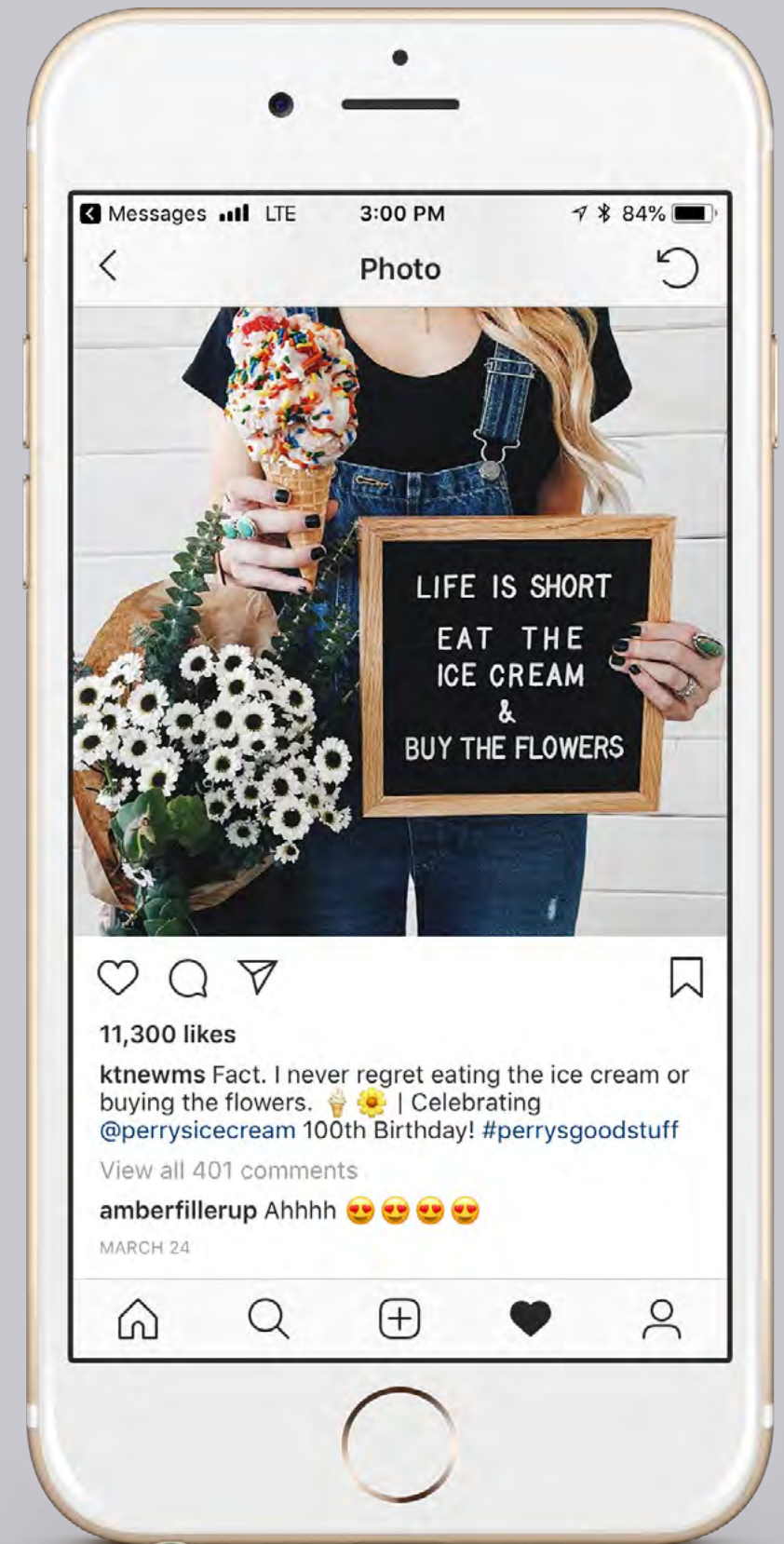
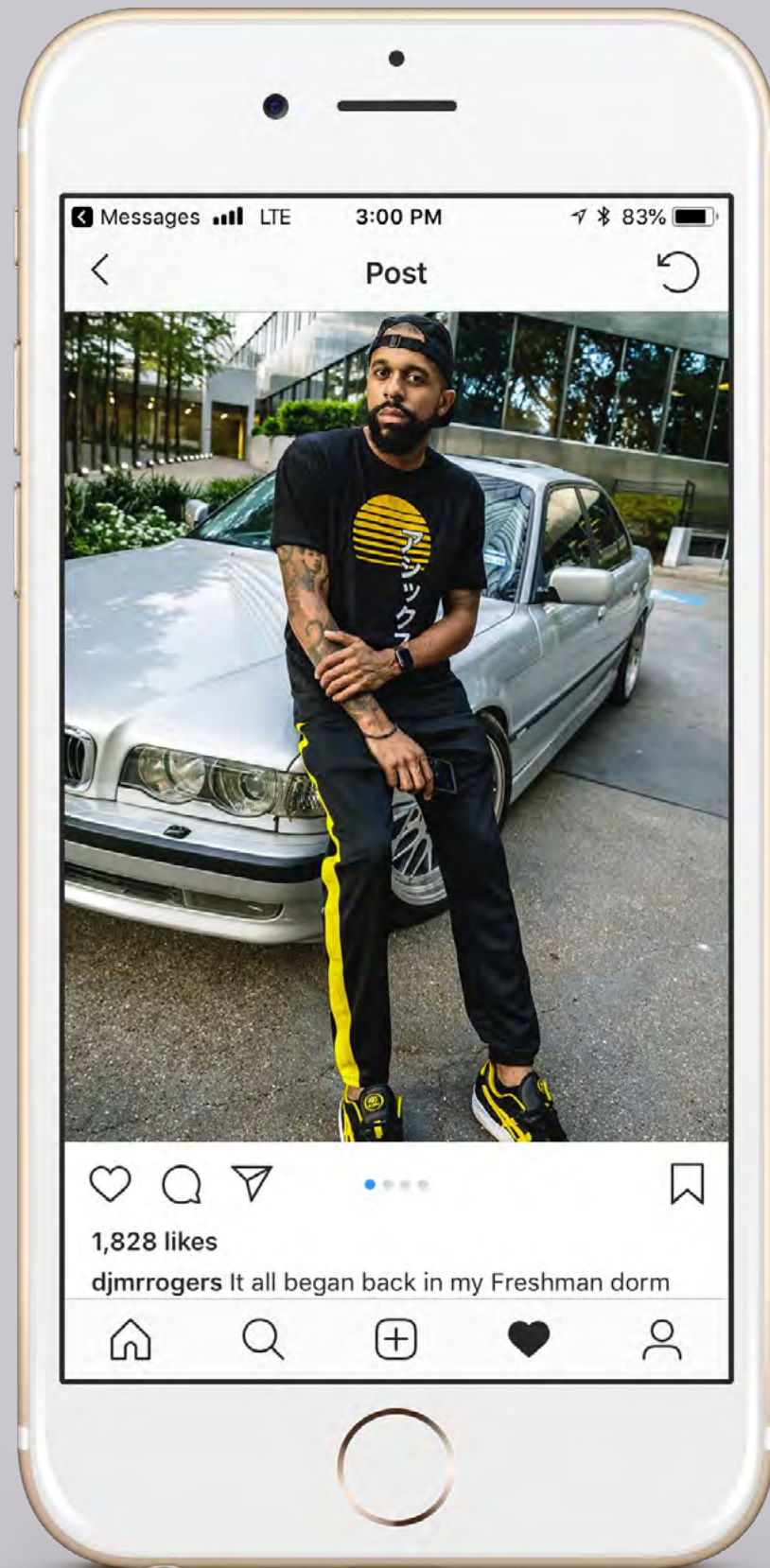
videography

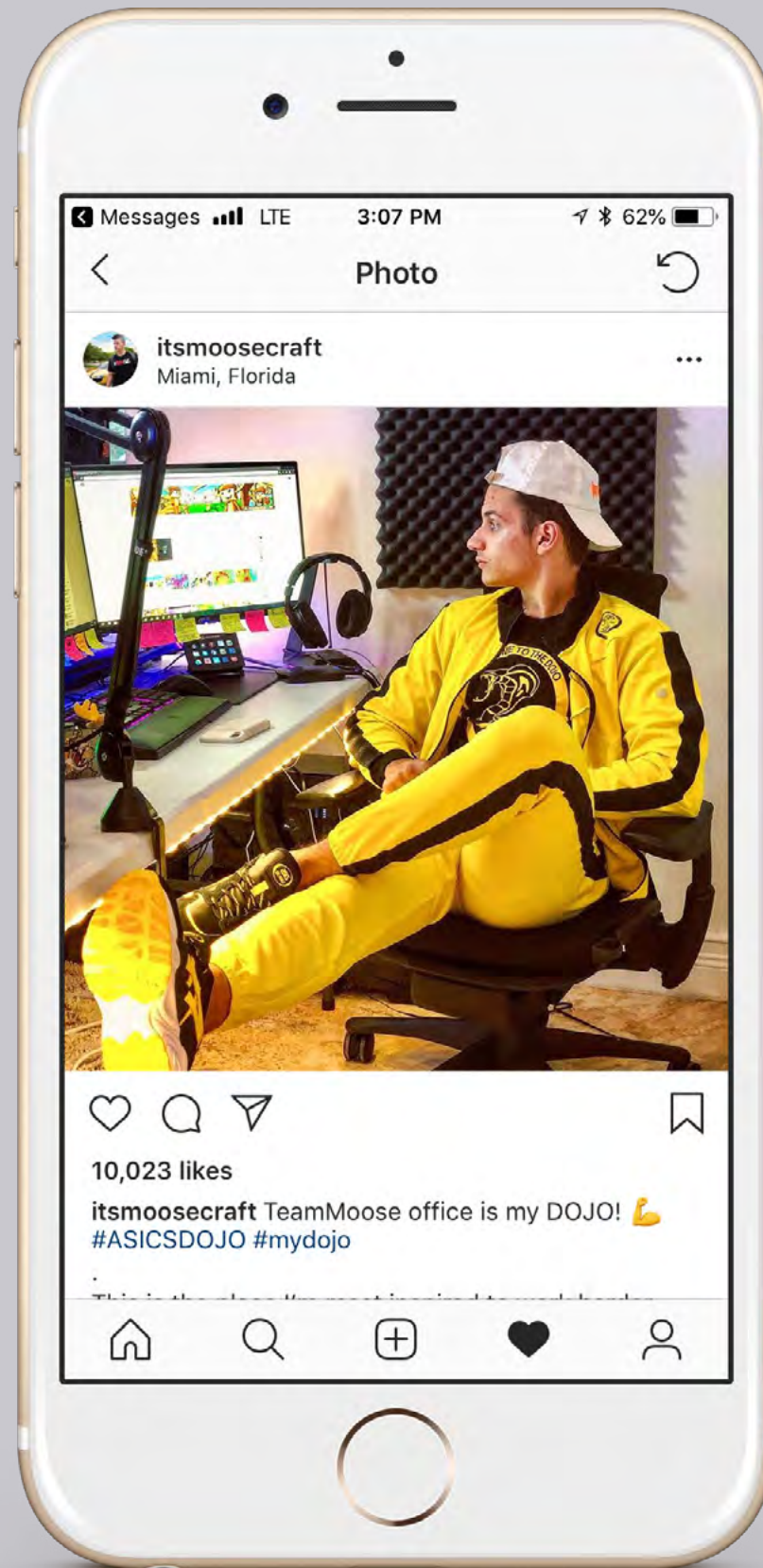
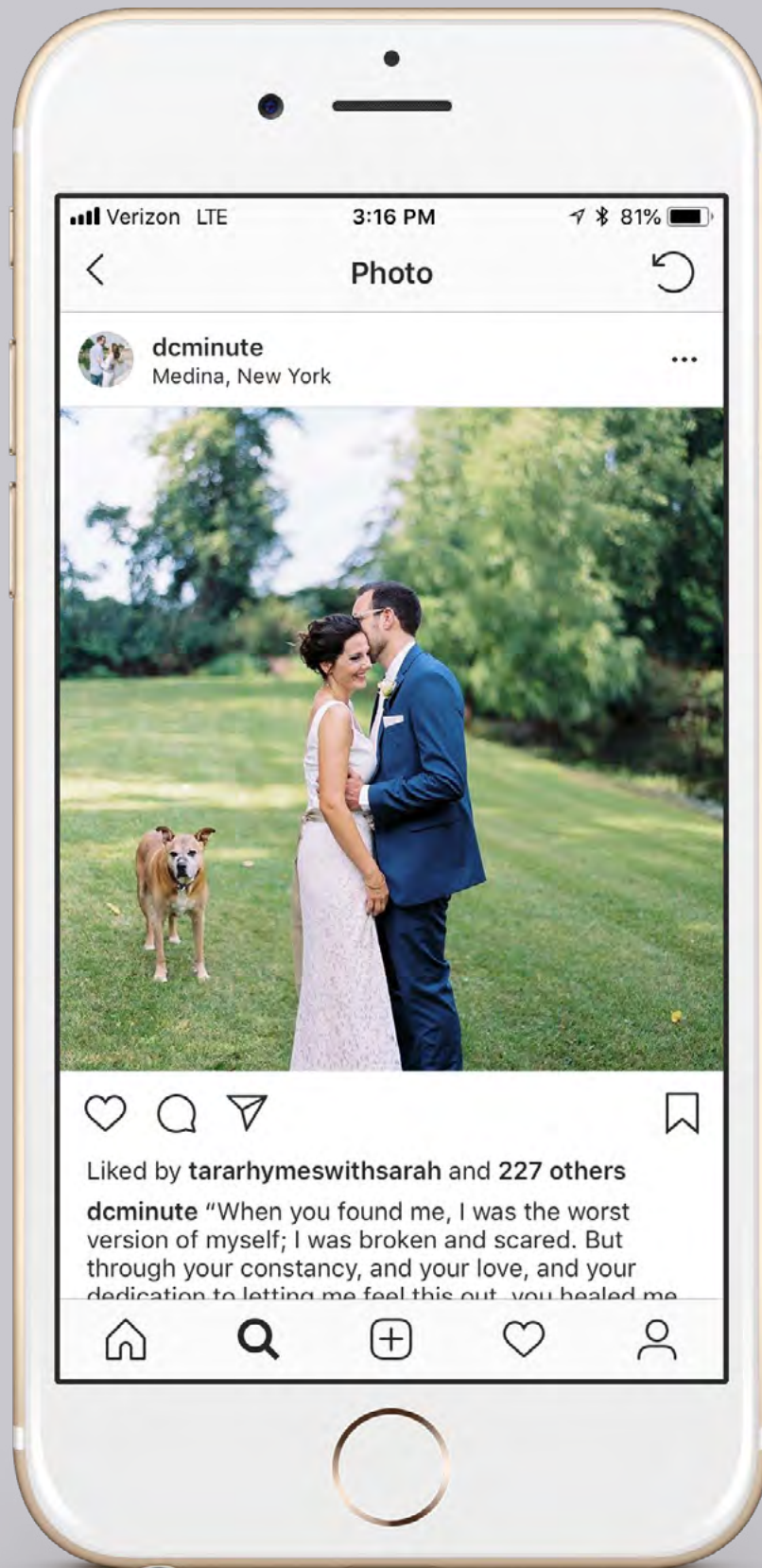
Video has quickly evolved from being a nice add-on to a must-have in today's crowded social media landscape. Whether these pieces of content are animations using pictures and graphics to grab people's attention in their feed, or more produced thought leadership pieces featuring your staff experts, our team can help concept, shoot, edit, and produce videos that are optimized for digital and social media.



influencer marketing

Social media influencers have tremendous power in marketing to their audiences, but it's important that brands focus on the most appropriate partnerships. With access to more than one million influencers, The Martin Group's influencer platform analyzes not just the content of influencers but also the makeup of their audiences (age, geography, interests, etc.) to make sure that your messages are being seen by the right people. Our research goes deep to identify the right influencers for your brand, and then we set up, maintain, and monitor those relationships so that you're getting the most out of each relationship around your campaigns.





A close-up, side-view photograph of a person's hands typing on a laptop keyboard. The person is wearing a thick, textured brown knit sweater. The laptop is silver and sits on a wooden desk. The background is softly blurred, showing a window with natural light. The overall mood is professional and focused.

content marketing

Original thought leadership content is the best way to drive people to your website and provide value to your audience. This can be in the form of blogs, downloadable whitepapers, and longer e-books. The goal is to position your brand and your staff as expert authorities on the topics that your audience are searching for. This can also have SEO benefits in helping to boost your search rank among terms that are popular for your brand.

HOME > ALUMNI > Degrees At Work: How Terry Evans Turned Four Excelsior Degrees Into a Career Fighting International Cybercriminals

SEARCH ...

Degrees At Work: How Terry Evans Turned Four Excelsior Degrees Into a Career Fighting International Cybercriminals

January 18, 2018 Excelsior Staff Alumni, Areas of Study, Technology

VISIT OUR Alumni Community

BECOME A STUDENT

DEGREES AT WORK

CEO of
Cybersleuth
Investigations, Inc.

TERRY EVANS

EXCELSIOR.EDU

Fine-Dining Ambiance — — Amplified

JULY 10, 2018

REDSTONE WINERY MIXES ITS AWARD-WINNING FARE WITH MUSIC FOR ITS ANNUAL SUMMER CONCERT SERIES...

The warm sunshine over a sprawling Ontario vineyard. Patrons enjoying conversations over glasses of white wine. Both pair visually, all while complementing each other experientially.

But when joined with instrumental and lyrical brilliance of some of Canada's finest musicians, these items merge into a singular experience for wine-loving

YOU MAY ALSO LIKE





Independent Health and Pharmacists' Association of Western New York

Partnering to Improve Medication
Adherence and Patient Outcomes





social listening & customer response

Using cutting-edge software, we will monitor the social conversation surrounding your brand, competitors, communities, and industry, so we can react in real time to trending topics and maximize each messaging opportunity. We can also handle customer response, setting up approved answers to frequently asked questions and creating a process for quick, accurate, informative responses and a process to work with your customer service team.



reporting & optimization

One of the most important benefits of social media marketing is the advanced analytics that track the performance of your content and growth of your audience. Our integrated approach to reporting helps maximize your investment by producing regular reports that analyze impressions, engagement, reach, demographics, referrals, conversions, and trending keywords and hashtags.

case studies



In May 2018, The Martin Group and ASICS teamed up on the launch of the “Welcome to the Dojo” product pack that includes footwear and apparel for sale by Champs Sports, Footaction, and Eastbay. These products spanned their ASICS (performance), ASICSTIGER (lifestyle) and Onitsuka Tiger (heritage lifestyle) brands and typified a current push by ASICS to focus more on sneaker culture and the sneakerhead consumer.

