



BUFFALO NIAGARA  
WATERKEEPER®

# 2023 Corporate Partnership Opportunities



# 2023 Corporate Partnerships



WATER.  
FOR LIFE.

## Buffalo Niagara Waterkeeper makes Buffalo better for business and healthier for everyone

Buffalo Niagara Waterkeeper has been the guardian of Western New York's waterways for over 30 years and is a name synonymous with the recent renaissance of our region. Buffalo Niagara Waterkeeper's work to restore and protect our waters results in a higher quality of life for all who live, work, and recreate in our region.

When businesses invest in our work, their brand is recognized alongside ours as an establishment committed to protecting and restoring our waters for the benefit of current and future generations. By making an investment in Buffalo's waterfront, you'll receive the positive sustainability metrics you need for your organization, while making Western New York a better, healthier place to live and work.

When you partner with Buffalo Niagara Waterkeeper, you can expect:

- Increased brand awareness
- Boosted image & community optics
- Valuable engagement opportunities for your staff

## Impact

Buffalo Niagara Waterkeeper benefits the lives of over **1.2 million** Western New Yorkers

Our work spans over all **1,440 square miles** of the Niagara River Watershed, including Erie, Niagara, Wyoming, Orleans, and Genesee counties

Locally invested dollars result in a **4:1 ROI** for economic growth across our region

# BNW By The Numbers

## Email



**12,900+**  
Total Subscribers

**12**  
e-Newsletters

**570**  
Average # of New  
Subscribers/ Year

## Website

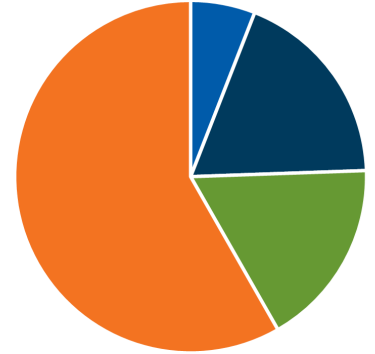


**153,300+**  
Pageviews

**42,200+**  
Unique Visitors

**02:13**  
Average Time  
Spent on Site

## Social



■ LinkedIn ■ Instagram  
■ Twitter ■ Facebook

**18,103**  
Followers

**157,500**  
Facebook &  
Instagram Reach



## HOW WE WORK:

Local Philanthropy  
Donations & Giving

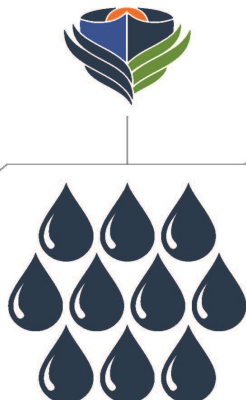
**1**



Individuals  
Foundations  
Corporations

10-1 Historical  
Leverage of Generosity

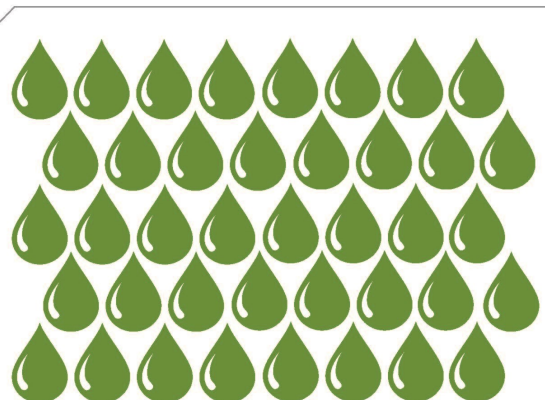
**10X**



This 10-1 leverage of generosity  
allows BNW to annually deliver over  
60 programs and projects across  
the Niagara River Watershed.

4-1 Economic Investment  
Back into the Community

**4X\***



Our most successful restoration initiative, the  
Buffalo River, has drawn another 4-fold in economic  
investment into our WNY community.

