



# THE CENTER at CSSC

## Sponsorship Opportunities

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THE CENTER at CSSC is a place for individuals 55 years of age or older to learn, grow, exercise and be creative. Seniors who are members of THE CENTER are able to enjoy offerings in categories such as Creative Pursuits, Education for Life, Fitness Opportunities, and Travel Experiences, and have the opportunity to be active in a trusted place. THE CENTER at CSSC is an excellent way for Colonie Senior Service Centers, Inc. to share its beautiful buildings with the community with space for dance and yoga, games, and cooking demonstrations as well as valuable programming for members. THE CENTER computer kiosk, located at The Beltrone Living Center, allows members to check in, register for classes, and see what is available on the schedule. Each CENTER member is given a unique key tag and when it is swiped at the kiosk, the screen shows the user what is available that day. At the end of 2020 there were over 600 members of THE CENTER at CSSC, and it grows every day!

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### Champion of THE CENTER Sponsor

**\$10,000**

- Premiere placement of your company logo in THE CENTER bi-monthly event catalog, all promotional collateral and in any print and/or media advertising as secured
- Premiere placement of your company logo, hyperlinked to your website, on THE CENTER at CSSC webpage
- Premier placement of your company logo on THE CENTER kiosk
- Premiere placement of your company logo in THE CENTER's section of CSSC's *Senior Connections* monthly newsletter. *Senior Connections* is delivered to over 5,200 senior households, companies and community leaders across the Capital Region each month
- Premiere placement of your company logo in THE CENTER's email blasts to members, and included in THE CENTER's section of CSSC's weekly email blast going to the over 4,800 contacts across the Capital Region.
- Your company logo included, and hyperlinked, in THE CENTER posts on CSSC's social media platforms (Facebook, Instagram, Twitter and LinkedIn) with links to your social media pages
- Premiere placement of your company logo on The Beltrone Living Center and King Thiel Senior Community Digital Video Networks
- Premiere exhibit space for your company at THE CENTER's Annual Community Open House event
- The opportunity to present in your area of expertise three times per year, and provide branded materials to THE CENTER members
- This annual Champion sponsorship is exclusive to your company

## **Partner of THE CENTER Sponsor**

**\$5,000**

- Prominent placement of your company logo on THE CENTER bi-monthly event catalog, all promotional collateral and in any print and/or media advertising as secured
- Prominent placement of your company logo, hyperlinked to your website, on THE CENTER at CSSC webpage
- Prominent placement of your company logo on THE CENTER kiosk
- Prominent placement of your company logo in THE CENTER's section of CSSC's *Senior Connections* monthly newsletter. *Seniors Connections* is delivered to over 5,200 senior households, companies and community leaders across the Capital Region each month
- Prominent placement of your company logo in THE CENTER's email blasts to members, and included in THE CENTER's section of CSSC's weekly email blast going to the over 4,800 contacts across the Capital Region.
- Prominent placement of your company logo on The Beltrone Living Center and King Thiel Senior Community Digital Video Networks
- Prominent exhibit space for your company at THE CENTER's Annual Community Open House event
- The opportunity to present in your area of expertise two times per year, and provide branded materials to THE CENTER members
- This annual Partnership sponsorship is exclusive to your industry

## **Advocate of THE CENTER Sponsor**

**\$2,500**

- Placement of your company logo in THE CENTER bi-monthly event catalog, all promotional collateral and in any print and/or media advertising as secured
- Placement of your company logo, hyperlinked to your website, on THE CENTER at CSSC webpage
- Placement of your company logo on THE CENTER kiosk
- Placement of your company logo in THE CENTER's section of CSSC's *Senior Connections* monthly newsletter. *Senior Connections* is delivered to over 5,200 senior households, companies and community leaders across the Capital Region each month
- Placement of your company logo in THE CENTER's email blasts to members
- Placement of your company logo on The Beltrone Living Center and King Thiel Senior Community Digital Video Networks

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- The opportunity for your company to have exhibit space at THE CENTER's Annual Community Open House event
- The opportunity to present in your area of expertise once per year, and provide branded materials to THE CENTER members
- This Advocate sponsorship is available annually

### **Supporter of THE CENTER Sponsor**

**\$1,000**

- Your company logo in THE CENTER bi-monthly event catalog, all promotional collateral and in any print and/or media advertising as secured
- Your company name, hyperlinked to your website, on THE CENTER at CSSC webpage
- Placement of your company logo on THE CENTER kiosk
- Placement of your company logo in THE CENTER's email blasts to members
- This Supporter sponsorship is available annually

### **Friend of THE CENTER Sponsor**

**\$500**

- Your company name hyperlinked to your website on THE CENTER at CSSC webpage
- The opportunity to provide branded materials to THE CENTER members once per year
- This Friend sponsorship is available annually



**THE CENTER at CSSC**  
**Colonie Senior Service Centers, Inc.**  
**6 Winners Circle, Albany, NY 12205**  
**518-459-2857**  
**[www.colonieseniors.org](http://www.colonieseniors.org)**



# THE CENTER at CSSC

## Sponsorship Response Form

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Address \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

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|---|-----------------|
| <input type="checkbox"/> <b>Champion Sponsor</b>  | <b>\$10,000</b> |
| <input type="checkbox"/> <b>Partner Sponsor</b>   | <b>\$5,000</b>  |
| <input type="checkbox"/> <b>Advocate Sponsor</b>  | <b>\$2,500</b>  |
| <input type="checkbox"/> <b>Supporter Sponsor</b> | <b>\$1,000</b>  |
| <input type="checkbox"/> <b>Friend Sponsor</b>    | <b>\$500</b>    |

Please make checks payable to *Colonie Senior Service Centers, Inc.*

Credit Card:       Visa                       MC                       AMEX                       Discover

Name (as it appears on credit card): \_\_\_\_\_

Account #: \_\_\_\_\_

Exp. Date:      \_\_\_\_ / \_\_\_\_      Security Code: \_\_\_\_\_      Zip Code: \_\_\_\_\_

THE CENTER at CSSC, 6 Winners Circle, Albany, NY 12205  
or email Laurie Miedema, CSSC Development Director [Lmiedema@colonieseniors.org](mailto:Lmiedema@colonieseniors.org)