After talking with each store and the product, retail, and brand marketing teams at ASICS, we determined that storytelling (through videos and photos) would be key to reaching the target audience of 18-34-year-old consumers. So we zeroed in on hyperlocal social media influencers in Houston (Footaction’s desired geographic focus) and Miami (Champs) who 1) had large followings and engagement rates in the younger demos in those markets, 2) posted content relevant to fashion and sneakers, and 3) had good stories to tell. We wanted to focus on the hustlers, builders, and doers in each community who are on the rise and show them not only wearing the products but talking about what they’ve accomplished and where they’re headed.

- **Total likes/reactions in the first 10 days of posting across Facebook, Twitter, Instagram: 358,903**
- **Total shares/retweets in the first 10 days of posting on Twitter, Facebook: 417**
- **Total comments/responses in the first 10 days of posting on Facebook, Twitter, Instagram: 3,080**
- **Total video views in the first 10 days of posting on Facebook, Twitter, Instagram, YouTube: 380,544**



footaction • Follow

footaction Legends become statues in their cities. - @allenyia | The @asicstigerusa Welcome to the DOJO pack is in stores and online now!

timtadder So good! Such an amazing video about an amazing man

lieberfilms Fun shoot! Thanks everyone.



1,745 views

AUGUST 24

Log in to like or comment.



click to view



Instagram

Search

Log In

Sign Up



champssports • Follow

champssports East to west | Field to booth |
Gym to streets | Find your dojo on 8/24
#ThisIsMyDojo @asicstigerusa
watchtime1800 Hey hello champssports
beautiful



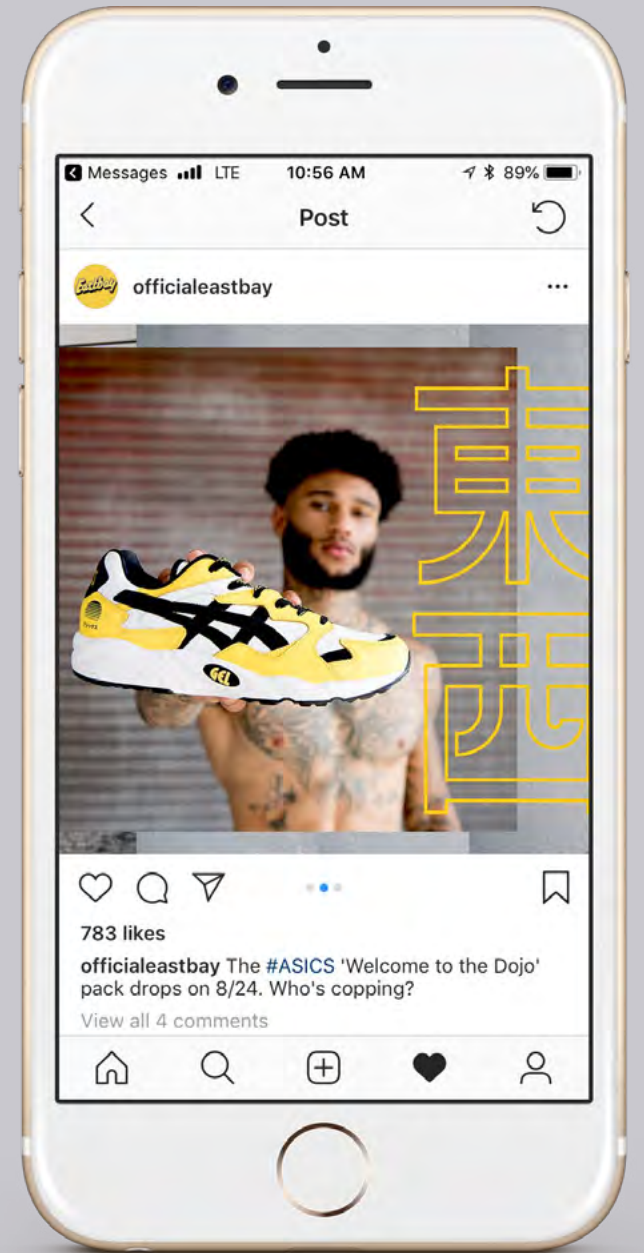
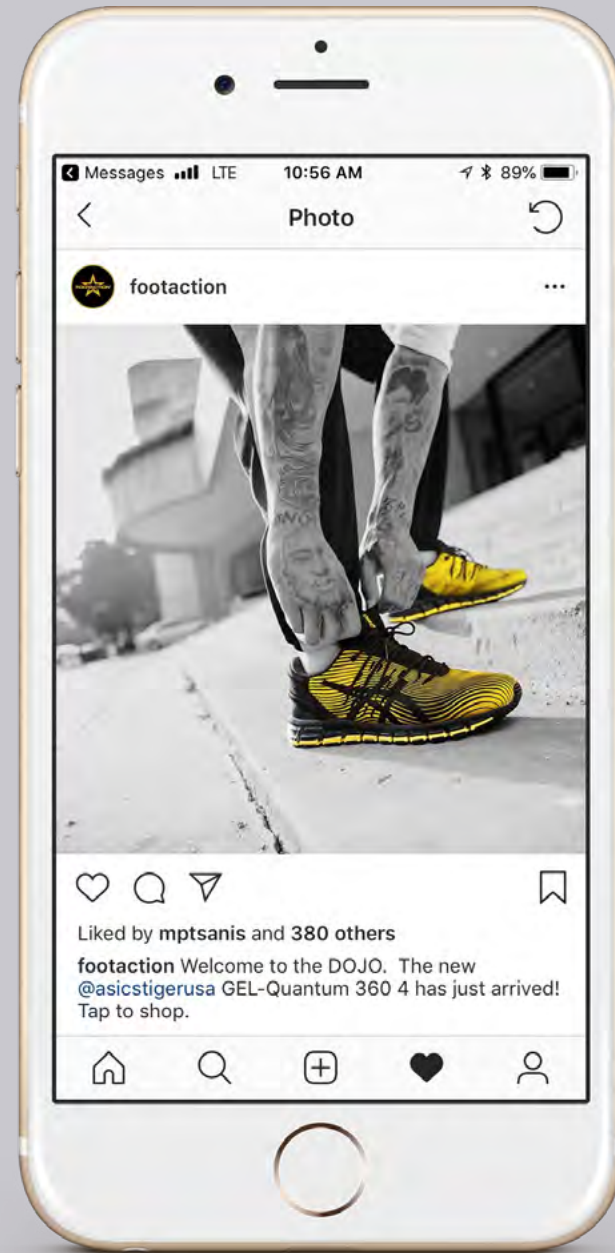
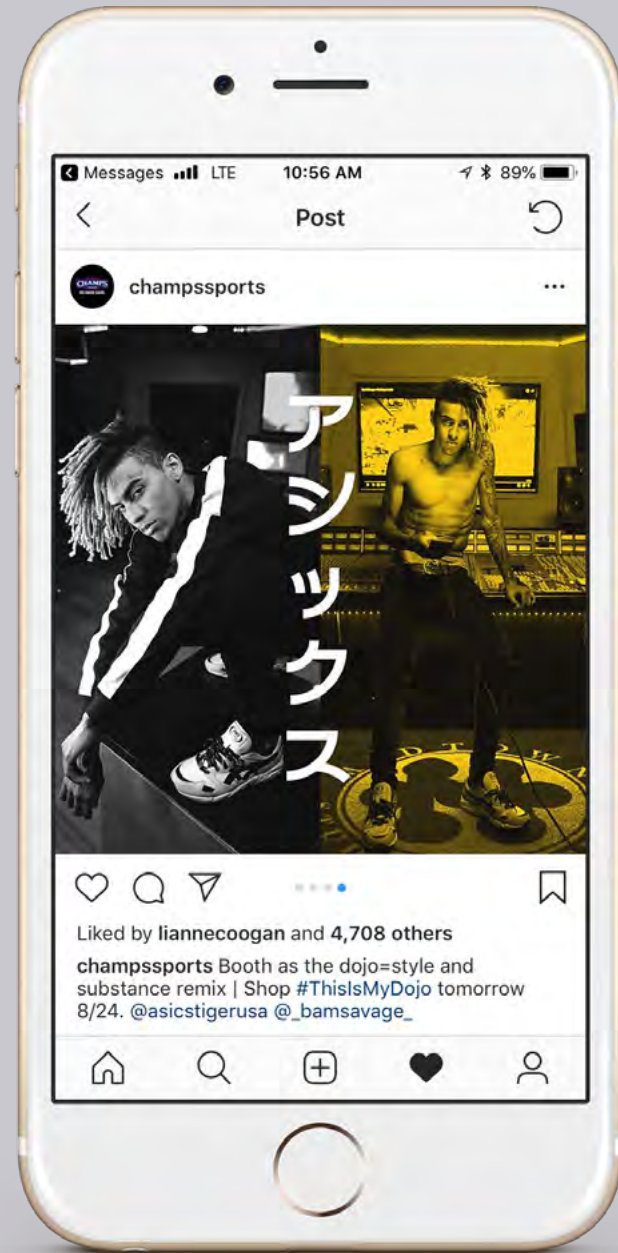
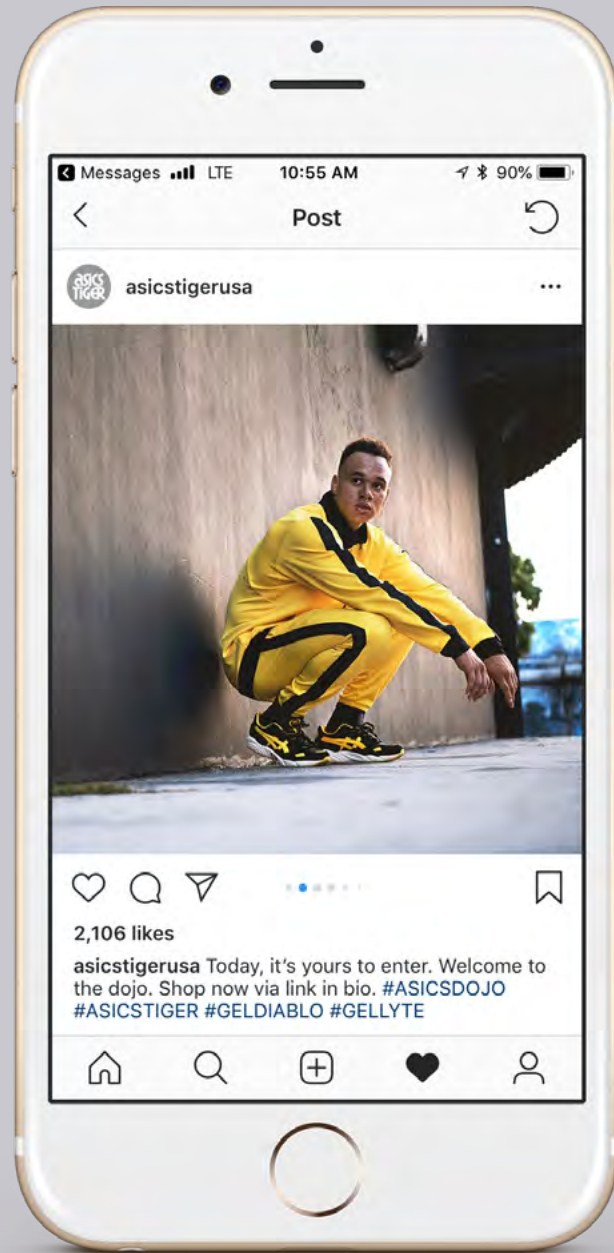
8,063 views

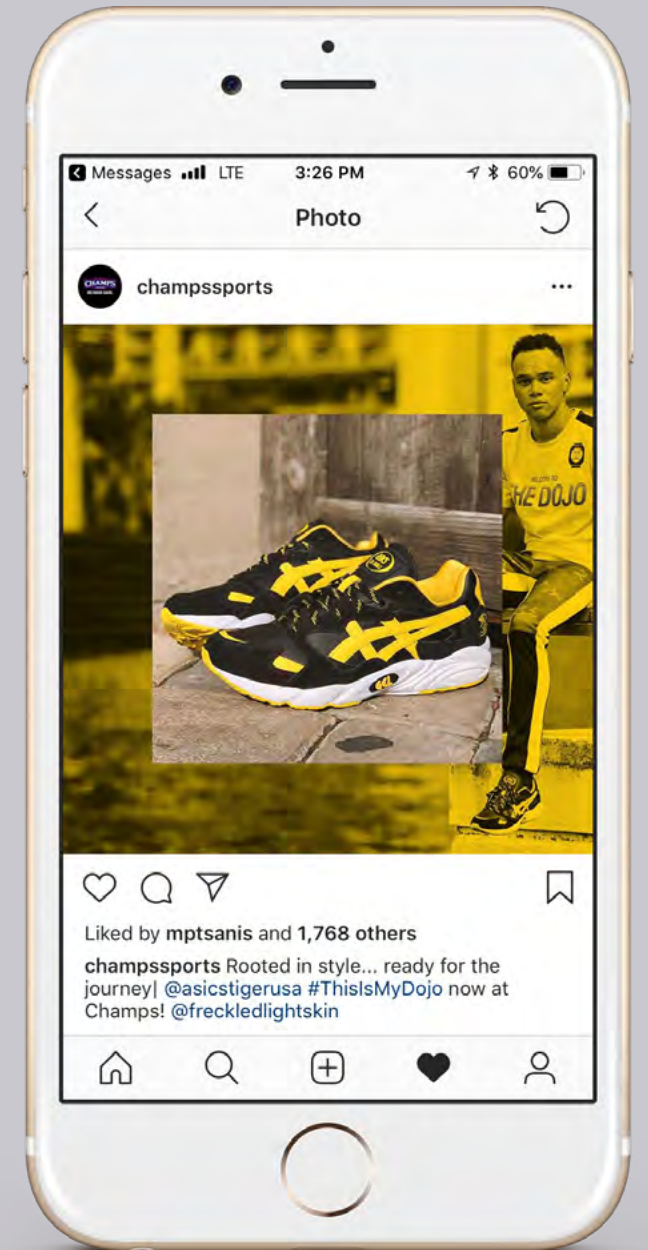
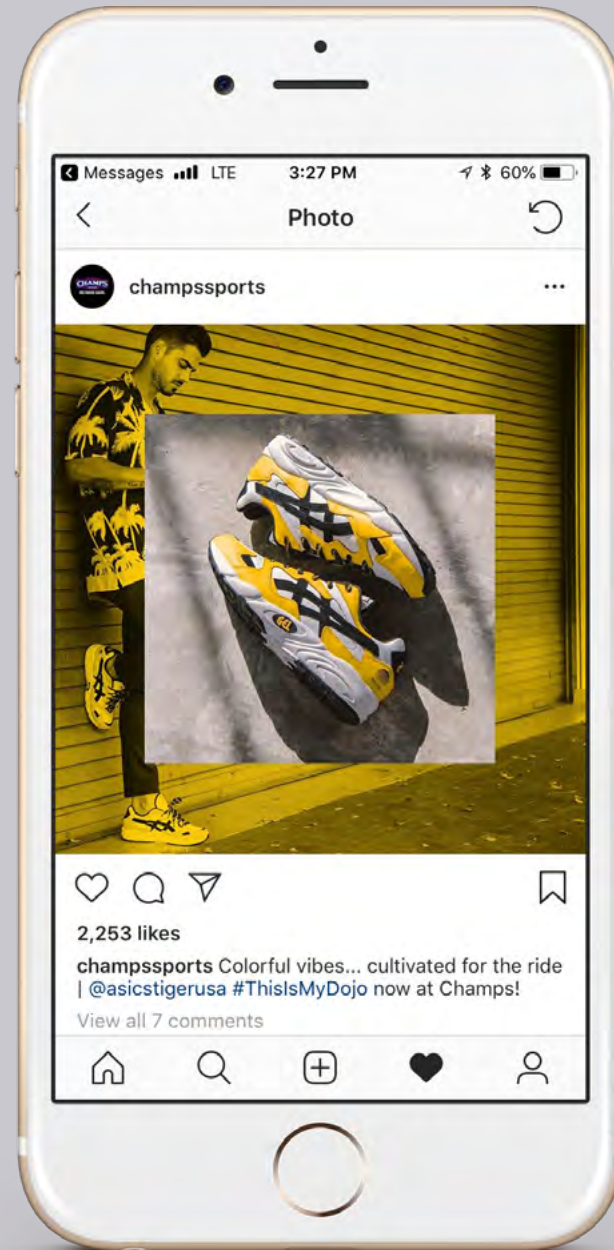
AUGUST 18

Log in to like or comment.



click to view







UNDER ARMOUR.

Under Armour first engaged The Martin Group to elevate their UA Lacrosse Team division, and to establish a new standard for creative cohesion across various products and partnerships that make up UA Lacrosse. Their initial need was for a unique package design which quickly evolved into executing their 2018 lacrosse style guide, and now includes football and baseball for Team Sports.

We now manage the @UABaseball (since April, 2018) and @UAFootball (started August, 2018) accounts on social media (Instagram, Twitter, Facebook) and regularly contribute content for @UALacrosse.

We've meshed our deep sports experience with our strategic creative expertise to work within their existing brand standards across the three sports. This work includes creative campaigns, photo shoots, digital content, and social media animations, graphics, copy, strategy, and analytics. We regularly work with their internal Brand Communications, Social Media, Creative, Category Marketing, and Product teams to ensure the finished assets adhere to their style, achieve their goals, and are authentic for their unique audiences for each sport.

- **From April to July 2018, impressions on @UABaseball's Twitter and Instagram handles increased 40% (3,725,981 in July) and engagements went up 24% (207,676 in July)**
- **From April to July, 2018, @UABaseball gained 25,791 new followers (4% growth)**
- **Live coverage of MLB Home Run Derby and All-Star Game earned @UABaseball 742,147 impressions in two days on Twitter and Instagram**

uafootball Mercedes-Benz Stadium



TAP VIDEO FOR SOUND



5,392 views
uafootball Defend in the Dome. Fight like Tigers. Take down No. 6 Washington. @auburnfootball #IWILL

click to view

 ualacrosse ...

