

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



CONTACT: EMAIL 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

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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

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DOWNTOWN IS PAWSOME

COMPANY NAME

CONTACT

First Name	Last Name	Job title
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Email address	Phone
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COMPANY ADDRESS

Street Address

Address line 2

City State Zip code

EVENT/PROGRAM

DOWNTOWN IS PAWSOME

SPONSORSHIP LEVEL

<input type="checkbox"/> MAP	<input type="checkbox"/> GARDEN PARTY
<input type="checkbox"/> SCULPTURE	<input type="checkbox"/> EXHIBIT

Notes: _____

PAYMENT

Check (preferred) Credit Card *A processing fee of ~3% will be added to sponsorships paid for by credit card.

Payment instructions: Your sponsorship cannot be confirmed until payment is received in full. Please make checks payable to Downtown Albany BID and write the name of the event on the memo line. Mailing instructions are provided on Page 3. If paying by credit card, we will send a secure payment link to the contact email address provided above. If you prefer not to pay online, please complete the credit card authorization on Page 2.

**SPONSORSHIP
AGREEMENT**

By writing my name and signing below, I hereby agree to pay the sponsorship fee, and/or provide the in-kind sponsorship inclusions for the Event/Program specified on Page 1. I understand that due to marketing timelines, logo files and other relevant assets must be submitted in a timely manner to receive the full sponsorship benefits, and any benefits not disbursed due to failure to send assets in a timely manner shall not be considered a breach of the terms of this agreement. I understand that this sponsorship agreement will not be considered valid until full payment is received and this agreement is acknowledged and countersigned by the Downtown Albany BID.

Full name of representative Job title

Company name

Signature Date

FORM SUBMISSION

Thank you for your generous sponsorship of the Downtown Albany BID’s events! You may submit this form electronically by emailing a completed copy to gsteffens@downtownalbany.org.

Mailing instructions: Paper forms and check payments may be mailed to the address below. If you are paying by check, please enclose your payment with your completed sponsorship form. All checks should be made payable to Downtown Albany BID, with the name of the sponsored event recorded on the memo line.

Downtown Albany BID
Attn: Don Wilson
21 Lodge Street, Floor 1
Albany, NY 12207

In-person submissions: If you would like to submit your form in person, our office hours are Monday through Friday, 8:30 AM to 5:00 PM, and we ask that you kindly contact us prior to your visit to schedule a drop-off time.



* This section to be completed by the Downtown Albany BID. Sponsors, please leave this section blank. *

ACKNOWLEDGED BY:

Full name of representative Job title

Downtown Albany BID
21 Lodge Street, Floor 1
Albany, NY 12207

Signature Date