



## Town of Amherst Center for Senior Services

370 John James Audubon Pkwy

Amherst, NY 14228

716-636-3050

[AmherstCenterforSeniorServices.com](http://AmherstCenterforSeniorServices.com)

### ABOUT US:

The COVID-19 pandemic led to a change in the way we live our daily lives and the way we do business. In March 2020, the Center temporarily closed its doors to members in response to New York State Health Guidelines. Staff of the Center worked diligently to maintain communication with members through emails and social media.

The Center Program Department quickly adapted to providing services to our membership through virtual means. A few Zoom classes and programs were added initially and then grew to approximately 40 per month. The Center now offers virtual, hybrid and in-person classes and programs. We have even placed ourselves in neighborhood parks and outdoor establishments.

Social isolation was a concern for us and the effects it would have on our membership. Many isolated alone and even lost loved ones. This caused anxiety and depression. In response, the Center added more social caseworkers to the staff that will offer an increased amount of wellness support through mindfulness programs, support groups and outreach services.

**We saw several hundred members on a daily basis pre pandemic-Now we touch even more. Our membership changed quite a bit this year. We have found they are more resilient, technical savvy and eager for more!**

### BENEFITS OF A SPONSORSHIP:

- Access to the fastest growing segment of the population, both in-person and virtually
- Placement on [AmherstCenterforSeniorServices.com](http://AmherstCenterforSeniorServices.com)
- Promotion in our monthly publication, *The Network*, which is distributed to members, independent living facilities in Amherst, all Amherst Libraries, Williamsville Town Hall and online both on our website and on the Town of Amherst's website at [Amherst.ny.us.com](http://Amherst.ny.us.com)
- Exposure through our member emails sent through Mailchimp to close to 2,700 members. Average open rate is over 50%
- Social media posts on Facebook, Twitter, YouTube and LinkedIn are available
- In-house promotion
- *Amherst BEE* advertisements for larger events
- First right of refusal on your sponsorship for the following year

The success of our organization is dependent upon the financial support of our sponsorships. An investment in the Amherst Center for Senior Services sends a clear message to employees, clients, and the community about your dedication to enriching the lives of older adults.

*Is your business trying to reach active  
and resilient older adults?*

BECOME AN AMHERST CENTER FOR  
SENIOR SERVICES SPONSOR

**Sponsorship Hotline:  
716-636-3055, ext. 3122**





2022 AMHERST CENTER FOR SENIOR SERVICES  
PARTNERSHIP OPPORTUNITIES- 3-11-22

FEBRUARY

National Senior Independence Month (\$700)  
Includes weekly events and full promotion

National Heart Health Month Proudly sponsored by Independent Health

Chinese Dinner Dance, February 1 (\$250)

Black History Celebration, February 2 (\$250)

Super Bowl LVI Event, February 11 (\$500)

Valentine's Day Party, February 14 (\$500)

Social Media Sponsor Proudly sponsored by CarePatrol  
Includes 5 emails sent through Mail Chimp to over 2700 members with coinciding Facebook & Twitter posts during a one-month period

Lunch is on Us! (\$300)  
All lunches as part of the County's *Stay Fit Dining Program* will be complimentary to members for one day. Sponsor will be invited to welcome everyone as well as have a promotional table

Network (\$700) for one issue  
Includes a half-page ad, a half-page article and 5 blurbs with sponsor logos

Website Proudly sponsored by Buffalo Hearing & Speech

MARCH

National Nutrition Month Proudly sponsored by BC/BS

St. Patrick's Day Party, March 17 (\$500)

Women's Day, March 8 (\$250)

Social Media Sponsor (\$350)  
Includes 5 emails sent through Mail Chimp to over 2700 members with coinciding Facebook & Twitter posts during a one-month period

Lunch is on Us! (March 23) Proudly sponsored by Beechwood

Network Proudly sponsored by Weinberg Campus

Website- (\$250) *Introductory Rate* for one-month  
Includes banner ad on Center's new website, AmherstCenterforSeniorServices.com, along with hyperlink to sponsor's website

APRIL

Financial Literacy Month (\$500)  
Includes weekly events and full promotion

Easter Celebration, April 13 (\$500)

Social Media Sponsor (\$350)  
Includes 5 emails sent through Mail Chimp to over 2700 members with coinciding Facebook & Twitter posts during a one-month period