0:15

**CHAMPIONS
ARE NEVER
FORGOTT_**

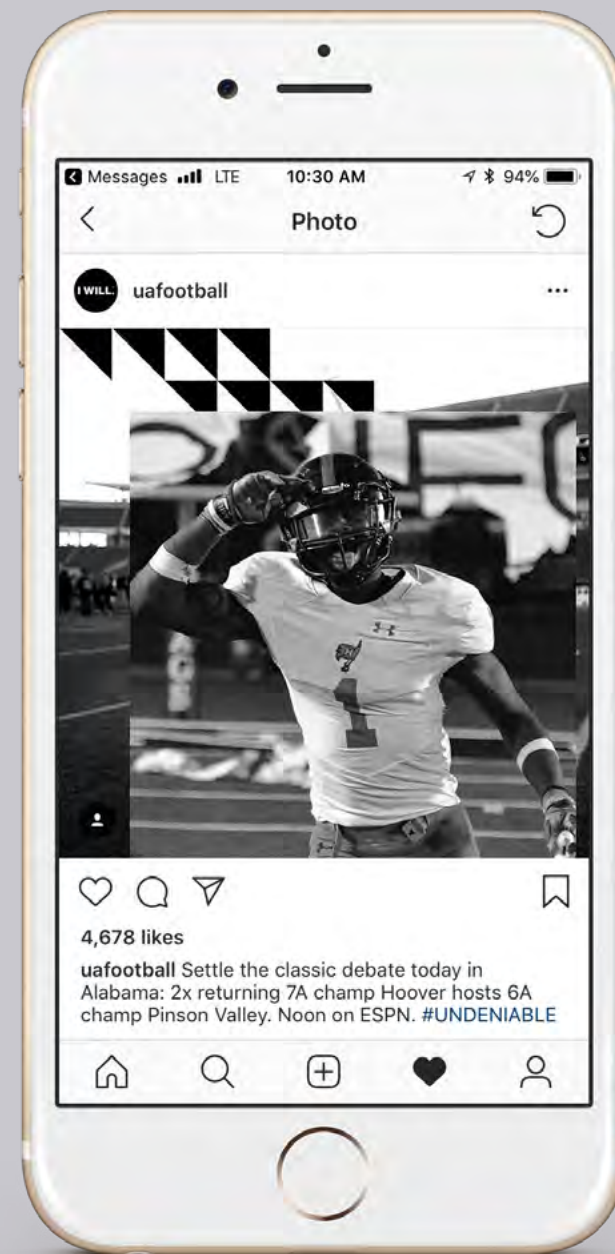
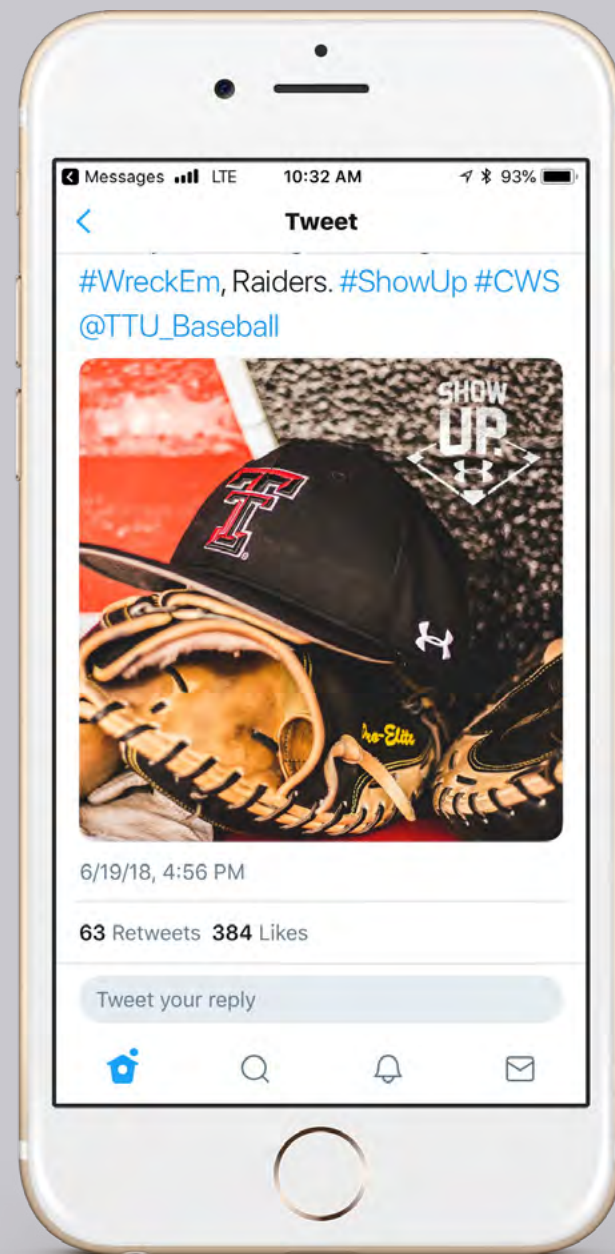
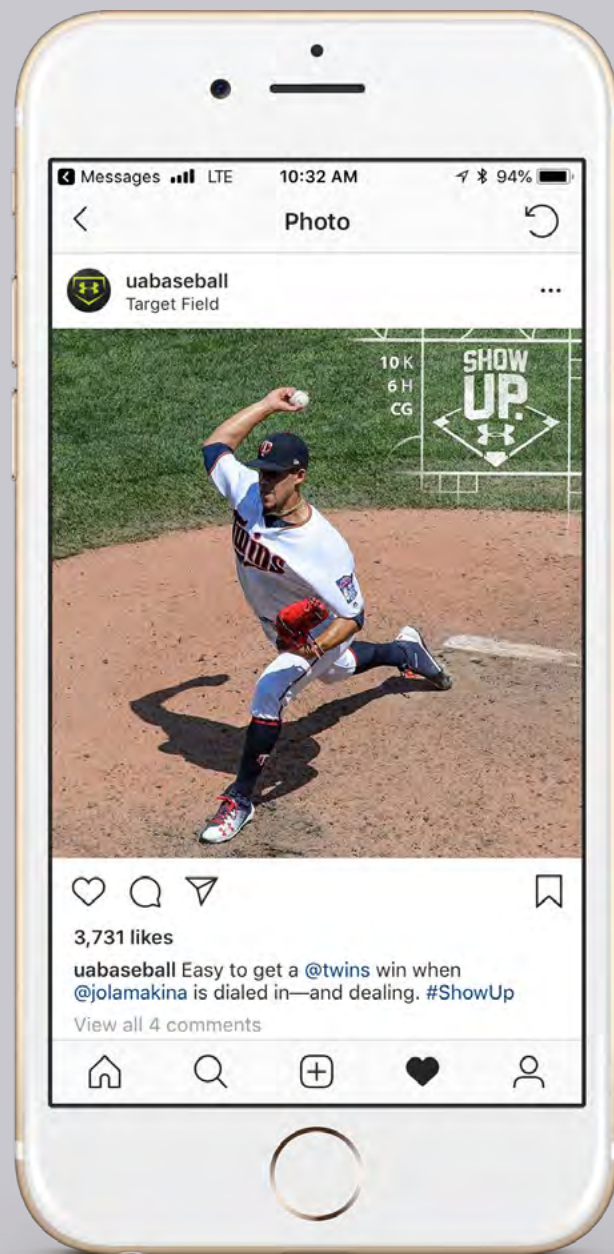
🔊 TAP VIDEO FOR SOUND



8,388 views

ualacrosse Congratulations @yalelacrosse, our 2018 NCAA Champions. Lacrosse has a new king. #NCAALAX #TeamUA #MakeNewHistory

click to view



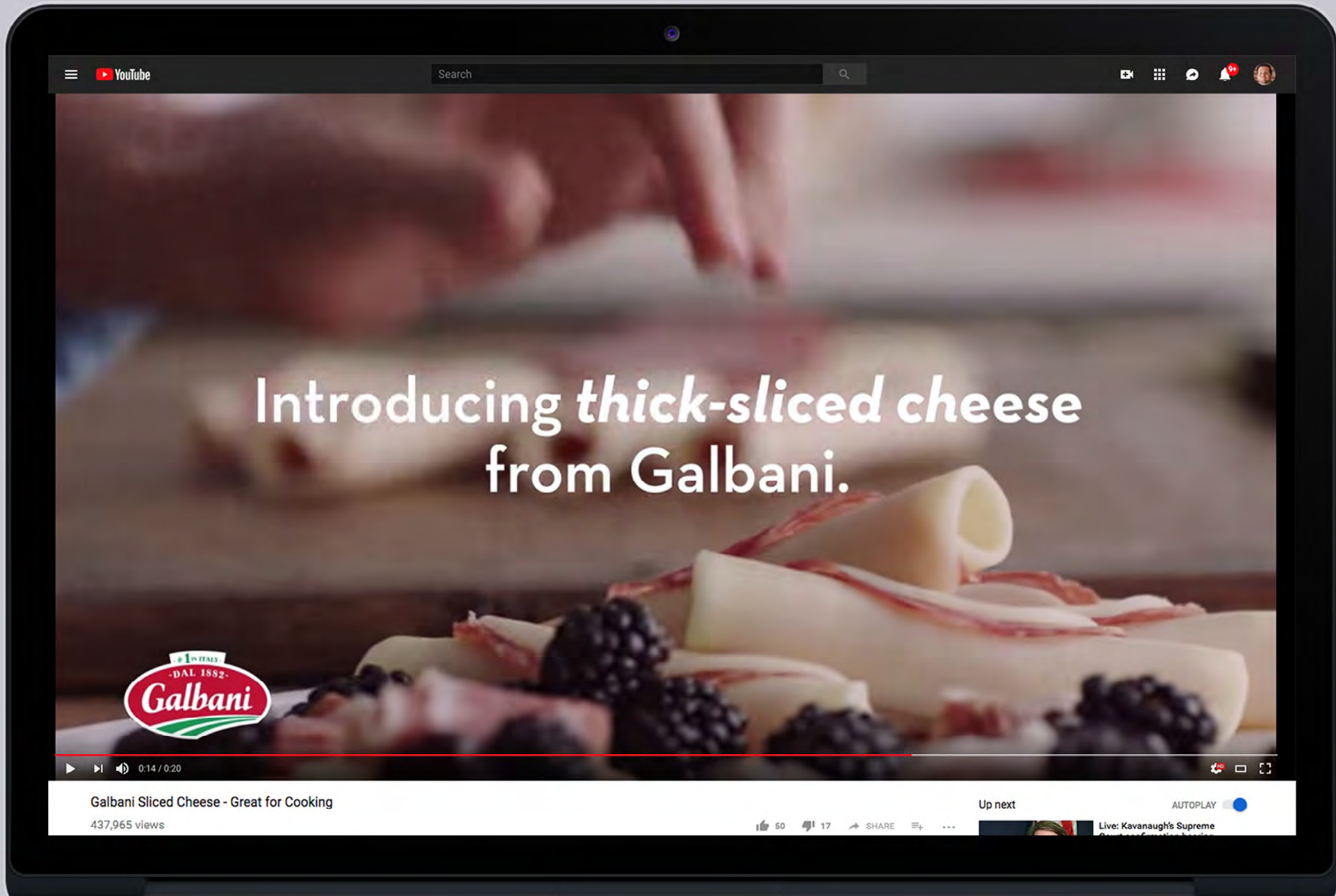


Italy's favorite cheese brand, Galbani Cheese, approached The Martin Group in early 2017 seeking help to grow and improve their U.S. social media presence. Galbani was struggling to develop a cohesive strategy that highlighted their products and recipes and aimed to attract, engage, and increase fans on Facebook, Instagram, and Pinterest.

Starting in March 2017, The Martin Group's Social Media team created a fresh new strategy, which included refreshing the creative, improving relevancy of the posts, focusing more on Pinterest's higher quality referral audience, and refining the targeting for paid boosts.

Galbani Cheese's main objectives have been to grow their online community while driving more website referrals, and our social media strategy continues to boost those metrics.

- **Overall social media audience grew 67%: March 2017 to July 2018**
- **Instagram audience increased 130%: March 2017 to July 2018**
- **Referrals increased 110%: Q1 to Q2, 2018**
- **Pinterest average monthly viewers increased from 4,953 to 156,196: March 2017 to July 2018**
- **Averaging 264,767 impressions and 6,547 engagements per month (2018)**



Introducing *thick-sliced* cheese
from Galbani.



Galbani Sliced Cheese - Great for Cooking
437,965 views

50 17 SHARE

Up next AUTOPLAY
Live: Kavanaugh's Supreme

click to view



Galbani Cheese

August 31 at 2:00 PM · 🌐



Fresh Mozzarella Watermelon Skewers

Summer's almost gone. Who's hungry for a goodbye feast?

11

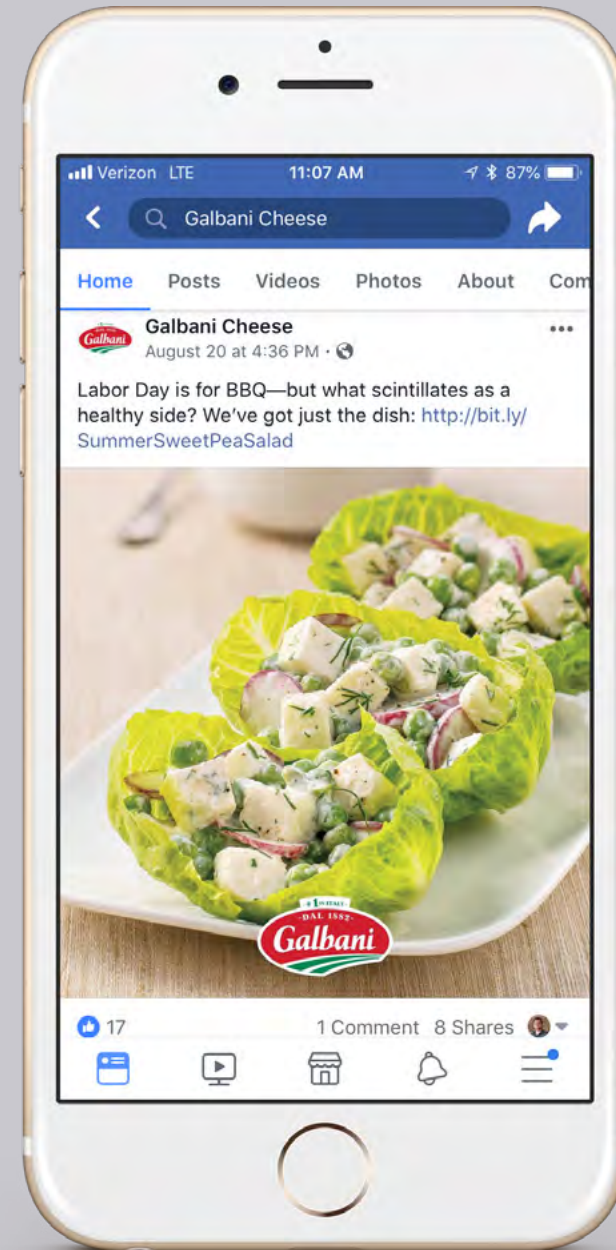
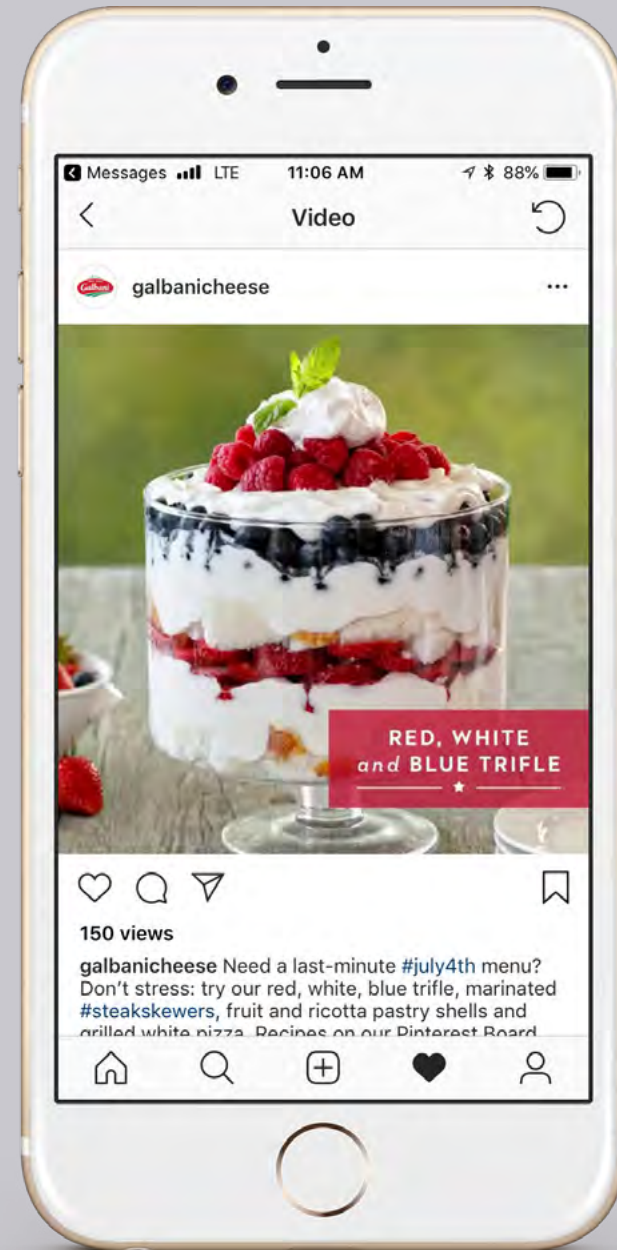
1 Comment 1 Share 692 Views

Like

Comment

Share

[click to view](#)





Leading up to the NFL's Super Bowl 50 in San Francisco, CA, New Era Cap came to The Martin Group for help with branding, content creation, and social media marketing for their major event activation. Our team was tasked with creating a concept for their Style Lounge and VIP party which took place over the two days prior to the big game. The project led to an innovative content strategy and live coverage of the event.

After coming up with the "Gold Rush" theme, we crafted a content plan that involved live, behind-the-scenes coverage for New Era fans on Twitter, Instagram, and Snapchat. Content creation began with capturing photos and videos on Snapchat from around the city and Super Bowl site. The snaps were repurposed for distribution on Twitter and Instagram to maximize impressions and drive traffic to New Era's Snapchat profile. Meanwhile, we teamed up with photographers and videographers to take advantage of big name appearances at The Studio Lounge and VIP Party – serving as quarterback of the content so that it was filtered to publish at the appropriate times on social.

Our strategy allowed New Era to reach beyond typical sports fans to promote their fresh push into lifestyle and fashion. Post-event analytics proved that our execution led to a drastic increase in social media performance and maximized New Era's investment to grow their brand's impact across several markets.