**\* 4x ADDITIONAL ECONOMIC IMPACT**

\*Economic Impacts of the Great Lakes Restoration Initiative: 2018



# 2023 Corporate Partnerships

## Western New York is located in the heart of the largest freshwater system in the world



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Your investment provides necessary funding across all aspects of our mission

Community Engagement

Scajaquada Creek

Waterway Revitalization

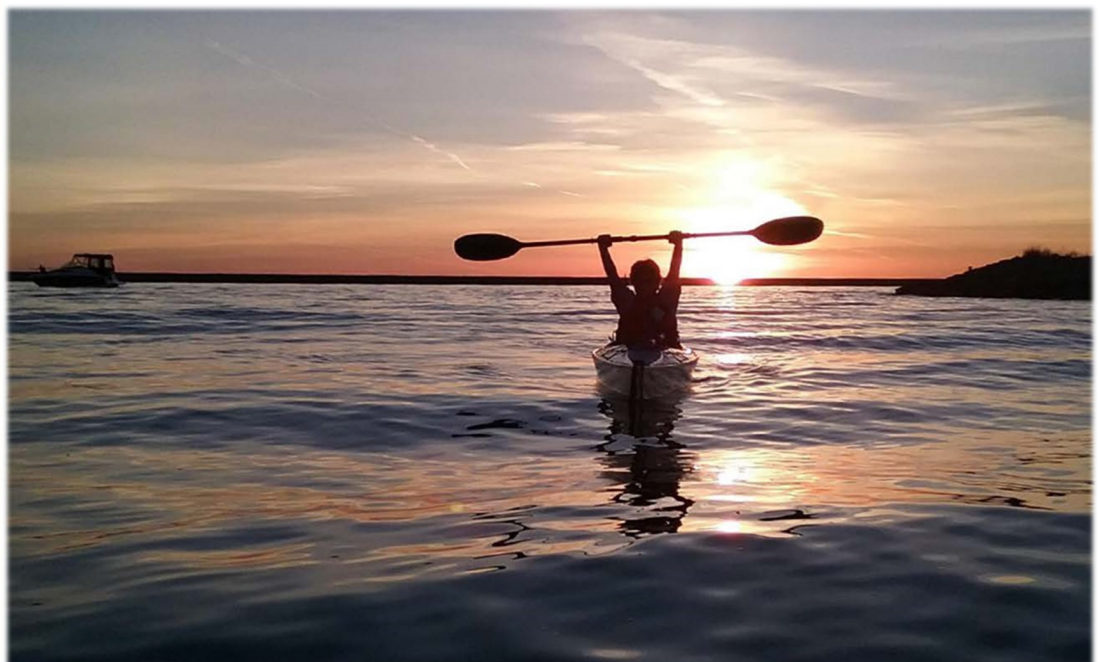
Headwaters

Living Shorelines

Buffalo Niagara Waterkeeper has made significant and transformative progress for the waters in our region, benefiting all who live and work here. Not only have our efforts improved the health of the Niagara River Watershed and the Great Lakes, we have connected thousands of Western New Yorkers to their water while inspiring economic growth throughout our community.

These accomplishments have been possible because of the generous and unrestricted capacity funding provided from local businesses, donors, and foundations. In addition to our ambitious portfolio of projects, looking ahead, there are many ongoing and emerging challenges which require our attention and action, including climate change and land-use decisions. Philanthropic support from Western New York businesses is critical to our ability to advance the progress made thus far while tackling the growing threats to our environment.

By investing in Buffalo Niagara Waterkeeper as a Mission Partner, **your business is part of the essential and enduring impact on the revitalization of our region's waterfront.** Your investment supports all aspects of our mission, providing necessary funding across our five focus areas: Community Engagement, Scajaquada Creek, Waterway Revitalization, Headwaters, and Living Shorelines.





