



# Enriching Lives Creating Community

# riverfront COMMUNITY CENTER

Owned and managed by Albany Parks & Recreation, the Riverfront Community Center is a vibrant place where people of all ages, interests and abilities can gather for lifelong fitness, learning, socializing, recreation, and celebration. The Riverfront Community Center is a safe and welcoming environment that promotes community participation through intergenerational activities and culturally diverse programs that enrich the lives and values of citizens and visitors to Albany.

**RIVERFRONT COMMUNITY CENTER ACTIVITIES**  
are made possible through the incredible support of a caring  
community and generous partners like you!

## **Partnership Opportunities:**

- Special Events
- Health & Wellness Workshops
- Movie Matinéés
- Game Days
- Birthday Parties
- Crafts
- Lunch & Learn Series
- Coffee Talk Series
- Holiday Celebrations
- Technical Classes

# Sponsor Benefits

**CHAMPION**  
**\$1,500**

**ADVOCATE**  
**\$1,000**



**PARTNER**  
**\$500**

**FRIEND**  
**\$250**

Partnering with Albany Parks & Recreation can be an effective marketing resource and can help you to reach your target demographic. As a sponsor, you are not only making an investment in Albany's older adults and showing your support for the senior community, you are also reaching your target market and working to achieve your business goals. You will have increased connection to our senior community.

## Ways we can provide return on your investment:

- Site Signage – colorful site signage will provide visibility for your company name and logo
- Inclusion on promotional materials, posters and tickets with your company logo and name
- Inclusion on our website recognizing your partnership
- Inclusion in social media posts as the sponsor of an event
- Inclusion in print ad or event description in **ACTIVATE** magazine
- Opportunity to interact with target market at the event
- Stage recognition at the event
- Opportunity to provide giveaways and promotional materials to all event attendees
- Other returns on investment as agreed



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