- **95,231,462 impressions on #newerasb50 on Twitter, Instagram**
- **18,379,859 impressions on #neweragoldrush on Twitter, Instagram**
- **Snapchat drew 75,000 impressions from 225 snaps over five days**
- **286,008 Instagram impressions in 7 days compared to 193,354 for the entire month of January**
- **1,400,000 Twitter impressions in 7 days compared to 1,200,000 for the entire month of January**

New Era Cap 


@NewEraCap

Authentic tweets at the intersection of sport and style. IG: NewEraCap Snapchat: NewEraCap

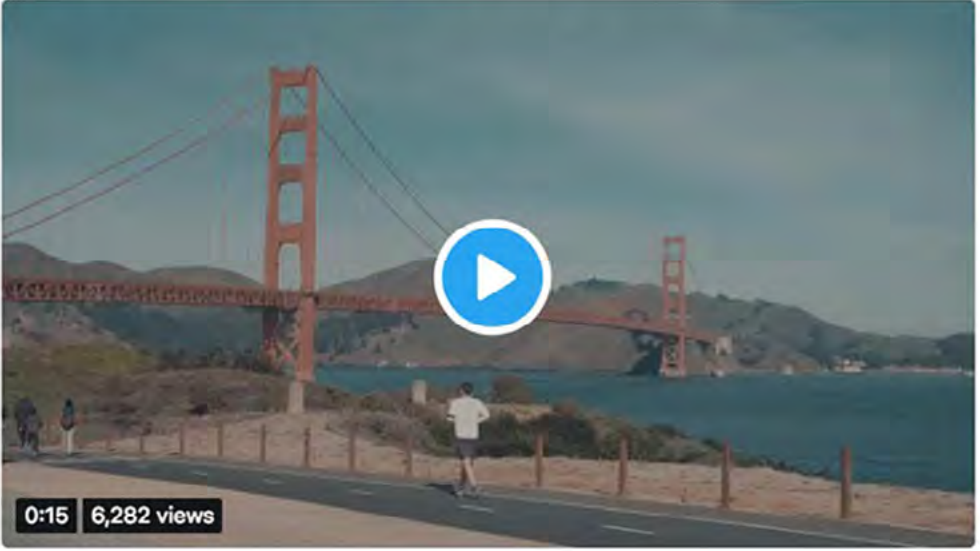
Buffalo, NY

neweracap.com

Joined August 2008

New Era Cap  @NewEraCap Follow

Our man @BBortles5 gets the VIP custom experience at the New Era Cap Style Lounge. #newerasb50 #sb50



0:15 6,282 views


6:41 PM - 5 Feb 2016

45 Retweets 90 Likes

1 45 90

Jeremy @Duval_Teal · 5 Feb 2016
Replying to @NewEraCap

RO • CROWN



© 2018 Twitter About Help Center Terms Privacy policy Cookies Ads info

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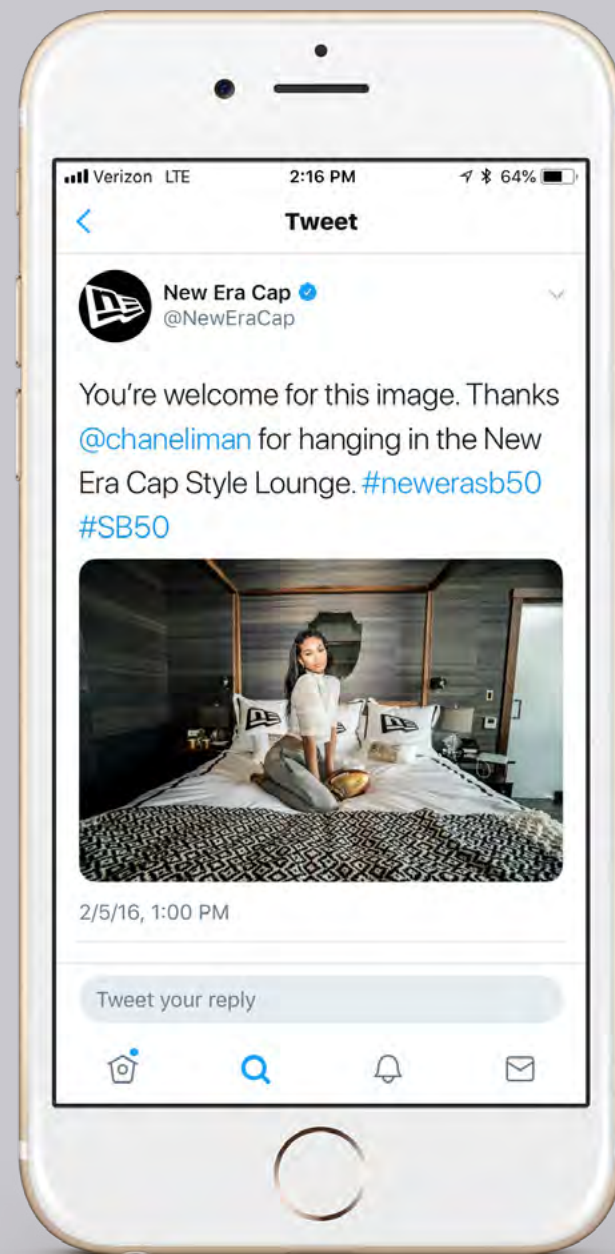


 neweracap [Follow](#)

4,359 likes 20w

neweracap 2 more days: who's in San Fran for #sb50? #newerasb50
nicksaak Not me
jorgecastrom !
hector.delacruz.5074 I want to be there!
drizyleo6 Panthers
lkennedy21 @hunterbradley4 @roryaiken
the.lurch.of.us I think @cameronfnewton will be there !
phill_13 @guidamasceno @brunognery
49er_faithful_209 Not me and I live 45 min away.
jliturbe @tavosan26 @ramongrimaldos
chiiiamo deberiamos decirle a @the_flakko q nos patrocine unas bichitas así jeje
dylandkelly1998 I want this cap. With no team logos

[Log in](#) to like or comment. ...





To help commemorate Perry's 100th Anniversary in 2018, The Martin Group crafted a year-long social media content plan to roll out their new throwback flavors and complement the overall campaign. In order to enhance the audience's emotional connection with the brand, we focused our creative around those special "ice cream moments" (Little League baseball games, backyard BBQs, family trips to the beach) that are prevalent especially during the summer.

Using National Ice Cream Month as a hook, we created a contest to encourage users to share their favorite Perry's Moments, with four different posts during July. We tapped local influencers in the Buffalo and Rochester markets to serve as inspiration for the contest, showing users how they enjoy Perry's Ice Cream. The contest earned a total of 2,914 comments from their audience of 64,239 across Facebook and Instagram, without the benefit of any paid boosts.

- **Facebook results for the four contest posts (July 2018): 2,325 comments, 4,651 engagements, 53,051 people reached**
- **Instagram results for the four contest posts (July 2018): 589 comments, 1,275 engagements, 7,961 people reached**

 perrysicecream 

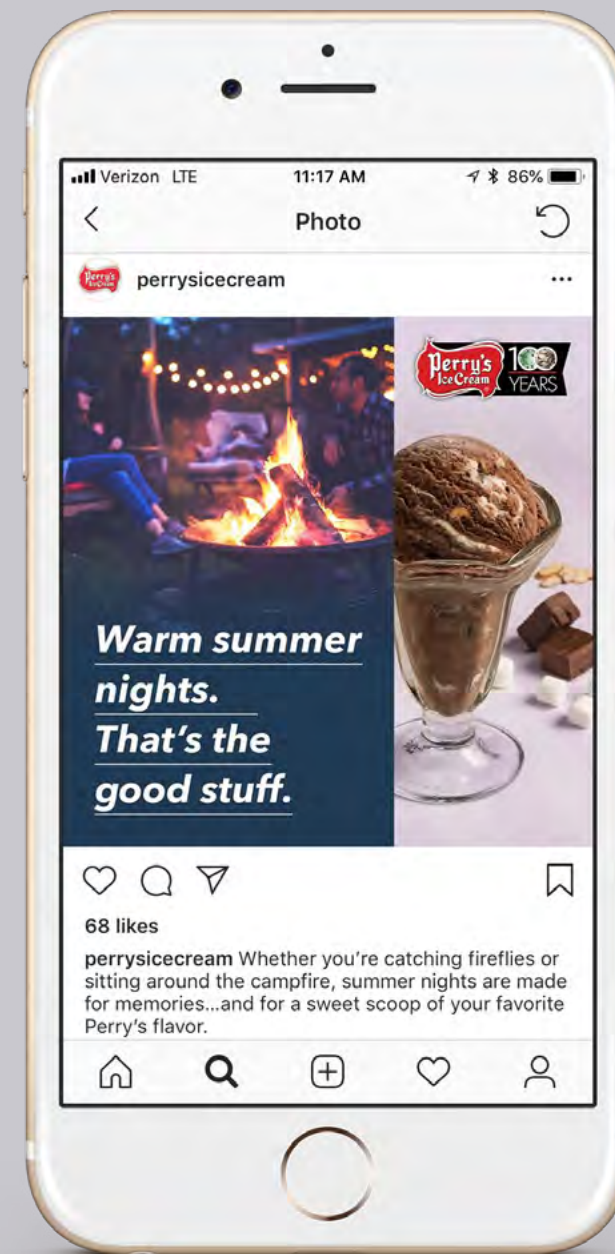
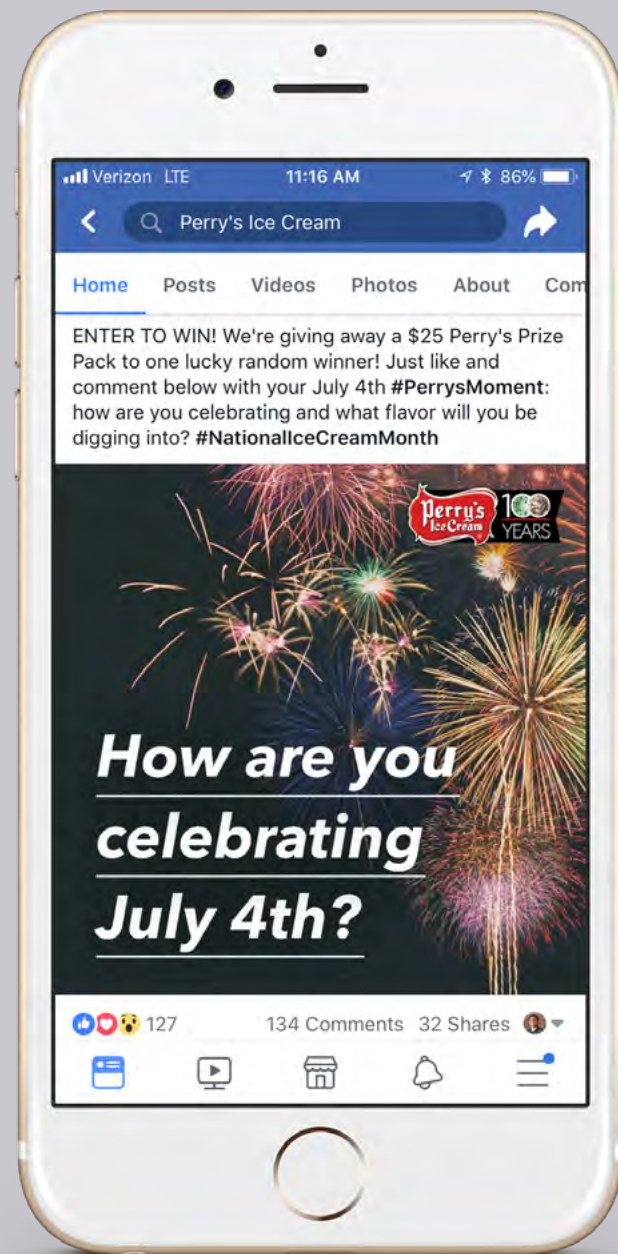
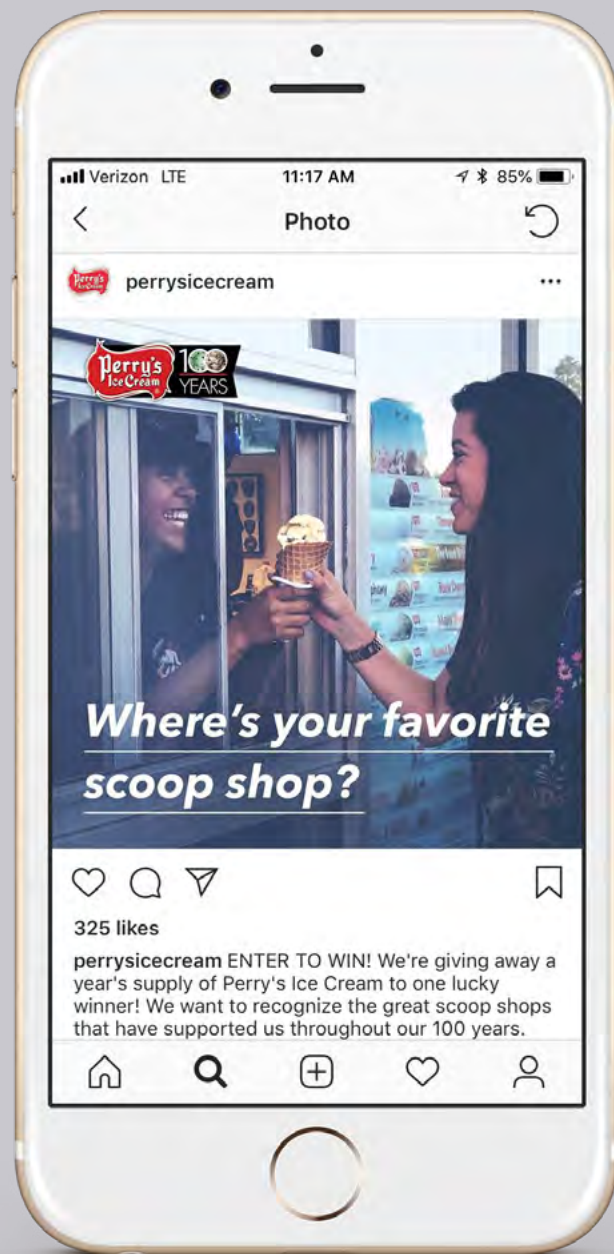


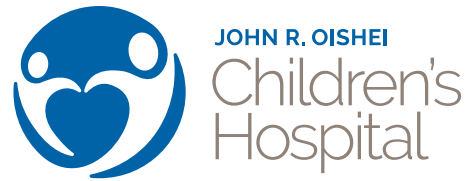
*Team spirit.
That's the
good stuff.*



63 likes

perrysicecream Team spirit. That's the good stuff. Does it get any better than running the bases on a warm summer night? Well...a scoop of Perry's afterwords with your teammates might just be the





Longtime partner Kaleida Health embarked on a unique and massive project in 2017: moving the Women and Children's Hospital of Buffalo from the residential Elmwood Village downtown to the new Oishei Children's Hospital location on the Buffalo Niagara Medical Campus. To complement our overall awareness campaign, we created unique Facebook, Instagram, and Twitter accounts (@WCHOBisMoving) dedicated to keeping patients, family members, and the Buffalo community up to date on the move.

