

ESL IN THE COMMUNITY: 2022 REPORT

SPONSORSHIPS

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TOTAL 2022 SPONSORSHIPS

\$3.5 MILLION

TOTAL 2022 SPONSORSHIPS

127

ORGANIZATIONS SUPPORTED

115

At ESL, we approach our sponsorships as a desire to partner with and financially support community-minded organizations.

Be it iconic institutions like RIT, the George Eastman Museum, the Rochester Red Wings and Amerks, Geva Theatre Center, or community events like those put on by Lifespan, Urban League of Rochester or the Rochester Business Journal, we believe these organizations and events all help make Greater Rochester a better place to live, work, play and grow.

ESL JEFFERSON AWARDS ESL has proudly sponsored the Jefferson Awards with News 10 NBC for many years, honoring five individuals who demonstrate exceptional acts of volunteerism in our community.



Top left to right: London Booker, Anne Tischer, Santii Patel, Steve Ball, DaTwan Dixon

SPONSORSHIPS

ESL GLOBAL CYBERSECURITY INSTITUTE AT RIT

ESL made a \$3 million commitment to help RIT address the importance of cybersecurity as a discipline and profession, and how it affects people and organizations around the world. The ESL GCI was created to help meet the demand for computing security and artificial intelligence professionals, while also developing the future technologies, protocols and human understanding needed to address the global cybersecurity crisis. The institute helps educate and train cybersecurity professionals through its Cybersecurity Bootcamp, a 15-week professional training program designed to help just about anyone start an entry-level career in cybersecurity. ESL was one of the first supporters of the bootcamp, helping create scholarships for its participants. The institute is also connecting its cybersecurity expertise with businesses and the community by offering incident response and cybersecurity awareness training for professionals.



ESL FEDERAL CREDIT UNION ROC PRIDE FEST AND ROC PRIDE PARADE

We were thrilled to be the title sponsor of the ROC Pride Festival and ROC Pride Parade. The return of the festival and parade in 2022 marked an important celebration for the LGBTQ+ community, as we honor each other's individuality and recognize that love is love. ESL was honored to partner with ROC Pride Collective to join in on the festivities.

CORN HILL ARTS FESTIVAL ESL was once again the presenting sponsor for this iconic local festival that has been part of the Corn Hill Neighborhood for more than 50 years. 2022 marked the first time the Corn Hill Neighbors Association was able to hold the festival since 2019 and our employees were thrilled to once again staff the hospitality tent as the ESL Kindness Crew to surprise and delight festivalgoers.

LIFESPAN'S CELEBRATION OF AGING ESL was the presenting sponsor of Lifespan's 25th annual Celebration of Aging event. Lifespan has dutifully served our community for more than 50 years and this special event helps ensure the organization can fulfill its mission to serve and advocate for thousands of older adults and caregivers every year.

Rochester Red Wings

Rochester Amerks

Geva Theatre Center

Rochester Business Journal Diversity, Equity & Inclusion Summit

Greater Rochester Association of Realtors

**Greater Rochester Chamber of Commerce
Top 100 Fastest-Growing Companies**

**Urban League of Rochester's Interrupt
Racism Summit**