Lunch is on Us! (\$300)  
All lunches as part of the County's *Stay Fit Dining Program* will be complimentary to members for one day. Sponsor will be invited to welcome everyone as well as have a promotional table



## 2022 AMHERST CENTER FOR SENIOR SERVICES PARTNERSHIP OPPORTUNITIES

### APRIL *continued*

Network **Proudly sponsored by Friedman and Ranzenhofer**

Website- **(\$250) Introductory Rate** for one-month

Includes banner ad on Center's new website, AmherstCenterforSeniorServices.com, along with hyperlink to sponsor's website

### MAY

Older American's Month **Proudly sponsored by Elderwood**

Mother's Day Celebration, May 6 **Proudly sponsored by Aetna**

Park Day **Proudly sponsored by Sheridan Benefits**

Includes three programs held at a local park with sponsor participation

National Senior Health & Fitness Day, May 25 **Proudly sponsored by Univera**

Social Media Sponsor **(\$350)**

Includes 5 emails sent through Mail Chimp to over 2700 members with coinciding Facebook & Twitter posts during a one-month period

Lunch is on Us! **(\$300)**

All lunches as part of the County's *Stay Fit Dining Program* will be complimentary to members for one day. Sponsor will be invited to welcome everyone as well as have a promotional table

Network **Proudly sponsored by Buffalo Hearing & Speech**

Website- **(\$250) Introductory Rate** for one-month

Includes banner ad on Center's new website, AmherstCenterforSeniorServices.com, along with hyperlink to sponsor's website

### JUNE

Pride Month **(\$500)**

Includes weekly programs and full promotional plan

Men's Health Week, June 13-June 19 **Proudly sponsored by Independent Health**

Father's Day Celebration, June 16 **Proudly sponsored by Aetna**

Juneteenth Celebration, June 17 **(\$500)**

Park Day **Proudly sponsored by Glenwell**

Concert **(\$800)**

Includes outdoor community concert, introduction of band and full promotional plan

Social Media Sponsorship **(\$350)**

Includes 5 emails sent through Mail Chimp to over 2700 members with coinciding Facebook & Twitter posts during a one-month period

Lunch is on Us! **(\$300)**

All lunches as part of the County's *Stay Fit Dining Program* will be complimentary to members for one day. Sponsor will be invited to welcome everyone as well as have a promotional table

Network **Proudly sponsored by Aetna**

Website **(\$250) Introductory Rate** for one-month

Includes banner ad on Center's new website, amherstcenterforseniorservices.com, along with hyperlink to sponsor's website



## 2022 AMHERST CENTER FOR SENIOR SERVICES PARTNERSHIP OPPORTUNITIES-continued

### JULY

Park Day **Proudly sponsored by Aging Well Management**

Concert **Proudly sponsored by Brookdale Kenmore & Brookdale Williamsville**  
Includes outdoor community concert, introduction of band and full promotional plan

Social Media Sponsorship **Proudly sponsored by Buffalo Hearing & Speech**

Lunch is on Us! **(\$300)**

All lunches as part of the County's *Stay Fit Dining Program* will be complimentary to members for one day. Sponsor will be invited to welcome everyone as well as have a promotional table

Network **(\$700)** for one issue  
Includes a half-page ad, a half-page article and 5 blurbs with sponsor logos

Website **(\$250) Introductory Rate** for one-month  
Includes banner ad on Center's new website, [amherstcenterforseniorservices.com](http://amherstcenterforseniorservices.com), along with hyperlink to sponsor's website

### AUGUST

Summer Sun Safety Month **Proudly sponsored by Univera**

Open House **(\$500)**

Concert **(\$800)**  
Includes outdoor community concert, introduction of band and full promotional plan

Park Day **Proudly sponsored by Sheridan Benefits**  
Includes three programs held at a local park with sponsor participation

Social Media Sponsorship **(\$350)**  
Includes 5 emails sent through Mail Chimp to over 2700 members with coinciding Facebook & Twitter posts during a one-month period

Lunch is on Us! **(\$300)**

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Network **(\$700)** for one issue  
Includes a half-page ad, a half-page article and 5 blurbs with sponsor logos

Website **(\$250) Introductory Rate** for one-month  
Includes banner ad on Center's new website, [amherstcenterforseniorservices.com](http://amherstcenterforseniorservices.com), along with hyperlink to sponsor's website