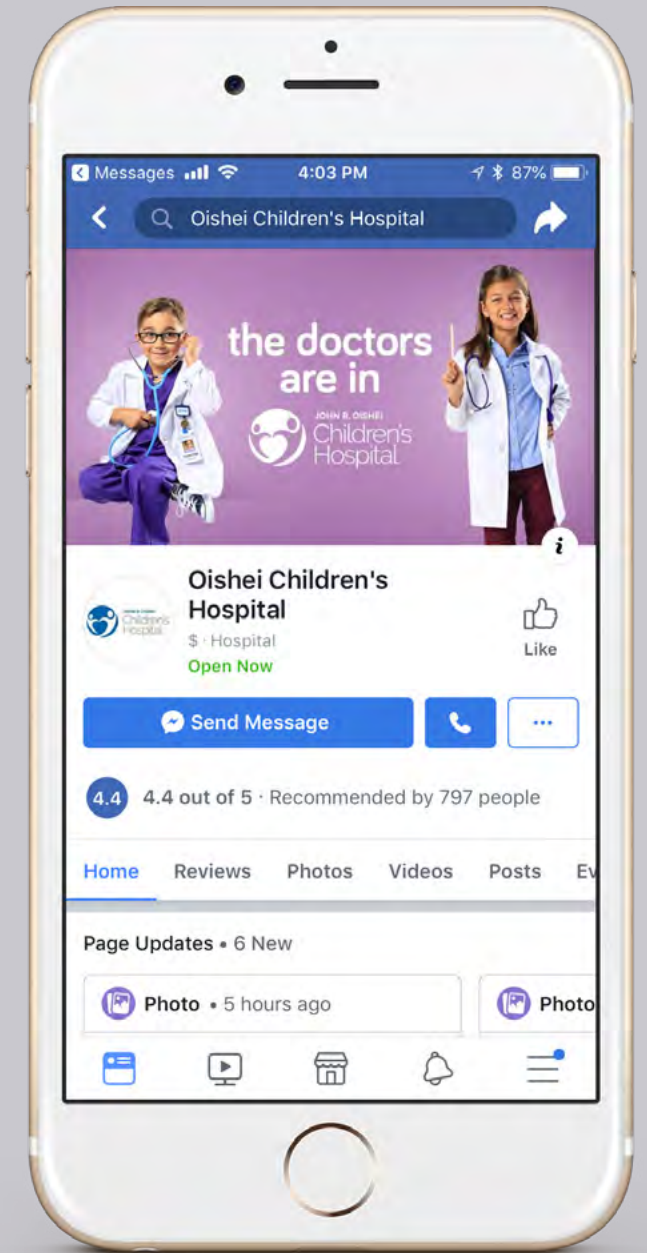
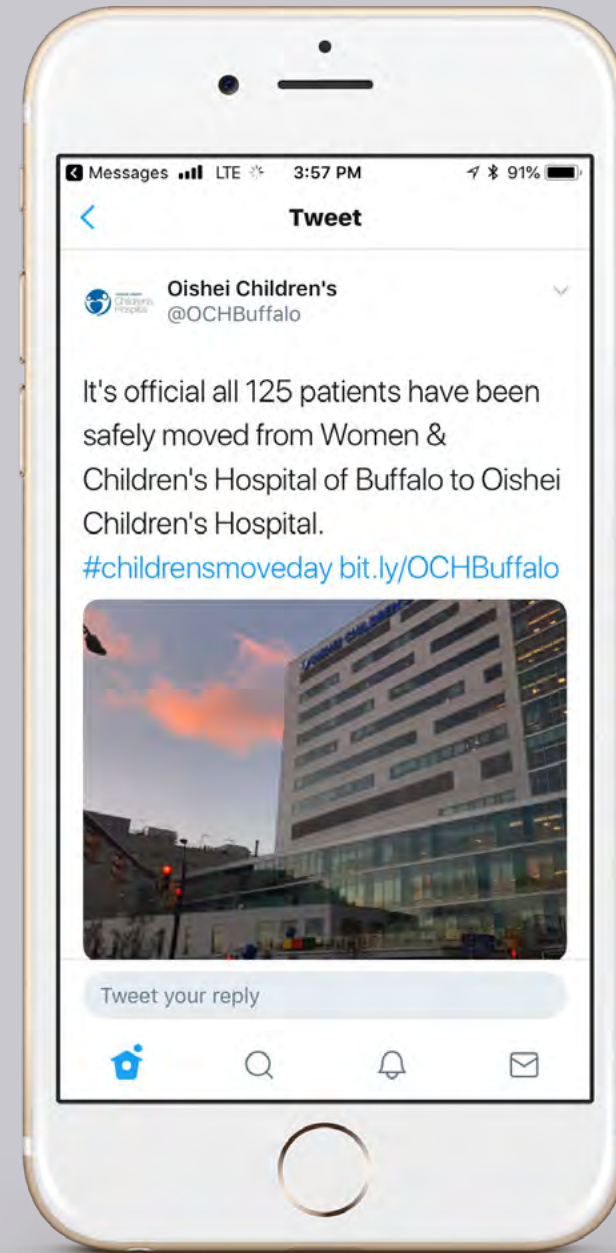
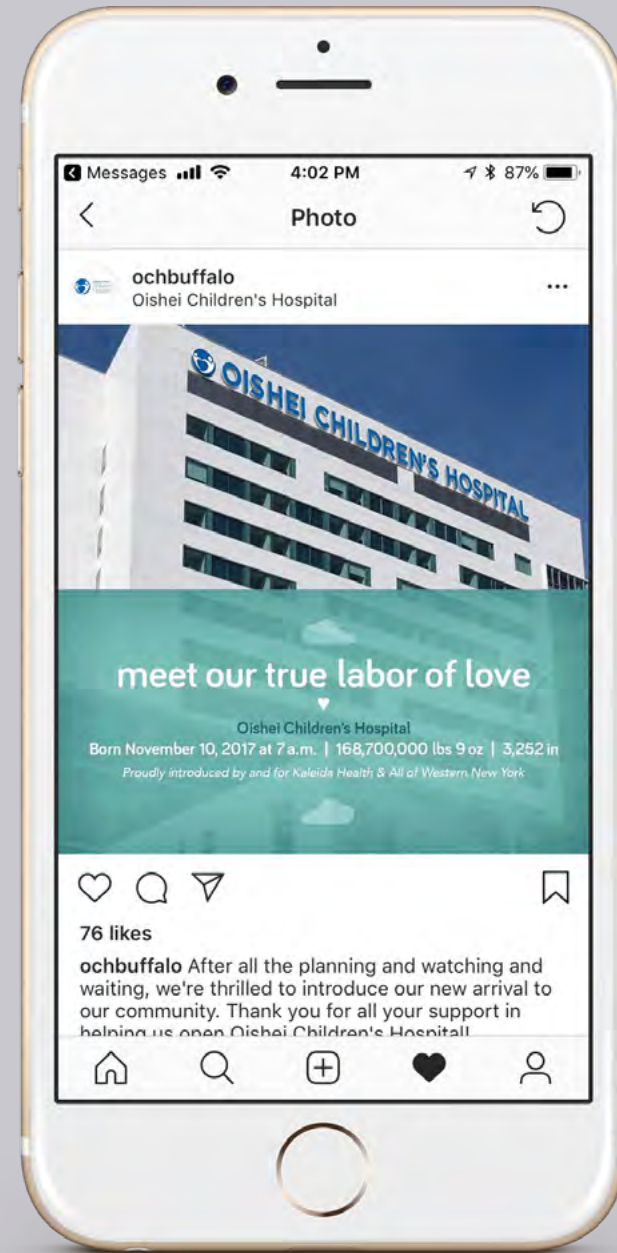
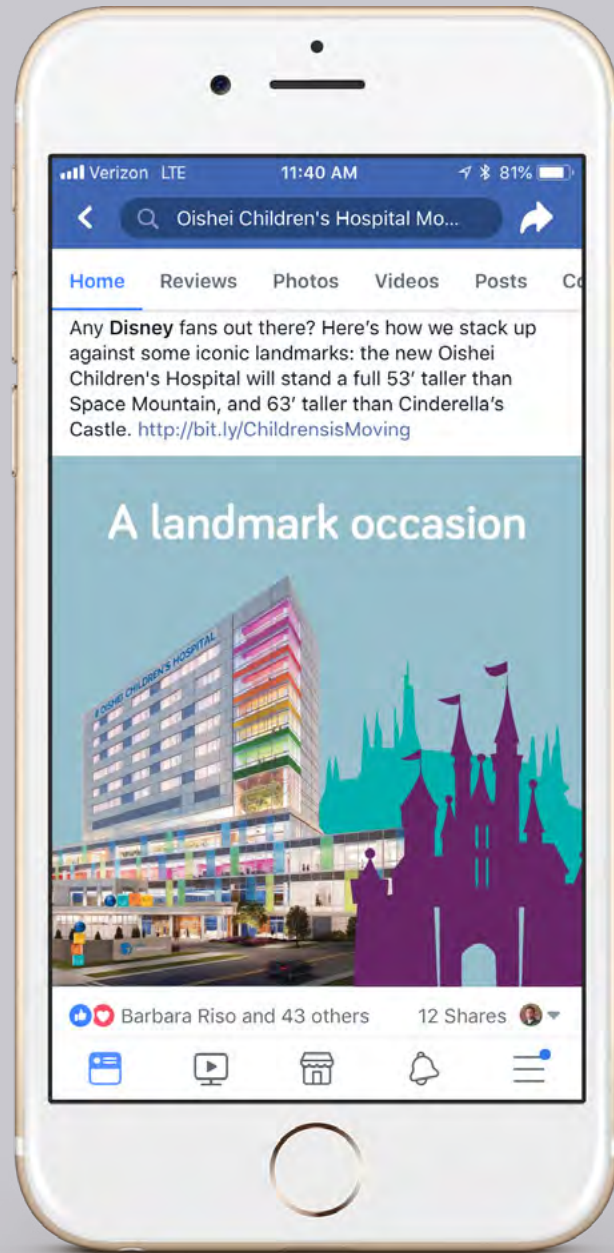
The content strategy (posting 5-6 times a week across all channels) involved sharing important transition information, personal stories, historical photos, and the passion and personality of some of their young patients and staff to keep followers engaged and informed. We also did a spotlight video on a "Children's Class of 2017" long-time employee of the month that drove tremendous engagement. In the month leading up to the move, we transitioned to the hospital's new @OCHBuffalo accounts to reflect the hospital's new name.

On move day, we prioritized Twitter and published 34 times over the 14-hour process, with a mix of 12 prescribed tweets supplementing "live" content as it happened (photos, videos, news updates, volunteer/sponsor thank-yous, press conferences). We also utilized the hashtag #ChildrensMoveDay for media members and Kaleida employees to aggregate the conversation and encourage engagement, while we also posted regular updates to Facebook and Instagram.

- **Over the course of 10 months: @WCHOBisMoving accounts amassed 2,014 followers, 13.4 million impressions, 40,000 engagements, and 5,700 link clicks**
- **From 11/7/17–11/14/17, mentions of @OCHBuffalo on Twitter: 120 tweets by 79 users and 1,637,009 impressions**
- **11/8/17 – 11/13/18, #ChildrensMoveDay on Twitter: 368 posts from 170 users and 4,368,241 impressions**
- **5 Facebook Live Move Day videos totaled 19,300 views, 138 shares, 718 reactions/likes, 89 comments**
- **Children's Class of 2017 videos averaged 5,266 views each**

Facebook interface showing a video player. The video content depicts a person in a white lab coat and green pants, possibly a healthcare worker, interacting with children in a brightly lit room. The video player includes a play button, a progress bar, and a timestamp of -0:06. Below the video, the text reads "Oishei Children's Hospital is Now Open". The video is from the "Oishei Children's Hospital" page, which has 436 likes, 23 comments, and 181 shares.

click to view





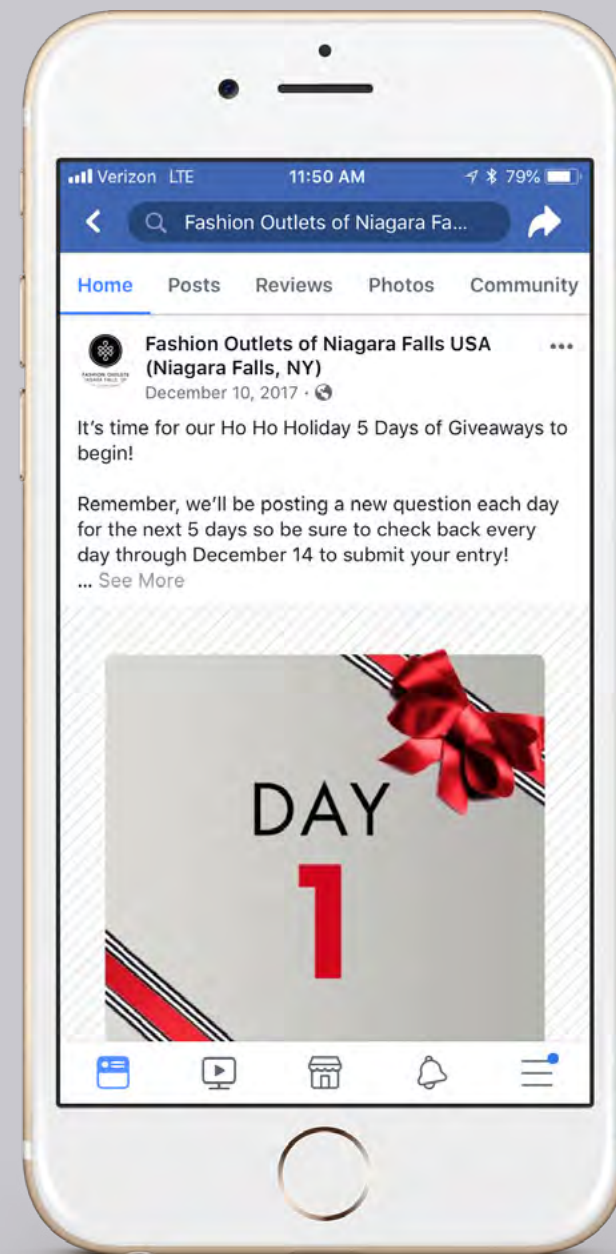
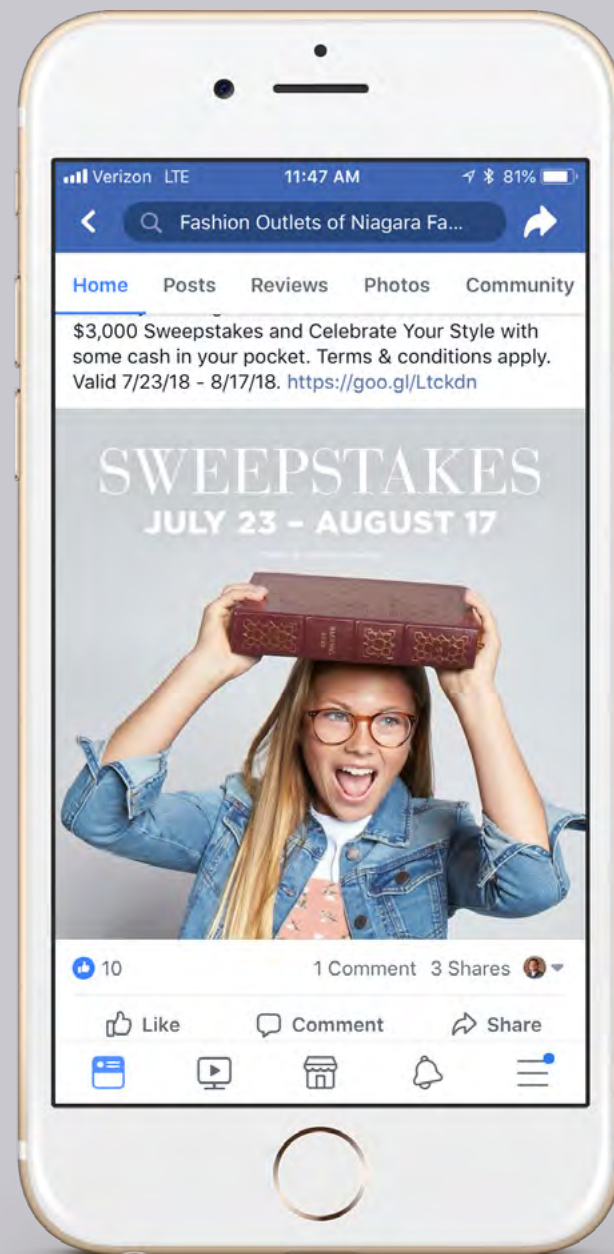
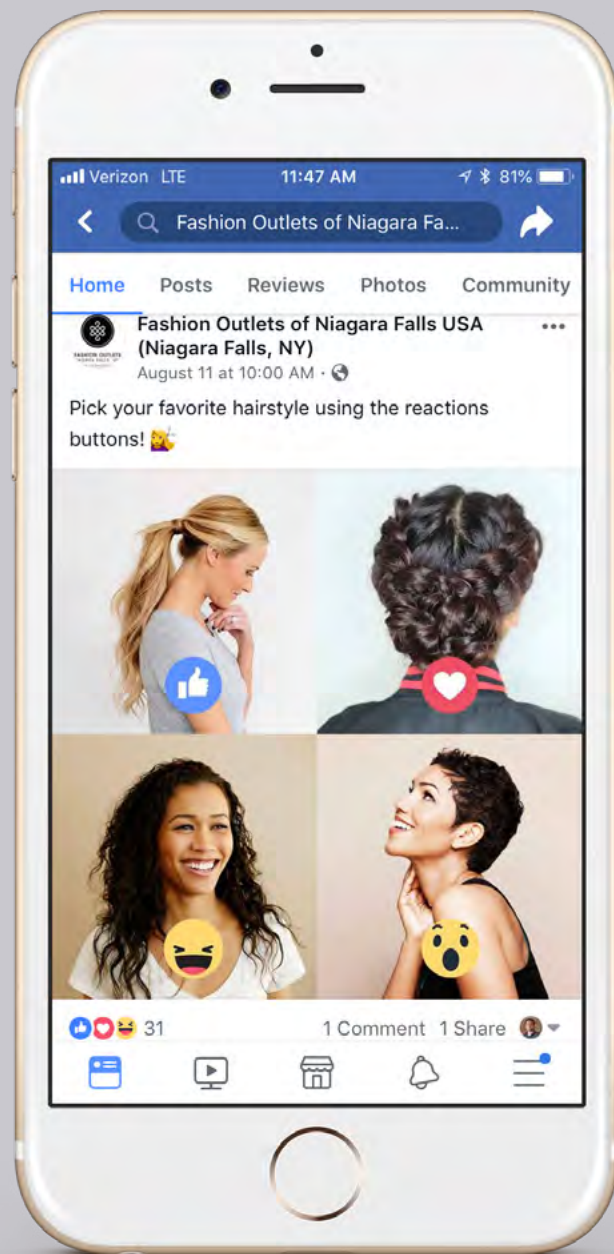
FASHION OUTLETS
NIAGARA FALLS, USA

The Martin Group was brought on in September 2016 to assist the Fashion Outlets of Niagara Falls with public relations activity and social media strategy. We create content and manage FONF's Facebook, Twitter, and Instagram accounts, posting 4-5 times each week on all three platforms, averaging 60 posts per month.

During the 2017 holiday shopping season, our team strategized a contest to ramp up FONF's social media, gain a stronger following, and increase brand awareness. We created a five-day holiday giveaway contest called "Ho Ho Holiday Giveaway" and encouraged fans to comment and engage with FONF's social media every day during that time to win one of five \$50 Visa mall gift cards.

Prior to launching the contest, we strategically boosted Facebook and Instagram posts to generate interest and awareness. The contest ran from Dec. 19 – Dec. 23 to coincide effectively with Christmas, Hanukkah, and Kwanzaa. A question was posted each morning on Facebook, and users were encouraged to answer in that post's comments for a chance to win.

