

## 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

# OFFICIAL SPONSORSHIP FORM | DOWNTOWN ALBANY BID • 2025

## DOWNTOWN IS PAWSOME

### COMPANY NAME

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### CONTACT

---

First Name

Last Name

Job title

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Email address

Phone

### COMPANY ADDRESS

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Street Address

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Address line 2

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City    State    Zip code

### EVENT/PROGRAM

**DOWNTOWN IS PAWSOME**

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### SPONSORSHIP LEVEL

☐ **MAP**

☐ **GARDEN PARTY**

☐ **SCULPTURE**

☐ **EXHIBIT**

Notes:

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### 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.

## MEDIA ASSETS

**Logos:** Send your company's logo file(s) to [jdollard@downtownalbany.org](mailto:jdollard@downtownalbany.org) when you submit this form. Images should be 300 ppi or greater, formatted as PNG, PDF, and/or scalable files such as PSD, AI, SVG, or EPS. Please include all approved logo files available (i.e. vertical/stacked, horizontal, knock-out, monochromatic, etc.) If you have a style guide or specific guidance for how your logo(s) should be displayed, please include them as well.

**Links:** Please enter all of your applicable web and social media links below.

Website:	_____	Web 2:	_____
Facebook:	_____	LinkedIn:	_____
Instagram:	_____	TikTok:	_____
Twitter/X:	_____	Other:	_____

Please write your company name below as you would like to be referred to in print and digital publications, and include pronunciation notes for radio/television, if necessary. If your company is known by multiple names (e.g. "The ABC Company," "ABC Co," "ABC") please include all approved versions.

\_\_\_\_\_  
\_\_\_\_\_

**SPONSORSHIP AGREEMENT ON PAGE 3 →**

.....  
\* Leave this section blank if you are paying by check or if you can pay using a secure online payment link. \*

### CREDIT CARD AUTHORIZATION

Card type:    ☐ MasterCard    ☐ VISA    ☐ Discover    ☐ AMEX

☐ Other \_\_\_\_\_

Cardholder name: \_\_\_\_\_

Card number: \_\_\_\_\_

Expiration date (mm/yy) \_\_\_\_\_ Zipcode \_\_\_\_\_

I, \_\_\_\_\_, authorize the Downtown Albany BID to charge my credit card for sponsorship of the event listed on Page 1. If the sponsorship payment will occur in installments, I understand that this information may be saved on file and used for future payments.

\_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_

**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](mailto: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