

Spring Sweep Sponsorship Opportunities



The Spring Sweep is **THE** local event around Earth Day that attracts thousands of Western New Yorkers to volunteer and clean up around their neighborhoods and our local waterways.

Your business will be represented during one of Western New York's largest volunteer engagement events focused on cleaning our environment.

Your company will be on display to thousands through our email blasts (12,900+ subscribers), our digital marketing and social media followers (22,000+ followers) and to the whole WNY community through paid and earned media opportunities. But that's not all - your sponsorship unlocks the opportunity to get your staff in on the fun and impact by providing volunteer opportunities during the Spring Sweep! Explore the support levels below to learn more about this amazing event and the details of the benefits your company will receive. It's Our Water. Our Future. We hope you'll join us!

April 20
Spring Sweep

2,000+
Volunteers mobilized

23,000
Pounds of litter removed

Cleanup Sites
Across Western New York

Sponsorship Levels

Lake Leader

\$5,000 investment

- Private cleanup event for up to 50 staff (from 4/15—4/18)
- Recognized in Spring Sweep news release to all WNY media
- Thanked on Facebook Live during Spring Sweep
- Company tagged in sponsored Facebook post for Sweep
- Thanked across all BNW social media platforms
- Recognized in all communications to Spring Sweep volunteers
- Company logo on event signage and printed promo materials
- Your logo added to BNW May e-newsletter to thank volunteers
- Company logo and website link on event webpage

Headwaters Hero

\$1,000 investment

- Early registration to public cleanup event (Saturday, April 20)
- Company tagged in social media post leading up to Sweep
- Company logo in BNW e-newsletter
- Company logo and website link on event webpage

River Rescuer

\$2,500 investment

- Early registration to public cleanup event (Saturday, April 20)
- 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 promo materials
- 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 20)
- Company name on event webpage