- **The Ho Ho Holiday Giveaway contest organically reached 38,312 people**
- **With the help of boosted posts that totaled just \$116, we reached over 55,000 people, received 884 contest submissions and a total of 1,100 engagements (clicks, likes, shares, comments) across a five-day span (1,575 total from Dec. 16-Dec. 23)**
- **The Dec. 19 post reached 11,795 people, which was the highest of any FONF social media post, and achieved a 33% engagement rate**



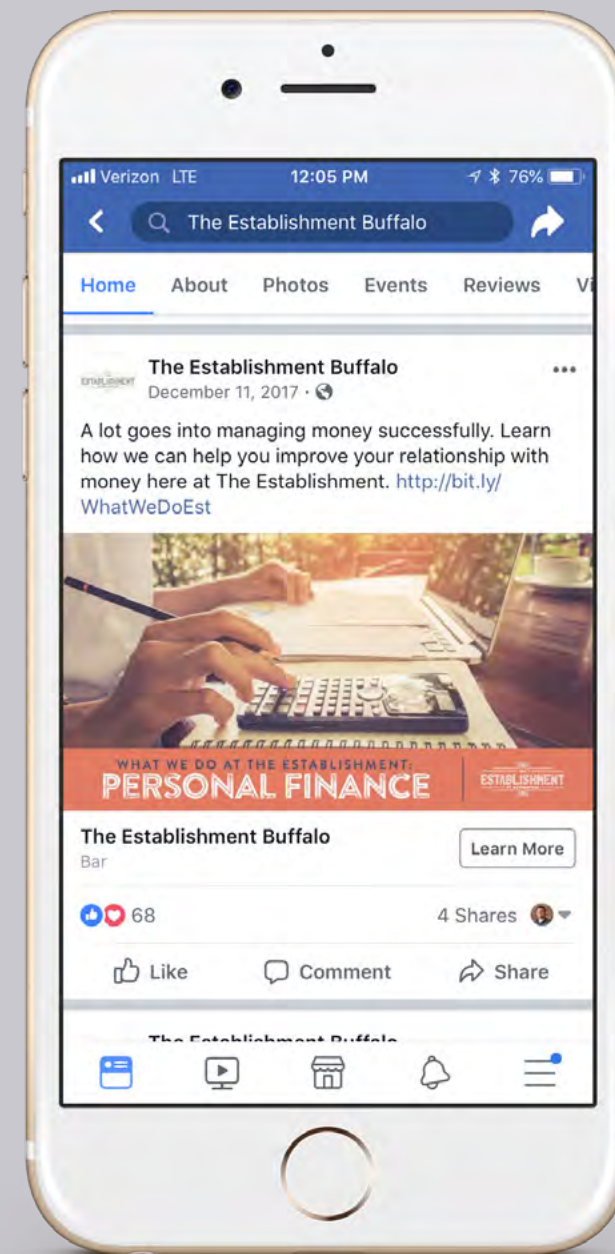
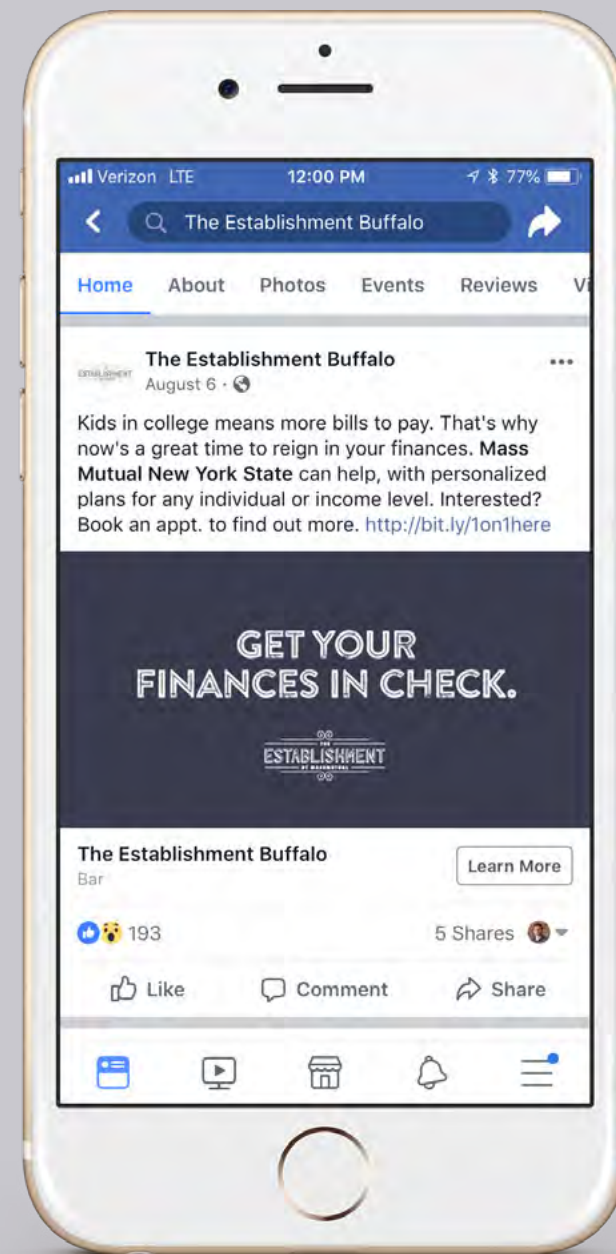


MassMutual Buffalo contracted The Martin Group in August 2015 to help launch The Establishment, a financial education initiative designed specifically for Millennials, and one that would offer a series of free courses in a comfortable, social environment. Before its first classes debuted the following November, TMG was tasked with cultivating the initiative's brand and website, assisting in public relations, and establishing its social media voice, presence, and direction – all designed to get Millennials who don't think about their finances to start seeing value in spending time on retirement plans, home-buying, credit scores, investing, etc.

Through language consistent with its coursework and demographic—and with a focus on luring interested parties between the ages of 21 and 35—TMG has executed The Establishment's aims with regular organic and boosted posts on Facebook, LinkedIn, and Twitter, and with a style that's led to soldout classes.

These social media successes have led to the educational initiative's proliferation, with The Establishment Barnum (in conjunction with Connecticut's Barnum Financial) launching in Fall 2018 and The Establishment OKC (in conjunction with MassMutual Oklahoma City) set to debut in early 2019.

- **Organic growth has produced a total following (Facebook, Twitter, LinkedIn) of 2,014 as of August 2018**
- **Averaging close to 20,000 social media impressions per month and 1,000 direct referrals to The Establishment's website as of August, 2018**
- **2018 online increases year-over-year:**
 - **26% increase in class registrations**
 - **10% increase in pageviews**
 - **9% increase in time on site**
 - **2% increase in conversion rate**





Faced with the daunting task of distributing the late Ralph Wilson's fortune from his sale of the Buffalo Bills, the Ralph C. Wilson, Jr. Foundation came to The Martin Group in late 2016 to build a brand, website, and public relations and social media presence. The goal was to promote their messaging, communicate their news, and support their partners as they embarked on this journey to impact the communities of Detroit, Buffalo, and Rochester.

Focusing on Twitter and Facebook, our integrated team creates copy, infographics, animations, and videos to help promote activity and healthy play for youth in RCWJRF's communities. Social media has been a crucial part of the foundation's communications plan as it continually announces new grants and studies with partners like the Aspen Institute and Tony Hawk Foundation. We use a journalistic approach to cover RCWJRF's news via its owned social media channels, working with local partners and media to boost impressions.


Much of our social media strategy centers around amplifying tentpole campaigns like State of Play, Built to Play, and Project Play with month-long content plans to communicate new data from studies and organize multi-city development projects.


- **In 2018, Twitter and Facebook are averaging 45,000 impressions, 700 engagements and 200 link clicks per month**
- **For the State of Play launch in July 2017, the #stateofplay hashtag generated 423,135 impressions, while mentions of @RCWJRF on Twitter totaled 512,223 impressions, and had a total reach of 357,927 over 134 posts**
- **State of Play landing page had an average session duration of 3:35 and 3,000 pageviews per week during the campaign**
- **Built to Play landing page reported a 71% conversion rate from February 2018 to July 2018**



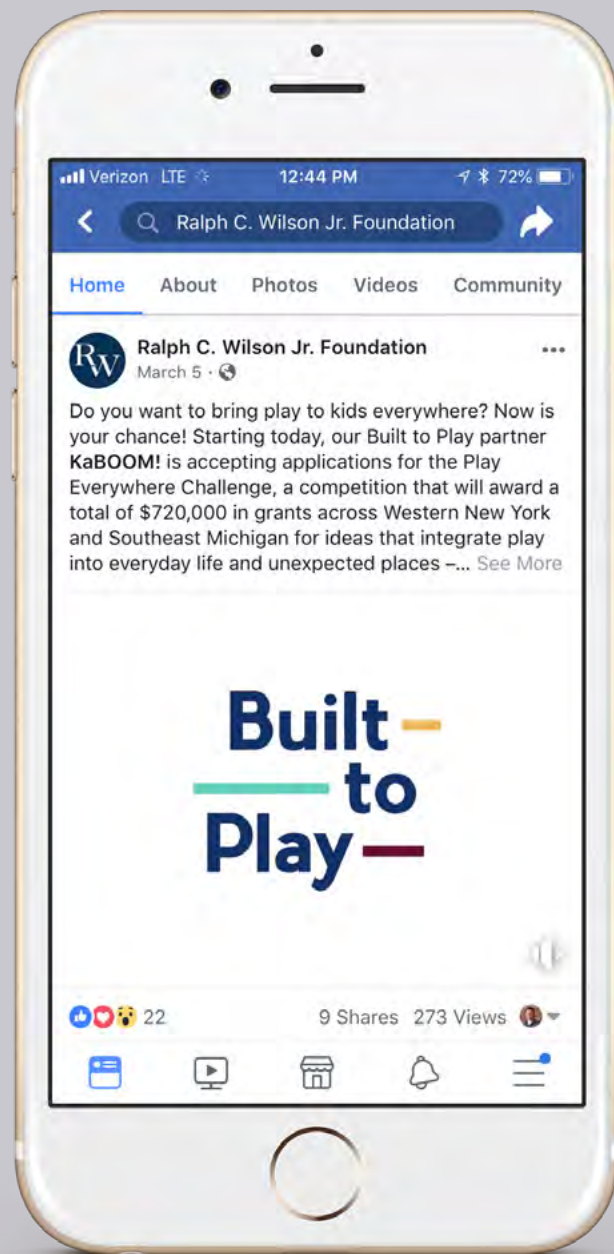
Built to Play

 Ralph C. Wilson Jr. Foundation [Follow](#)

[Like](#) [Comment](#) [Share](#) 

 18 [4 Shares](#)

click to view



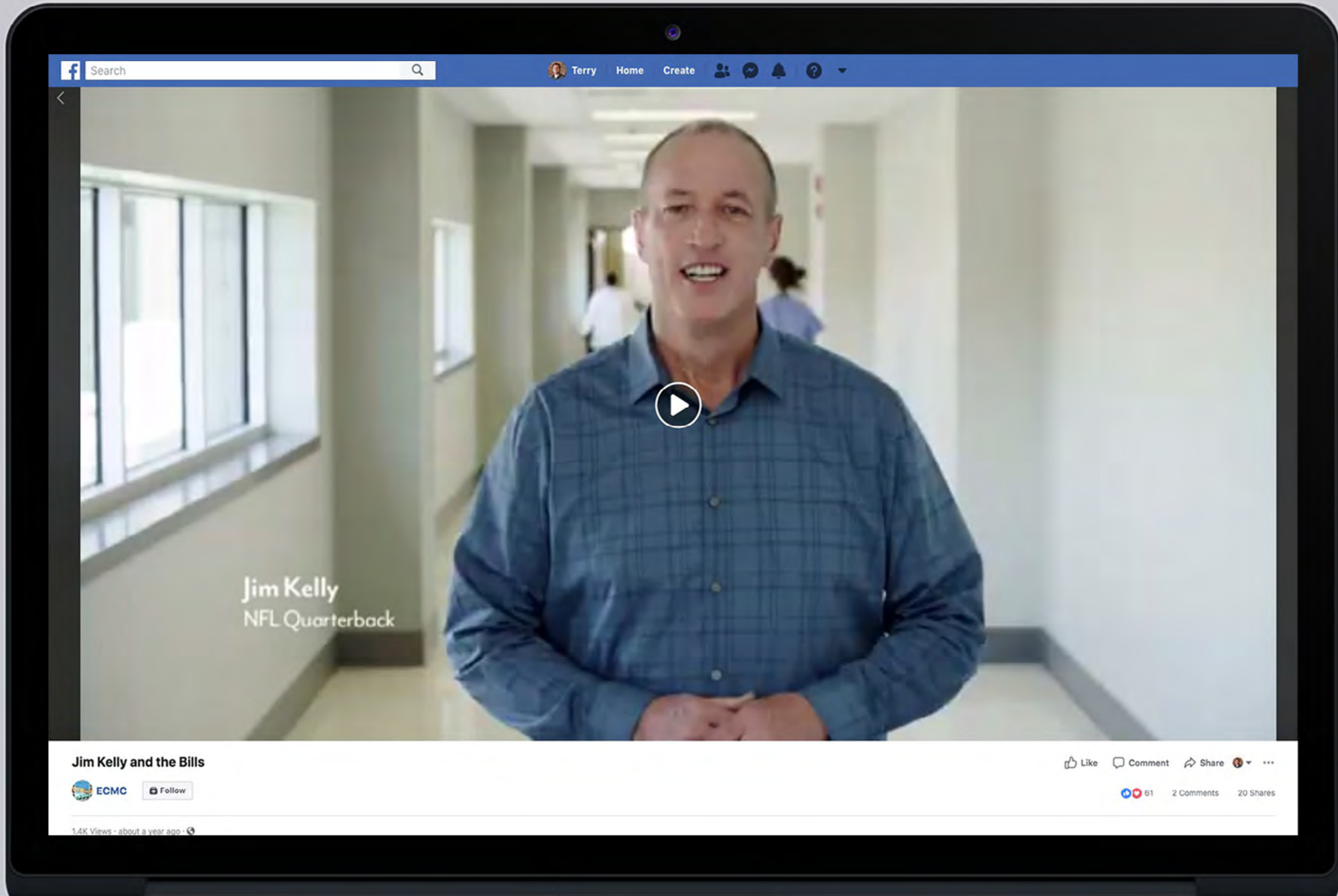


Looking for help overcoming the perception that they are just a trauma hospital, longtime partner ECMC engaged The Martin Group's social media services in 2014 to help communicate the organization's comprehensive, high-level care for the entire Western New York community.

This entails working with their internal communications, ECMC Foundation, and human resources teams to organize an editorial plan that communicates their news, educational content and seminars, community impact, job openings, and fundraising events. We work off a foundational content calendar every month, while making sure we are nimble enough to react to their busy public relations news cycle and cover events for the foundation and hospital.

Our initial engagement included Facebook only but has grown to include LinkedIn, Twitter, and Instagram as well – and our content strategy has actually served to better integrate ECMC's internal teams across departments so their news is coming through one source.

- **Total following of more than 12,000 as of August 2018, nearly doubling the audience compared to March 2017**
- **Averaging 825,276 impressions, 8,917 engagements, and 1,587 link clicks per month in 2018**
- **Monthly impressions and engagements have grown 154% year-over-year in 2018**
- **Since paid social is only used in rare instances with small budgets to boost event signups, these results are based on organic growth**



