

# Spring Sweep Sponsorship Opportunities



Your business will be represented during one of WNY's largest volunteer engagement events focused on keeping trash out of our waterways.

Help us keep our waterways clean at this annual event that engages thousands of Western New Yorkers each year in person, as well as tens of thousands across social media and through our email marketing. In addition to that recognition for your commitment to this Earth Day centered event, your company will enjoy access to early registration to the site of your choice for your employees and their families, and Lake Leaders will be offered a private, guided cleanup event.

**April 26**

2025 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
- Recognized in Spring Sweep news release
- Thanked on Facebook Live during Spring Sweep
- Company tagged in sponsored Facebook post
- Thanked across all BNW social media platforms
- Recognized in all communications to volunteers
- Company logo on event signage and printed materials
- Your logo added to e-newsletter to thank volunteers
- Company logo and website link on event webpage

### Headwaters Hero

**\$1,000 investment**

- Early registration to public cleanup event
- Company tagged in social media post
- 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
- Recognized in all communications to volunteers
- Company tagged in social media post
- Company logo on event signage and printed 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
- Company name on event webpage

