



PearlPalooza Sponsorship Form

Downtown Albany BID • 2026

Company name

Contact

First Name

Last Name

Job title

Email address

Phone

Company address

Street Address

Address line 2

City

State

Zipcode

Event

PearlPalooza

Sponsorship level

☐ VIP \$1,000

☐ VIP \$2,500

☐ VIP \$5,000

☐ Marquee \$7,500

☐ Marquee \$10,000

☐ Marquee \$15,000

☐ Vendor Zone

☐ Official Beverage Sponsor

☐ Other

Notes:

If you answered other, please indicate the dollar amount for your desired contribution level. If sponsorship is in-kind, please describe what will be included.

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.

Contact: If you have any questions pertaining to your sponsorship, please contact Special Events Manager, Jevan Dollard | jdollard@downtownalbany.org or call 518.465.2143 x111.

Media assets

Logos: Send your company's logo file(s) to 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 →

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** 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

Contact: If you have any questions pertaining to your sponsorship, please contact Special Events Manager, Jevan Dollard | jdollard@downtownalbany.org or call 518.465.2143 x111.

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 specified on Page 1 of this document. 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 jdollard@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.

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* 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

Contact: If you have any questions pertaining to your sponsorship, please contact Special Events Manager, Jevan Dollard | jdollard@downtownalbany.org or call 518.465.2143 x111.