click to view



other work

Sports

New Era Cap



Sports

New Era Cap

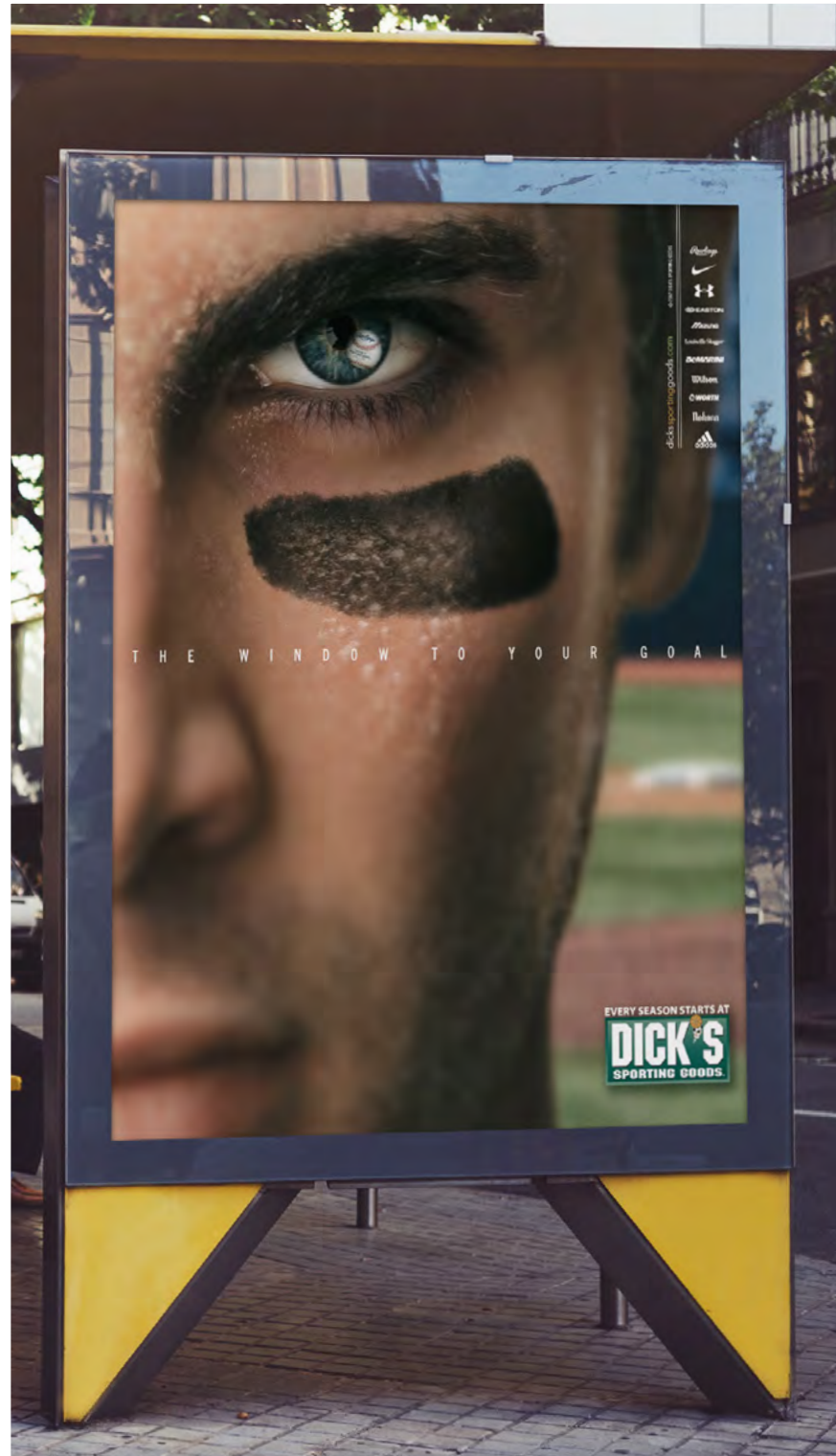


Under Armour

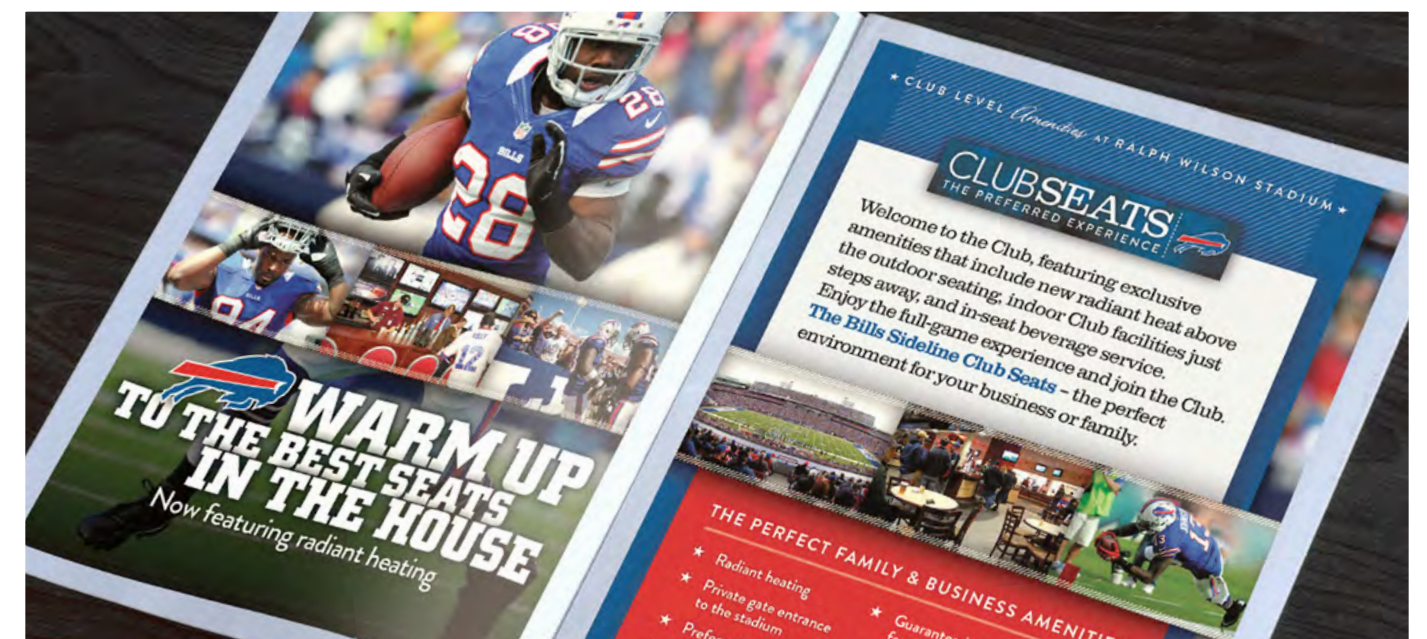
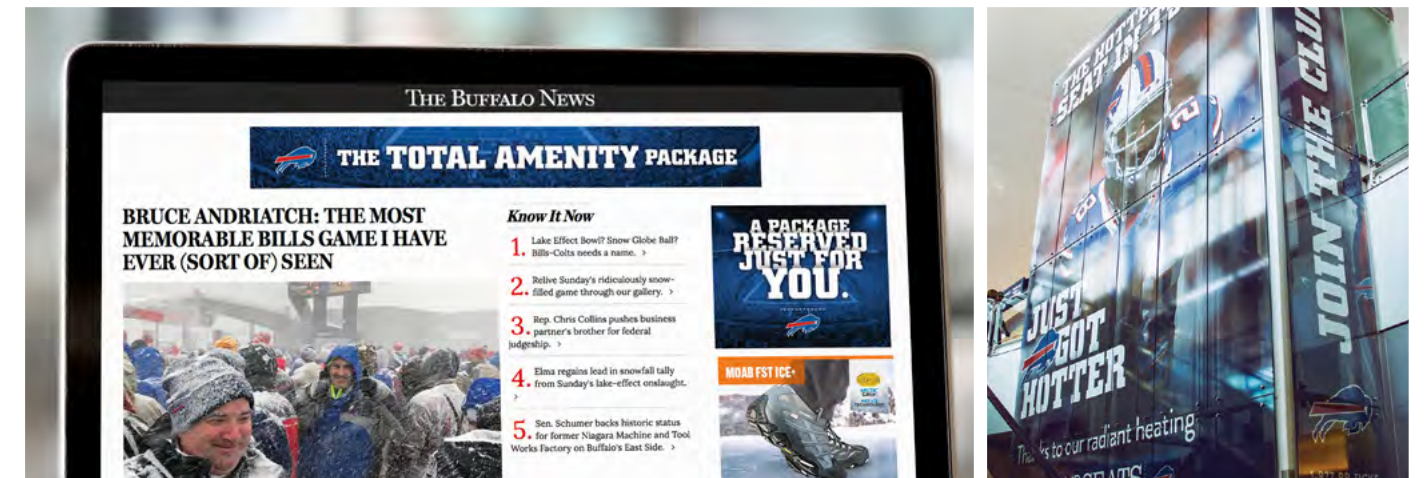


Sports

Dick's Sporting Goods



Buffalo Bills



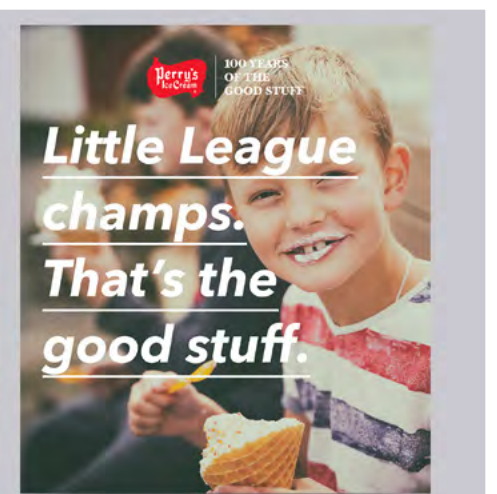
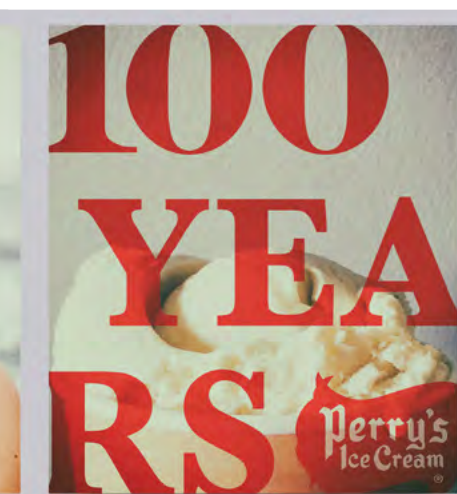
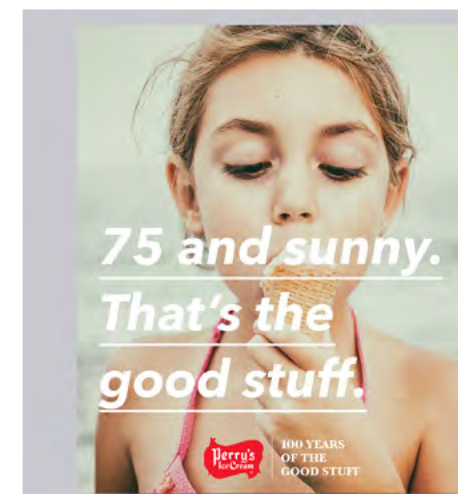
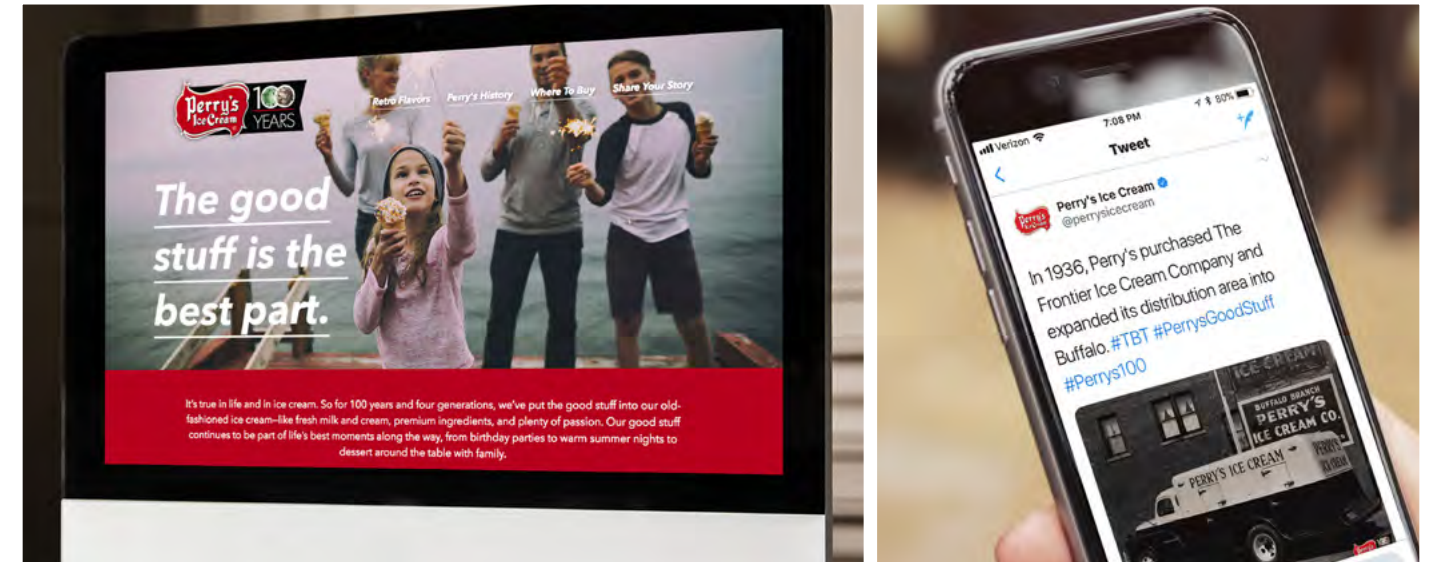
Entertainment

Seneca Resorts & Casinos



Food & Beverage

Schneiders Seafood & Meats

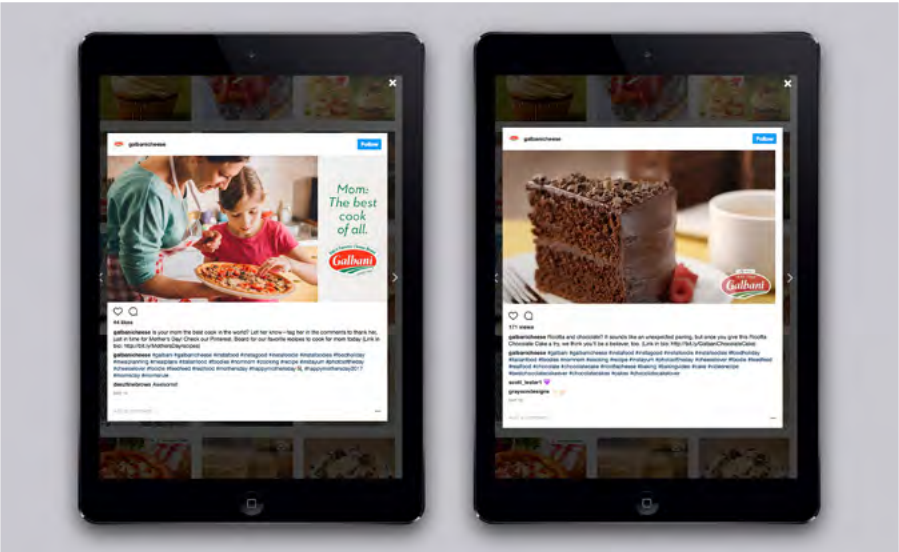
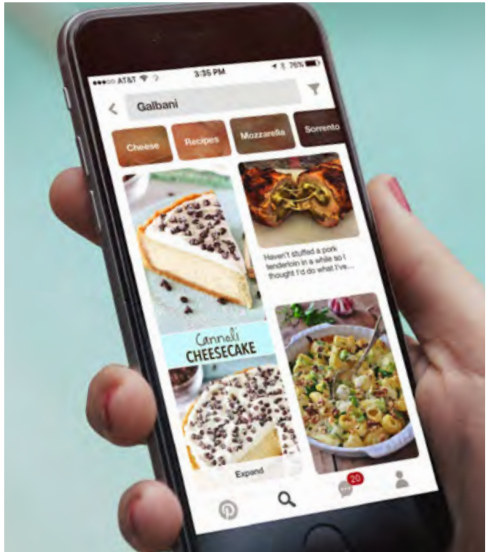


Food & Beverage

Three Brothers Winery & Estates

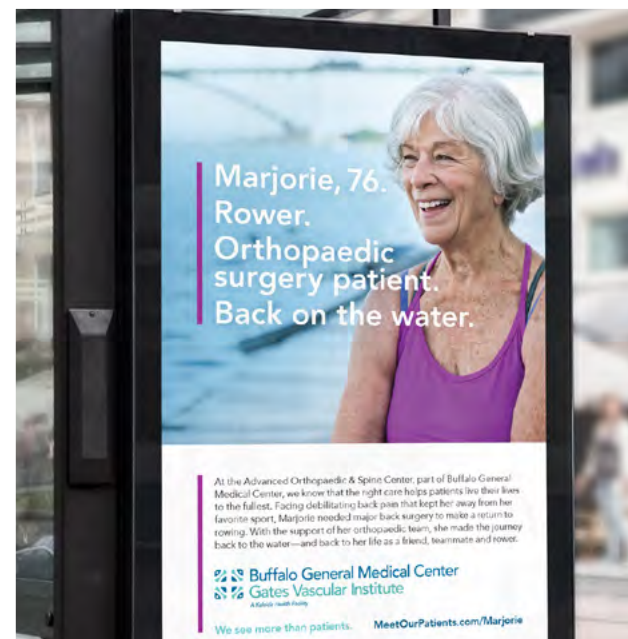
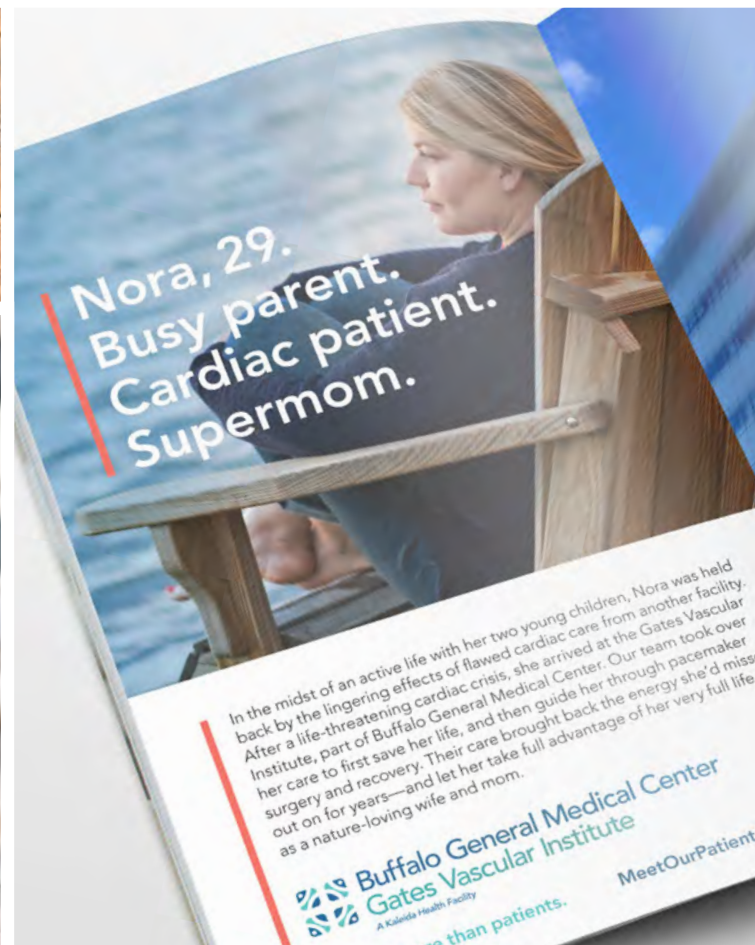
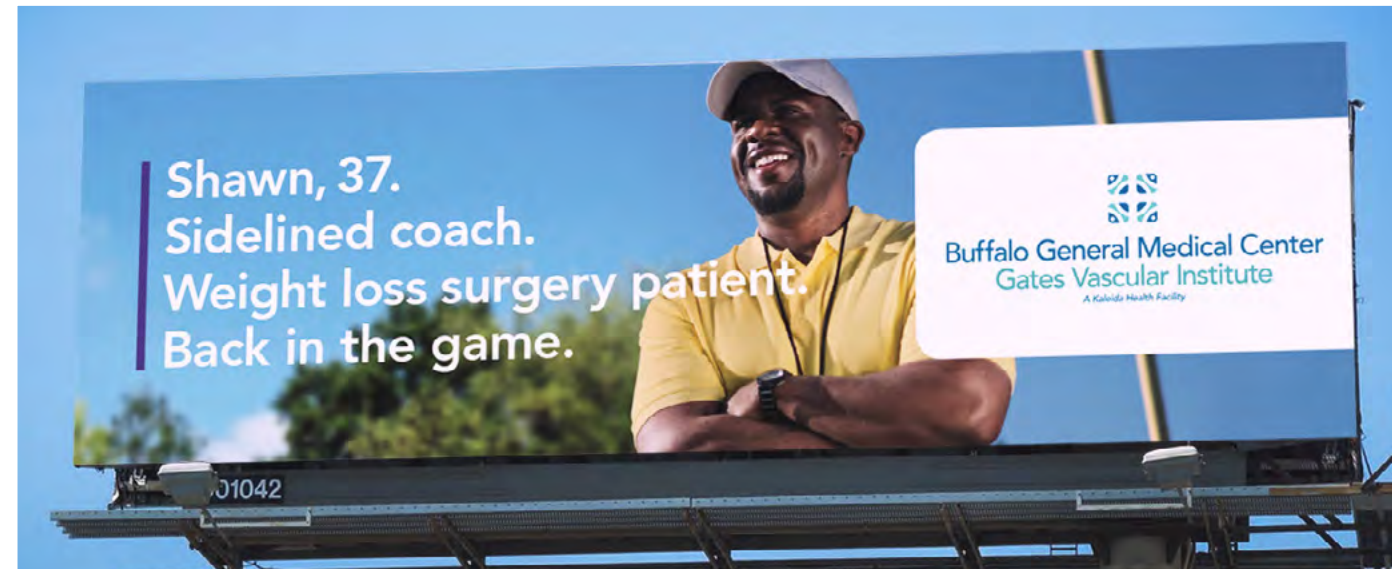


Galbani

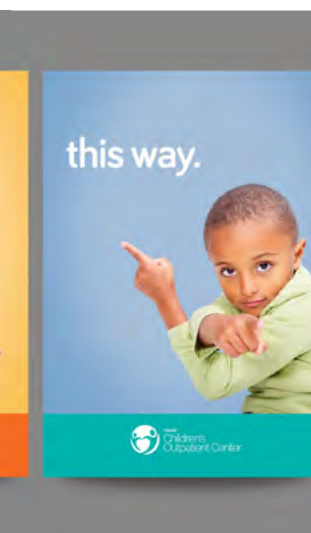
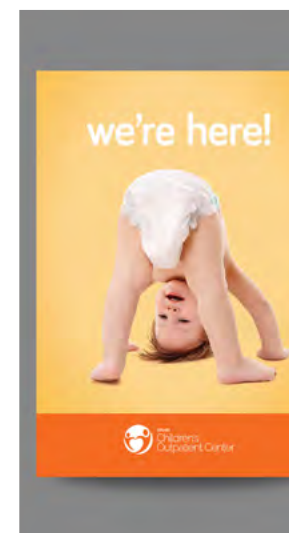