## Inspire

*\$20,000+ Investment*

- Tour of BNW project site for up to 25 participants (choice of project sites TBD)
- Lake Leader level benefits and recognition during the Spring Sweep (\$5,000 level)
- Creek Champion level benefits and recognition during Scajaquada September (\$5,000 level)
- Company recognized as a BNW partner in Buffalo Business First “All About Nonprofits” ad – Winter 2023
- Invitation to and recognized at ‘Waterkeeper Weekend’– May 2023
- Company invited to filming and recognized as sponsor of a 2023 Buffalo Blueway ‘Blueview’ video – Summer 2023
- Company recognized in BNW Annual Report (digital and print)
- Company recognized with logo and link in 12 monthly e-newsletters
- Company logo and link on BNW website for 12 months

## Connect

*\$15,000 Investment*

- Personalized educational/ informational presentation for up to 50 participants (at your location)
- Company recognized as a BNW partner in Buffalo Business First “All About Nonprofits” edition ad – Winter 2023
- Choice of recognition and benefits for either the Spring Sweep or Scajaquada September (\$5,000 level)
- Invitation to and recognized at ‘Waterkeeper Weekend’– May 2023
- Company invited to filming and recognized as sponsor of a 2023 Buffalo Blueway ‘Blueview’ video – Summer 2023
- Company recognized in BNW Annual Report (digital and print)
- Company recognized with logo and link in 12 monthly e-newsletters
- Company logo and link on BNW website for 12 months

## Restore

*\$10,000 Investment*

- River Rescuer level benefits and recognition during the Spring Sweep (\$2,500 level)
- Tributary level benefits and recognition during Scajaquada September (\$2,500 level)
- Invitation to and recognized at ‘Waterkeeper Weekend’– May 2023
- Company invited to filming and recognized as sponsor of a 2023 Buffalo Blueway ‘Blueview’ video – Summer 2023
- Company recognized in BNW Annual Report (digital and print)
- Company recognized with logo and link in 12 monthly e-newsletters
- Company logo and link on BNW website for 12 months

## Protect

*\$7,500 Investment*

- Choice of benefits for either the Spring Sweep or Scajaquada September (\$2,500 level)
- Invitation to and recognized at ‘Waterkeeper Weekend’– May 2023
- Company invited to filming and recognized as sponsor of a 2023 Buffalo Blueway ‘Blueview’ video – Summer 2023
- Company recognized in BNW Annual Report (digital and print)
- Company recognized with logo and link in 12 monthly e-newsletters
- Company logo and link on BNW website for 12 months

**Your business will receive year-round recognition and engagement opportunities through Buffalo Niagara Waterkeeper’s portfolio of events and marketing**

*Benefits reflective of 12 months from commitment date*

# 2023 Corporate Partnerships

## Litter pollution threatens the safety of our water & the integrity of our region's greatest natural resource

Buffalo Niagara Waterkeeper has led some of our region's largest cleanup efforts to prevent pollution from entering our waterways. Over the past 30 years, these events have grown into **highly anticipated experiences that motivate, educate, and unite thousands of Western New Yorkers** to be clean water advocates.

This Earth Day weekend, the Spring Sweep will bring together thousands volunteers to prevent tens of thousands of pounds of litter from entering our local waterways, while educating and raising awareness about water pollution and beautifying our environment.



WATER.  
FOR LIFE.

Earth Day

April 22nd  
2023

2,000  
Volunteers

23,000  
Pounds of Litter

Cleanup  
Sites

Across Western  
New York



[Click here for a video from a previous Spring Sweep!](#)

*The Spring Sweep is the local event during the Great Lakes Cleanup, a basin-wide series of events led by Buffalo Niagara Waterkeeper alongside partner organizations throughout the Great Lakes Watershed.*



# Spring Sweep Sponsorship Opportunities

## Lake Leader

*\$5,000 Investment*

- Private & personalized cleanup event for up to 50 staff (4/18—4/21)
- Company recognized in Spring Sweep press release
- Company thanked on Facebook live during event
- Company tagged in sponsored Facebook post for 1-week runtime
- Company thanked across all BNW social media platforms
- Company recognized in all communications to Spring Sweep volunteers
- Company logo on event signage and any printed promotional materials
- Company logo in BNW May e-newsletter
- Company logo and website link on event webpage

