



2022

Corporate Sponsorship & Advertising Opportunities

*Your local not for profit celebrating over 40 years
of service to our seniors*

Colonie Senior Service Centers, Inc.

Six Winners Circle

Albany, New York 12205

518-459-2857

www.colonieseniors.org

ABOUT COLONIE SENIOR SERVICE CENTERS, INC.

Mission

Our mission is to help seniors stay active, healthy and independent, enabling them to "age-in-place" in an aging-friendly community.

Vision

To be an integral part of a network of support and enrichment for older adults and their families; to meet the needs of the those we serve by adapting existing programs and services to their ever-changing needs and by developing creative solutions to as yet unidentified needs through collaboration, innovation and resource sharing, while maintaining quality services, fiscal responsibility and planned growth.

Values

Compassion, respect, and fairness for the people we serve and those who serve them.

Commitment to providing programs and services that meet people's needs in a responsible and professional manner.

Dedication to developing partnerships with other service providers and the community as a whole.

Fiscal responsibility to ensure the continuation of our mission.

Creativity in response to the evolving needs of our participants.

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Colonie Senior Service Centers, Inc. Programs and Services

Solutions for Seniors and Their Families!

Bright Horizons Adult Day Services

Provide respite for caregivers and a social day program for older adults.

518-459-7967

brighthorizons@colonieseniors.org

Capital Region RSVP Sponsor Senior Corps/Volunteer Services

Recruiting and training retired and senior volunteers for over 50 agencies in Albany, Rensselaer and Schenectady Counties.

518-459-2857 ext. 308

volunteers@colonieseniors.org

THE CENTER at CSSC

Activities, classes, and experiences that allow individuals 55 years of age or older to learn, grow, exercise, be creative, and have fun.

518-459-2857 ext. 327

thecenter@colonieseniors.org

Driver Fitness Center

Helping and teaching older adults how to drive safer and longer by empowering them with information, tools and resources.

518-459-2857 ext. 326

dfc@colonieseniors.org

Senior Dining

Senior Dining, an Albany County Congregate Meal Program, provides hot lunch at five neighborhood meal sites.

518-459-2857 ext. 303

seniordining@colonieseniors.org

Tool Box

Volunteer run, tool resale shop that helps seniors in need through the Umbrella of Colonie home maintenance program.

Tool Box is located at 143 Troy Schenectady Road (Hilltop Plaza), Watervliet.

518-608-4758

toolbox@colonieseniors.org

Transportation Services

Van and wheelchair service available Monday to Friday for medical appointments, pharmacy visits, social activities, shopping and more.

518-459-2857 ext. 301 (For information)

518-459-6064 (To schedule a ride)

transportation@colonieseniors.org

Umbrella of Colonie

Connecting senior homeowners with reliable handypeople who do yard work, light carpentry, cleaning, plumbing, and more, affordably.

518-459-7152

umbrella@colonieseniors.org

Independent Senior Living Facilities

THE BELTRONE LIVING CENTER

Spacious, comfortable, premier apartment homes for independent seniors 55+, located right in the heart of Colonie.

6 Winners Circle, Albany

518-459-2711

beltrone@colonieseniors.org

KING THIEL SENIOR COMMUNITY

The newest affordable senior living community in the Capital Region.

17 Elks Lane, Latham

518-429-6292

info@kingthielseniorkommunity.org

SHEEHY MANOR SENIOR HOUSING

Senior independent living community for low to moderate income seniors with a warm neighborhood atmosphere.

8 Carondelet Dr, Watervliet

518-782-2350

sheehymanor@colonieseniors.org



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Colonie Senior Service Centers, Inc. was established in 1981 as a duly authorized 501(c)(3) not-for-profit corporation.

SPECIAL EVENT SPONSORSHIP OPPORTUNITIES



Warmth of Winter
Wolferts Roost Country Club
Thursday, March 3, 2022
5:30 – 8:30 PM



Help area seniors struggling to heat their home during the winter. Proceeds directly benefit seniors in our community by providing heating assistance and allowing them to age in place in their home. ***Sponsorship Opportunities: \$750 - \$10,000***

Mother's Day Fashion Show and Luncheon
The Lakeview Room in
The Beltrone Living Center
Friday, May 6, 2022
11:30 AM – 1:30 PM



Honor and recognize our mothers and preview spring and summer fashions. Proceeds from this event benefits CSSC's Transportation Services.

