



DISCOVER...

# Great Possibilities



## Partner with the Downtown Albany Business Improvement District in 2009 and we'll grow business together.

A thriving Capital City is an economic environment from which every resident and business in the Capital Region can benefit and flourish. BID programs and initiatives have been responsible for many key elements of Downtown Albany's resurgence, but there is much more work to be done. With the BID's 501(c)(3) status your \*tax-deductible dollars can invest in a myriad of efforts designed to continue the momentum begun several years ago. From business development initiatives targeted at redevelopment and growth to quality of life initiatives like the Sculpture in the Streets public art program, beautification elements, entertainment events, farmers markets and more, the BID plays a key role in the life of New York's Capital. Your philanthropic investment with the BID uniquely includes significant marketing exposure for your business or organization via advertising, marketing, and public relations campaigns associated with each program, not to mention our electronic media opportunities targeted to a qualified consumer audience. Interested? To find out how you can partner with the BID on these innovative investments in your Capital City, contact Nancy Bielawa at [nbielawa@downtownalbany.org](mailto:nbielawa@downtownalbany.org) or 518.465.2143x11 to begin a discussion. [*\*Note-Tax-deductibility levels will be to the fullest extent allowed by law and may vary per underwriting program. Consult with your tax advisor for specific information as it applies to your business based on the fundraising initiative.*]

### *Sculpture in the Streets Sponsorship - 2009-2010*

#### Lead Sponsor Recognition \$10,000

- Speaking opportunity at opening Garden Party and top-level logo placement on all event signage
- Top-level branding on all exhibition and opening event materials including; sculpture signage, exhibition and event advertising, posters and collateral, walking tour maps
- Logo and link on DABID website (7027 unique users on average/month, not including RW months)
- Name recognition in all public relations activities including opportunities for quotes in press releases and media outreach materials.
- Company logo, name recognition and links (as appropriate) in Downtown Albany Links, Downtown Digest , and on [downtownalbany.org](http://downtownalbany.org)
- Logo in donor recognition section of November Digest (3,000 hard copies distributed+ PDF emailed to 8,000+)
- Short corporate bio on DABID website for length of show
- Logo placement in DABID Annual Meeting presentation (to 250 business leaders & on web via SlideShare.com) as leadership donor & lead event sponsor
- Logo placement in DABID annual report (1000 copies + on web) distributed to BID members, developers & entrepreneurs interested in Downtown Albany
- Logo placed on sculpture signage
- 20 tickets to Garden Party (\$1,000 value); Additional tickets available for purchase at cost (yet to be determined)
- 8 tickets to pre-Garden Party event with sculptors, curators & Executive Director of BID
- Invitation to attend an installation
- Logo branding on all educational outreach materials
- Social media outreach thru Facebook, Twitter and YouTube - sponsors included as possible

*Sculpture in the Streets Sponsorship - 2009-2010 (continued)*

Sculpture Sponsor \$3,000

- Logo placed on sculpture signage
- 4 tickets to pre-event party with sculptors and sponsors
- Logo placed on sculpture walking tour maps
- Logo placed on event posters
- Logo placed on walking tour maps
- Corporate name listed in press releases related to the sculpture
- Logo and link on DABID website
- Name listed in donor recognition section of November digest
- 8 tickets to Garden Party (\$400 value)
- Name branded on all educational outreach materials

Tour Map Sponsor \$1,000

- Tour map inserted in Digest - Possibility of it being inserted in TU or Metroland (yet to be determined)
- Logo on map (quantity of 20,000)
- Listing in press related to the sculpture
- Listing on DABID website
- 4 tickets to garden party (\$200 value)
- Name listed in donor recognition section of November digest

Educational Outreach Sponsor \$5000

- Presenting sponsorship of educational outreach program to public, private & parochial schools in Albany County
- 10 tickets to garden party \$500 value)
- Presenting sponsor logo on educational component materials
- Speaking opportunity at Garden Party kickoff
- Name recognition in all public relations activities including opportunities for quotes in press releases and media outreach materials regarding the educational component
- Logo on Downtown Links when educational component is referenced
- Logo in Downtown Digest when educational component is referenced
- Opportunity for sponsor to be part of educational component discussions
- Social media outreach thru Facebook, Twitter and YouTube - sponsors included as possible
- Named recognition in DABID Annual Meeting presentation as leadership donor
- Logo placement in DABID annual report (1000 copies + on web) distributed to BID members, developers & entrepreneurs interested in Downtown Albany
- 4 tickets to pre-event party with sculptors and sponsors