### SEPTEMBER

National Cholesterol Education Month **Proudly sponsored by BC/BS**

National Senior Center Month **Proudly sponsored by Aetna**

National Hispanic Heritage Month, September 15-October 15 **(\$500)**  
Includes weekly events and full promotion

National Women's Health and Fitness Day, September 28 **Proudly sponsored by Independent Health**

Oktoberfest Dinner Dance, September 27 **(\$500)**  
Includes food, entertainment and promotion through Center Resources



2022 AMHERST CENTER FOR SENIOR SERVICES  
PARTNERSHIP OPPORTUNITIES-continued

SEPTEMBER *continued*

Community Volunteer Fair **Proudly sponsored by Hearts & Hands**

Fall Prevention Week, September 20-September 24 **Proudly sponsored by Univera**

National Cooking Day, September 25 **Proudly sponsored by BC/BS**

Lunch is on Us! **(\$300)**

All lunches as part of the County's *Stay Fit Dining Program* will be complimentary to members for one day. Sponsor will be invited to welcome everyone as well as have a promotional table

Network **(\$700)** for one issue

Includes a half-page ad, a half-page article and 5 blurbs with sponsor logos

Website **(\$250) Introductory Rate** for one-month

Includes banner ad on Center's new website, [amherstcenterforseniorservices.com](http://amherstcenterforseniorservices.com), along with hyperlink to sponsor's website

OCTOBER

Active Aging Week, October 3-October 7 **Proudly sponsored by Aetna**

Halloween Bash, October 31 **(\$500)**

Senior Expo **Proudly sponsored by BC/BS**

World Food Day, October 14 **Proudly sponsored by BC/BS**

Social Media Sponsorship **Proudly sponsored by Buffalo Hearing & Speech**

Lunch is on Us! **(\$300)**

All lunches as part of the County's *Stay Fit Dining Program* will be complimentary to members for one day. Sponsor will be invited to welcome everyone as well as have a promotional table

Network **Proudly sponsored by Clarity Group**

Website **(\$250) Introductory Rate** for one-month

Includes banner ad on Center's new website, [amherstcenterforseniorservices.com](http://amherstcenterforseniorservices.com), along with hyperlink to sponsor's website

NOVEMBER

Caregiver's/Alzheimer's Month **Proudly sponsored by CarePatrol**

National Diabetes Education Week, November 6-12 **Proudly sponsored by BC/BS**

Veteran's Day Event, November 10 **Proudly sponsored by Heathwood Assisted Living**

Thanksgiving Event, November 23 **Proudly sponsored by Elderwood**

Social Media Sponsorship **(\$350)**

Includes 5 emails sent through Mail Chimp to over 2300 members with coinciding Facebook & Twitter posts during a one-month period

Lunch is on Us! **(\$300)**

All lunches as part of the County's *Stay Fit Dining Program* will be complimentary to members for one day. Sponsor will be invited to welcome everyone as well as have a promotional table

Network Sponsor **Proudly sponsored by Univera**



2022 AMHERST CENTER FOR SENIOR SERVICES  
PARTNERSHIP OPPORTUNITIES-continued

NOVEMBER *continued*

Website (\$250) *Introductory Rate* for one-month

Includes banner ad on Center's new website, amherstcenterforseniorservices.com, along with hyperlink to sponsor's website

DECEMBER

National Flu Vaccination Week December 6-December 12 **Proudly sponsored by Independent Health**

Christmas Event, December 22 (\$500)

Social Media Sponsorship (\$250)

Includes 5 emails sent through Mail Chimp to over 2300 members with coinciding Facebook & Twitter posts during a one-month period

Lunch is on Us! (\$300)

All lunches as part of the County's *Stay Fit Dining Program* will be complimentary to members. Sponsor will welcome everyone to lunch and be invited to speak as well as have a promotional table at lunch

Network (\$700) for one issue

Includes a half-page ad, a half-page article and 5 blurbs with sponsor logos.

Website (\$250) *Introductory Rate* for one-month

Includes banner ad along with hyperlink to sponsor's website

**SPONSORSHIP INFORMATION:**

If you are interested in partnering with the Amherst Center for Senior Services, please contact:

Christina Yensan, Public Relations Coordinator

cyensan@amherst.ny.us

(716)636-3055, ext. 3122