## River Rescuer

*\$2,500 Investment*

- Early registration to public cleanup event (Saturday, April 22)
- Company recognized in all communications to Spring Sweep volunteers
- Company tagged in social media post leading up to Spring Sweep
- Company logo on event signage and printed promotional materials
- Company logo in BNW e-newsletter
- Company logo and website link on event webpage

## Headwaters Hero

*\$1,000 Investment*

- Early registration to public cleanup event (Saturday, April 22)
- Company tagged in social media post leading up to Spring Sweep
- Company logo in BNW e-newsletter
- Company logo and website link on event webpage

## Stream Supporter

*\$500 Investment*

- Early registration to public cleanup event (Saturday, April 22)
- Company name on event webpage

**Your business will be represented during Western New York's largest watershed cleanup and engagement event and receive volunteer opportunities for your employees during the Spring Sweep on Earth Day**

# 2023 Corporate Partnerships

## Scajaquada Creek is one of the most polluted, inaccessible and impaired waterways in New York State

Our community has a **once in a generation opportunity** to address and remedy the problems that affect Scajaquada Creek and **transform the Scajaquada Corridor into a destination embraced by Buffalo's Blue Economy**. Waterkeeper has done this once before, through our international award-winning work restoring the Buffalo River, but a key piece to success is community support and investment.

Scajaquada September is month-long campaign dedicated to raising awareness to the many challenges and opportunities surrounding Scajaquada Creek while raising funds to further Buffalo Niagara Waterkeeper's vision for a restored Scajaquada.

The month will begin with a press event and cleanup along Scajaquada Creek. Virtual engagements and education will take place throughout the month. The 3<sup>rd</sup> annual 'Scajaquada Scavenger Hunt' fundraiser expects dozens of teams to explore the Scajaquada Creek Corridor, solving clues and completing activities while engaging with the environment and nearby attractions and businesses, culminating in a post-hunt celebration.



[Click here for a video from the 2022 Scajaquada Scavenger Hunt!](#)



WATER.  
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Kick-Off  
Cleanup

Lunch &  
Learns

Scavenger  
Hunt & Post  
Hunt Party

Celebrate  
Scajaquada



# Scajaquada September Sponsorship Opportunities

## Creek Champion

### *\$5,000 Investment*

- Company invited to and thanked during Scajaquada September kick-off Cleanup
- Company invited to and thanked during virtual Scajaquada Lunch & Learns
- Company logo on printed promotional materials
- Company tagged in sponsored Facebook post for 1-week runtime
- Company thanked across BNW social media platforms
- Company logo in BNW September e-newsletter
- Company logo and website link on event webpage
- Company invited to table/ share promotional materials during post-hunt celebration
- Opportunity to sponsor a Scajaquada Scavenger Hunt clue location
- 3 complimentary team registrations to Scavenger Hunt and celebration
- Company logo on event signage and thanked at celebration

## Tributary

### *\$2,500 Investment*

- Company thanked across BNW social media platforms
- Company logo in BNW September e-newsletter
- Company logo and website link on event webpage
- Opportunity to sponsor a Scajaquada Scavenger Hunt clue location
- 2 complimentary team registrations to Scavenger Hunt and celebration
- Company logo on event signage and thanked at celebration

## Headwaters

### *\$1,000 Investment*

- Company thanked across BNW social media platforms
- Company logo in BNW September e-newsletter
- Company logo and website link on event webpage
- 1 complimentary team registration to Scavenger Hunt and celebration

## Stream

### *\$500 Investment*

- Company name on event webpage
- 2 complimentary individual registration to Scavenger Hunt and celebration

**Your business will be represented to an audience of over 20,000 people through a robust multi-week marketing campaign and receive engagement opportunities for your employees across numerous events**



# 2023 Corporate Partnerships



**“Buffalo Niagara Waterkeeper provides valuable stewardship, advocacy, education, and access in the Buffalo Niagara Region. We are proud to partner with a team that is completely committed to ensuring the health and accessibility of our local waterways for years to come.”**

