

## SPONSORSHIP PACKAGES | DOWNTOWN IS PAWSOME • 2025



# DOWNTOWN IS PAWSOME

## 2025 SPONSORSHIP PACKAGES

The Downtown Albany BID has commissioned another 10 Nipper sculptures, each of which will be transformed into a one-of-a-kind work of art by a curated group of artists. The statues will then be displayed in highly visible, public locations throughout downtown Albany. Leave your mark on this iconic exhibit, and support public art in downtown Albany by becoming a **Downtown Is Pawsome** sponsor.

Explore available sponsorship levels below and fill out the attached form to secure your sponsorship.

## SPONSORSHIP LEVELS

**\$750 • MAP SPONSORSHIP**

**\$3,000 • SCULPTURE SPONSORSHIP**

**\$5,000 • GARDEN PARTY SPONSORSHIP**

**\$10,000 • EXHIBIT SPONSORSHIP**

View sponsorship benefits on Pages 2-3



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**CONTACT:** EMAIL [HELLO@DOWNTOWNALBANY.ORG](mailto:HELLO@DOWNTOWNALBANY.ORG) OR CALL 518.465.2143 TO SPEAK WITH A TEAM MEMBER  
DOWNTOWN ALBANY BID | 21 LODGE ST, ALBANY, NY, 12207 | [DOWNTOWNALBANY.ORG](http://DOWNTOWNALBANY.ORG)

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SPONSORSHIP BENEFITS	\$750	\$3,000	\$5,000	\$10,000
Your company tagged and mentioned in promotional social media posts, with combined audience of 44k+ followers (Value: Priceless)	X	X	X	X
Your company recognized on 10,000 printed walking tour maps *Commitment must be received by June 2, 2025 (Value: Priceless)	X	X	X	X
Statement thanking your company on Downtown Is Pawsome landing page and listings linked to your website (Value: Priceless)	X	X	X	X
Sponsorship listed in the BID's Annual Meeting report (Value: Priceless)	X	X	X	X
Complimentary tickets to the Placemaking Garden Party (Value: \$65/ticket)	2	4	8	12
Complimentary tickets to the BID's Annual Meeting (Value: \$65 per ticket)	2	4	8	12
Your company logo featured on all event marketing materials *Commitment must be received by June 2, 2025 (Value: Priceless)	x	x	X	X
Right of first refusal to purchase one statue at the specified discounted price (Est. value: \$4,000-6,000+)		\$2k	\$1.5k	\$0
Your company logo featured in Garden Party e-invitations *Commitment must be received by June 9, 2025 (Value: Priceless)		x	X	X
Your company logo featured on on-site Garden Party and Exhibit signage (Value: Priceless)		x	X	X
Your company's logo featured on Garden Party landing page, with link to page of your choice (Value: Priceless)		x	X	X

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SPONSORSHIP BENEFITS	\$750	\$3,000	\$5,000	\$10,000
Exclusive logo placement on one Downtown Is Pawsome statue (Value: Priceless)		X	X	X
Company logo included in weekly e-newsletter (7,500+ subscribers, Value: \$500-\$2,000+)		4 WEEKS	8 WEEKS	THRU DEC '25
Exclusive featured post on the BID's Instagram page with 15.6k+ followers (Value: Priceless)			X	X
Logo placement on ~150 Nipper magnet giveaways for the Garden Party (Value: Priceless)			X	X
Speaking opportunity for a representative of your company to share your message about supporting public art at the Placemaking Garden Party (Value: Priceless)			X	X
Quote from representative of your company in announcement press release (Value: Priceless)				X
Website header banner on official Downtown Is Pawsome exhibit landing page (Value: Priceless)				X
Your company logo permanently affixed to a bench in the Olde English Downtown Dog Park (Value: Priceless)				X