Sponsorship Opportunities: \$500 - \$2,500



Salvatore R. and Anna E. Beltrone
Golf Classic
Schuyler Meadows Club
September 12, 2022
10:30 AM – 6:30 PM



Help to serve the needs of seniors and their families while playing golf at Schuyler Meadows Club. Proceeds to benefit CSSC's Transportation Services.
Sponsorship Opportunities \$1,000 - \$8,000



**Founder's Celebration
Luncheon
The Lakeview Room
The Beltrone Living Center
Thursday, October 27, 2022
11:30 AM – 1:30 PM**



Honor individuals, businesses and community leaders who embody our Founders' commitment, vision and leadership with the Colonie Senior Spirit Awards.

Sponsorship Opportunities: \$500 - \$5,000



**4th Annual Chefs in Motion!
The Lakeview Room
The Beltrone Living Center
Monday, September 19, 2022
5:30 - 8:30 PM**



Join us for our Chefs in Motion! event, as local chefs compete using local produce and product to be the best chef in the Capital Region. Both Judges Choice and People's Choice prizes are awarded. A collaboration between CSSC, the New York State Department of Agriculture and Markets, Cornell Cooperative Extension and the Times Union to benefit CSSC's Transportation Services.

Sponsorship Opportunities: \$500 - \$5,000



**CSSC Croquet Tournament
The Beltrone Living Center & The Crossings
Friday, September 30, 2022
12:30 – 4:30 PM**



The Croquet Tournament is an excellent team building opportunity with proceeds supporting the Bright Horizons Adult Day Services program. In addition to top team prize, best dress team is awarded ***Sponsorship Opportunities: \$500 - \$2,500***

HONORING SPECIAL PEOPLE

Veterans Recognition Luncheon Lakeview Room

The Beltrone Living Center

Monday, November 7, 2022

11:00 AM – 1:00 PM

Join CSSC and members of the Joseph E. Zaloga American Legion Post #1520, the Capital Region Blue Star Mothers of America and the Albany High School JROTC program to honor our Veterans.



Sponsorship Opportunities: \$1,500 - \$2,500

Thanks-for-Caregiving Celebration

Lakeview Room

The Beltrone Living Center

Tuesday, November 15, 2022

4:00 – 5:30 PM

Celebrate the dedicated caregivers of our Bright Horizons members to focus on the joys and challenges of caregiving.

Sponsorship Opportunities: \$500 - \$1,500

SEASONAL CELEBRATIONS



Summerfest

The Beltrone Living Center

Monday, June 20, 2022

4:00 – 7:00 PM

Join us as we welcome summer! Food, Fun, and Fantastic Entertainment abounds. Featuring the Hat Contest and the return of the Duck Derby!

Sponsorship Opportunities: \$500 - \$1,500

Bright Horizons Picnic

Friday, June 24, 2022

11:00 AM – 1:00 PM

The Beltrone Living Center

Launch the summer season as Adult Day Services gathers members and their families to celebrate summer.

Sponsorship Opportunities: \$500 - \$1,500

Holiday Tree Lighting

December 2022

The Beltrone Living Center

5:30 – 7:00 PM

The holiday season begins in style at the Beltrone Living Center. Join us for traditional music, treats, and lots of fun!

Sponsorship Opportunities: \$500 - \$1,500

VOLUNTEERS

CSSC Volunteer Recognition Dinner

Lakeview Room

The Beltrone Living Center

Wednesday, April 20, 2022

5:00 – 7:00 PM

Join us to honor our outstanding community volunteers.

Sponsorship Opportunities: \$1,500 - \$3,500

RSVP Opportunity Volunteer Fairs

Throughout 2022

Representatives from over 35 nonprofits, schools, hospitals, community service organizations and more are expected to be present at the Retired and Senior Volunteer Program (RSVP) Volunteer Opportunity Fair to recruit volunteers over the age of 55. Volunteer Fairs will be held in Albany, Rensselaer and Schenectady counties.

Sponsorship Opportunities: \$500 - \$5,000

RSVP Recognition Luncheon

June 2022

11:00 AM – 1:00 PM

Recognize Retired Senior Volunteer Program (RSVP) volunteers throughout Albany, Schenectady and Rensselaer Counties.

Sponsorship Opportunities: \$1,500 - \$3,500

THE CENTER at CSSC SPONSORSHIP OPPORTUNITIES



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 2021, there are over 1,100 members of THE CENTER at CSSC, and it continues to grow every day!