**“Lawley is proud to partner with Buffalo Niagara Waterkeeper because of their incredible commitment to being the guardians of our waters, maintaining a healthy and safe environment, and enhancing our community with access to our regions most extraordinary assets.”**



**Lawley**

INSURANCE | EMPLOYEE BENEFITS



# A few words from some longtime partners...



“Through working with and investing in Buffalo Niagara Waterkeeper, Scott Lawn Yard has learned about and experienced true change in our waterways. **We are a dedicated partner and will continue this commitment for a long time.** If you are looking to invest in something that will really make a change, you can be proud to support and go towards something everyone in the community can benefit from, Buffalo Niagara Waterkeeper is the right organization.”

“Buffalo Niagara Waterkeeper stands out for playing a **key role in the environmental and economic renaissance of the Buffalo River**, attracting and leveraging millions of dollars into making the river clean and accessible to all.”



**M&T Bank**

# 2023 Corporate Partnerships

**Buffalo Niagara Waterkeeper® protects and restores our water and surrounding ecosystems for the benefit of current and future generations.**

**We protect clean water, we restore the health of ecosystems, we connect people to water, we inspire economic growth & community engagement.**



## Education and Engagement

We train and educate community members in environmental science and stewardship and connect people to water to create a new generation of guardians that work to improve water quality and public access.



## Living Shorelines

We implement innovative methods and approaches to restore degraded shorelines throughout the entire Niagara River Watershed that enhance water quality, habitat integrity, and natural functions.



## Headwaters

We strive to protect the undeveloped headwater forests and wetlands that serve as a filter for drinking water flowing into the Niagara River, and the Great Lakes. By preserving this critical acreage, the health of the entire region will be protected for future generations.




## Waterway Revitalization

We restore impaired waterways through research, technical planning, partnership building, and implementation. The Buffalo River international success story demonstrates improved community stewardship, public access and increased economic activity.



## Scajaquada Creek

Through the coordination of stakeholders and partners in the Scajaquada Creek Sub-Watershed, we will be able to implement a holistic, community-driven restoration effort of the entire creek system. The Scajaquada Creek Watershed can once again become a thriving waterway with health habitats and reconnected communities.





# 2023 Commitment Form

## Information:

Business Name \_\_\_\_\_

Contact Person \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Email \_\_\_\_\_

## **Corporate Social Media Handles:**

Facebook: \_\_\_\_\_ Instagram: \_\_\_\_\_

LinkedIn: \_\_\_\_\_ Twitter: \_\_\_\_\_

## Partnerships Opportunities:

*Please select all that apply*

### **Mission Partners**

- ☐ \$ \_\_\_\_\_ —Inspire Partner
- ☐ \$15,000—Connect Partner
- ☐ \$10,000—Restore Partner
- ☐ \$7,500—Protect Partner

### **Spring Sweep**

- ☐ \$5,000—Lake Leader
- ☐ \$2,500—River Rescuer
- ☐ \$1,000—Headwaters Hero
- ☐ \$500—Stream Supporter

### **Scajaquada September**

- ☐ \$5,000—Creek Champion
- ☐ \$2,500—Tributary
- ☐ \$1,000—Headwaters
- ☐ \$500—Stream

### **Additional Opportunities**

- ☐ We would like to discuss custom partnership opportunities
- ☐ We are interested in underwriting a project or program
- ☐ We would like to host a company fundraiser/ giving day

## Payment Information:

- ☐ Please send an invoice to the address above
- ☐ Check enclosed, payable to Buffalo Niagara Waterkeeper
- ☐ Please call me to process a credit card



*Thank You!*

Completed forms can be returned to **Dani Priebe** at [dpriebe@bnwaterkeeper.org](mailto:dpriebe@bnwaterkeeper.org) or by mail:  
Buffalo Niagara Waterkeeper, Attn: Development | 721 Main St. | Buffalo, NY 14203  
Questions? Please contact Dani at 716.852.7483 ext. 33 anytime.

***Philanthropic support of Buffalo Niagara Waterkeeper is wholly separate from and will have no impact on decision-making for contracted services.***