Healthcare

Kaleida Health



John R. Oishei Children's Hospital

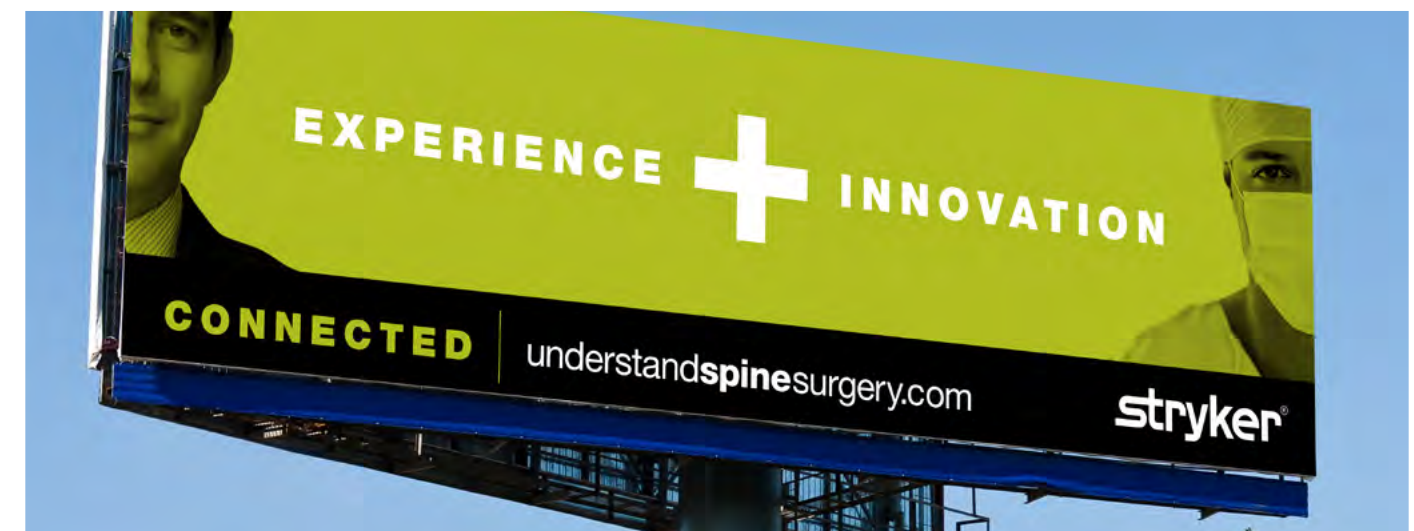


Healthcare

Buffalo Medical Group

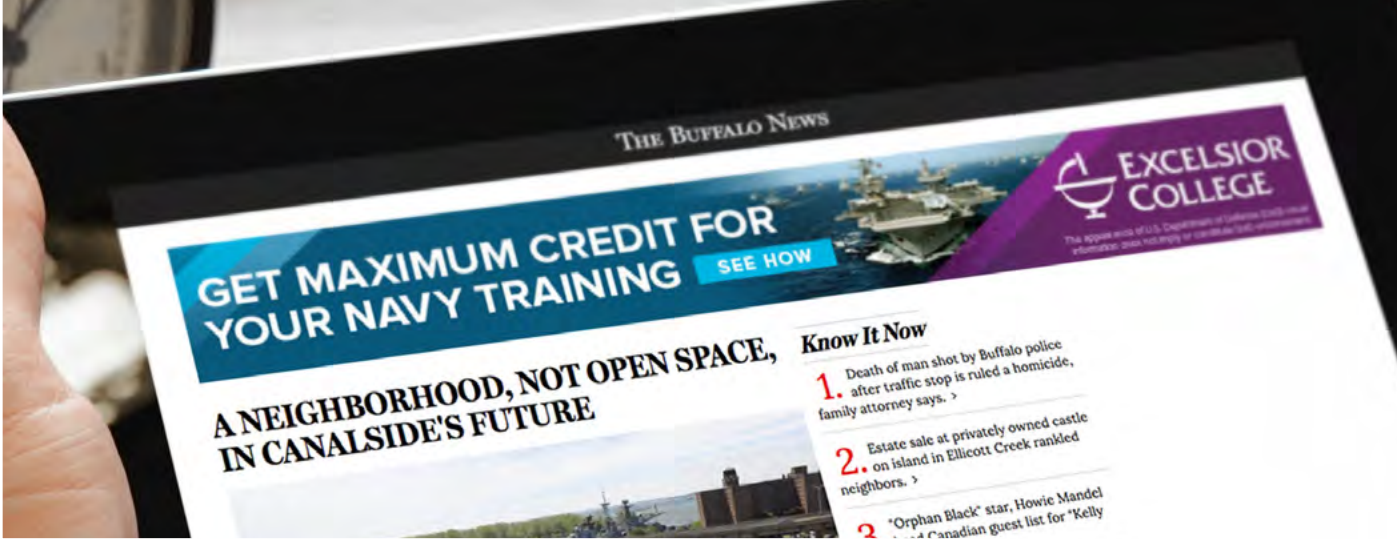


Stryker Spine

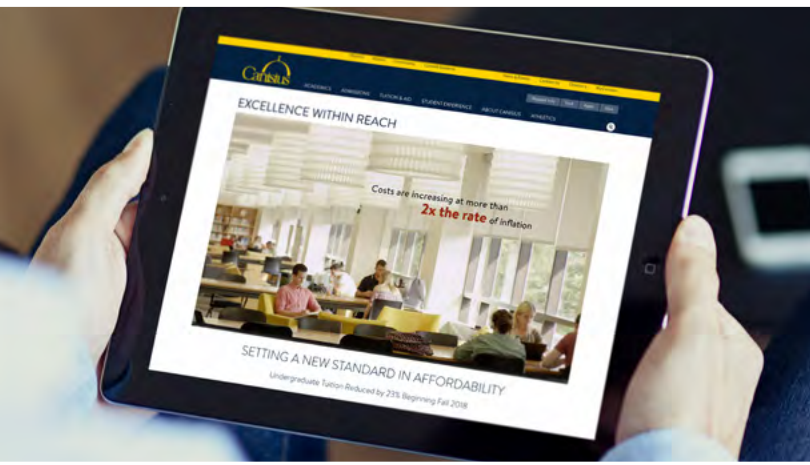
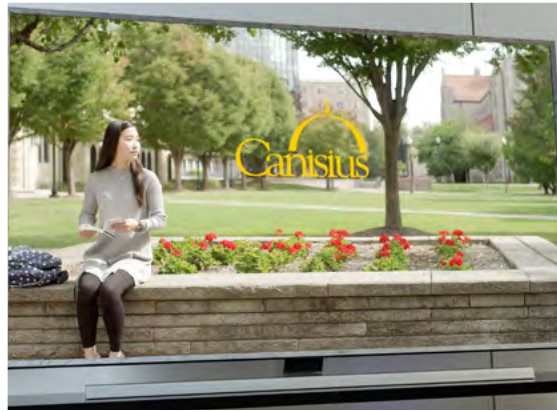
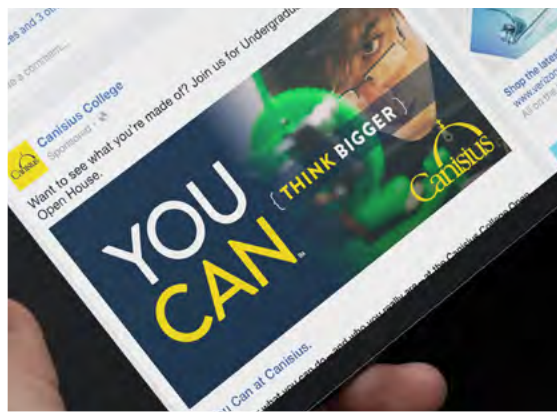


Education

Excelsior College

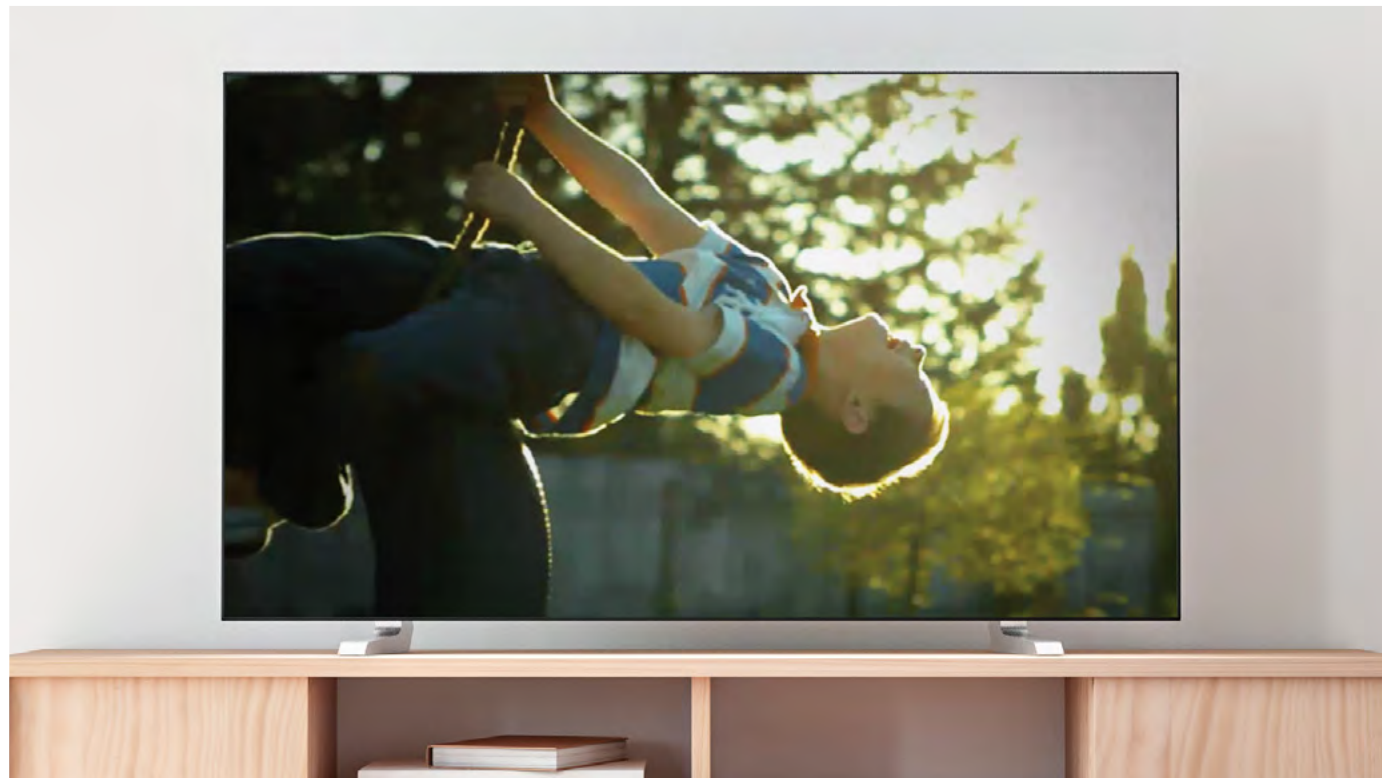


Canisius College



Professional Services

Generations Bank



Professional Services

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Evans Bank

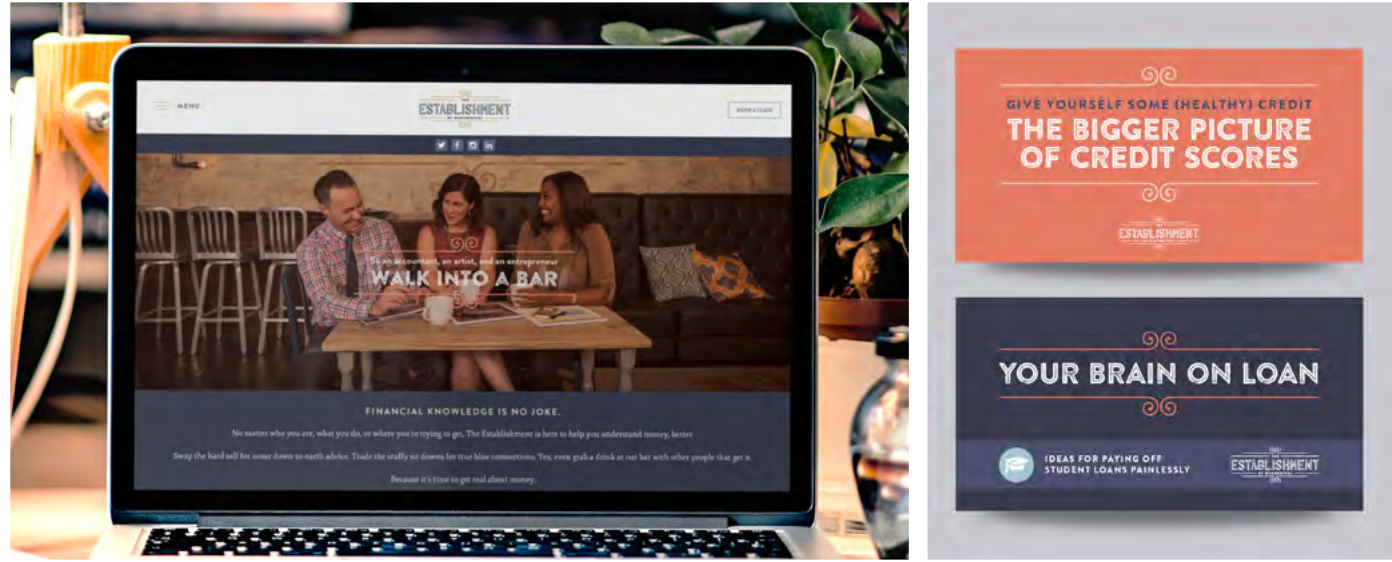


Professional Services

Lawley Benefits Group



The Establishment by MassMutual

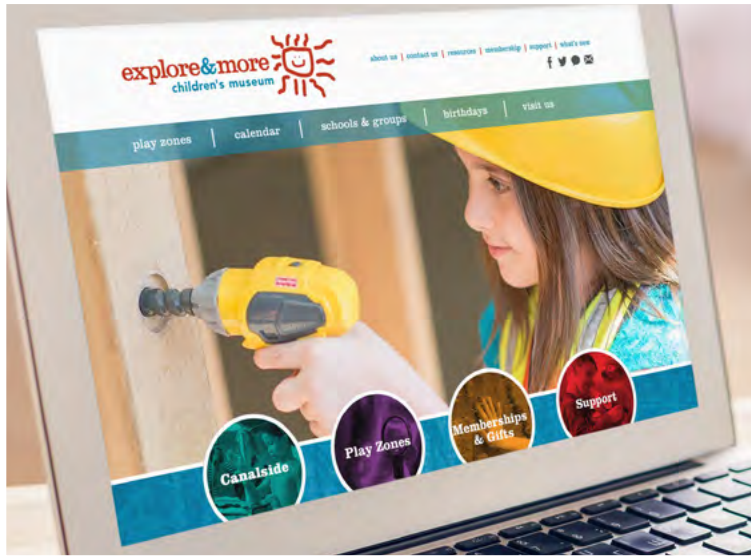


Nonprofit

Ralph C. Wilson, Jr. Foundation



Explore & More Children's Museum



Nonprofit

YMCA



ECMC Foundation

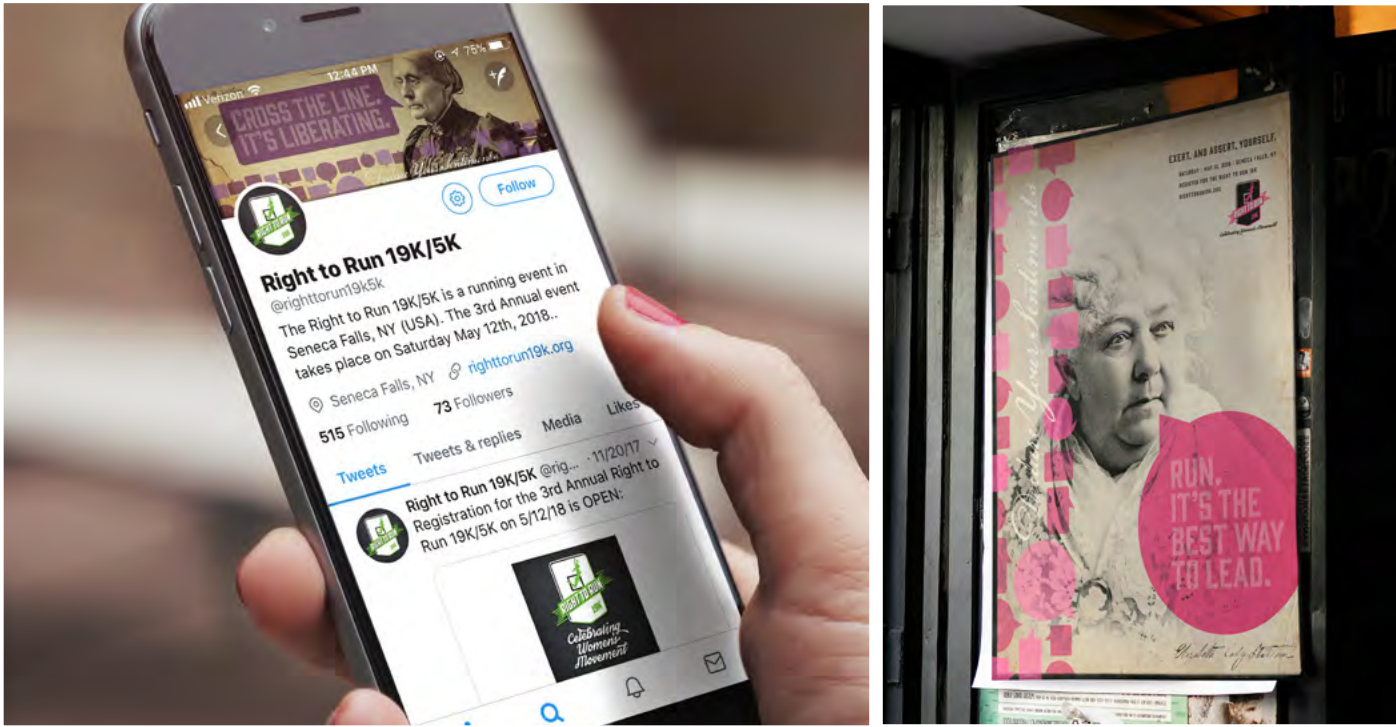


Nonprofit

Mocha Center



Right to Run 19K



Nonprofit

Lifetime Assistance Inc.



Mary Cariola Children's Center



thank you.