Sponsorship Opportunities: \$500 - \$10,000

ADVERTISING & MARKETING OPPORTUNITIES

SENIOR CONNECTIONS NEWSLETTER



Published Monthly

Our newsletter, *Senior Connections*, is published monthly and distributed to our targeted and finely tuned list of seniors, caregivers, provider networks, organizations and corporations throughout the Capital Region. It has a circulation of more than 5,200 households in Capital Region.

Advertising opportunities include: front cover banners, educational articles, full-page inserts, quarter page and business card ads.

Advertising Opportunities: \$400 - \$2,000

BUS ADVERTISING OPPORTUNITIES



CSSC provides transportation to older adults throughout the Capital District with our Transportation Services. We transport them to the doctor, pharmacy, beauty shop, grocery store and social events on one of our 12 vehicles.

Transportation Services provides not only rides, but access to safe, affordable transportation enabling seniors to remain active, social and independent. Corporate support supplements gas, insurance and repairs, keeping our vehicles on the road and transporting our seniors safely.

FULL BUS TAIL WRAP ADVERTISING

Pricing*	One Vehicle	Two Vehicles	Three Vehicles
<i>For three months</i>	\$2,000	\$3,500 (vs. \$4,000)	\$5,000 (vs. \$6,000)

Size: Approximately 85" High by 89" Wide (sizes vary slightly by vehicle)

**Pricing includes production of wraps, removing wrap at end of contract period and excludes design work.*

BUS SIGN ADVERTISING

Pricing*	One Vehicle	Two Vehicles	Three Vehicles
<i>For three months</i>	\$750	\$1,000 (vs. \$1,500)	\$1,800 (vs. \$2,250)
<i>For six months</i>	\$1,250	\$1,500 (vs. \$1,875)	\$2,800 (vs. \$3,750)

Size: Approximately 20" High by 42" Wide

**Pricing includes production of wraps, removing wrap at end of contract period and excludes design work.*



CSSC TRANSPORTATION SERVICES

CSSC Fleet of Vehicles includes eight (8) buses, two (2) transit vans and two (2) vans.

Frequent locations:

- Albany Medical Center Surgeons, Physicians Pavilion and Physicians located at 2 Clara Barton Drive in Albany
- Albany Med Physical Therapy located in Delmar
- Albany Memorial Physicians Pavilion, Hospital and Wound Care Center in Albany
- Albany ENT located at Everett Road
- Aspen Dental offices across the Capital Region
- Brass Eye Center in Latham and Clifton Park
- Cardiologists and Physicians' offices located throughout the Capital Region
- Colonie Center in Colonie
- Community Care Physicians offices, located throughout the Capital Region in Albany, Latham, Troy, North Greenbush, Castleton, Glenmont, Clifton Park and Delmar
- CVS Pharmacy(s)
- DePaul Housing, various locations
- Fresenius Kidney Care located in Guilderland, Latham and Troy
- Hannaford in Colonie and Latham Farms
- Honest Weight Food Co-op
- LabCorp located across the Capital Region
- Local Houses of Worship
- Local and State Parks
- Medical Offices located at 1365, 1367 and 1375 Washington Avenue in Albany
- NY Oncology Hematology locations across the Capital Region
- Ophthalmology and Retina Consults in Slingerlands, Latham, Troy, Guilderland
- Ortho NY located at Everett Road in Albany
- Price Chopper located at Market 32 Latham, and Central Avenue in Colonie
- Restaurants, live theater venues, museums and historic sites
- Samaritan Hospital and Physicians Professional Building
- St. Peter's Mercy Care Building, Hospital and Health Partners in Albany
- Sunnyview Rehab in Schenectady and Latham
- VA Stratton Medical Center
- Various cultural venues throughout the Capital Region
- Walgreen Pharmacy(s)
- Walmart Super Centers located in Latham and Albany

Rider Demographics

Male – 25% Females – 75%

Age Range – 60-100+ Years

If you have any questions regarding Colonie Senior Service Centers, Inc. Fundraising, Friendraising and/or Advertising/Marketing Opportunities, contact:

Diane Conroy-LaCivita, Executive Director

by phone at (518) 459-2857 extension 305 or by email at Dconroylacivita@colonieseniors.org

or

Laurie Miedema, Development Director

by phone (518) 459-2857 extension 304 or by email at Lmiedema@colonieseniors.org.

2021 Colonie Senior Service Centers, Inc. Major Corporate Supporters

