

DOWNTOWN ALBANY'S FREE MUSIC FESTIVAL

PEARLPALOOZA 2025

SATURDAY, SEPTEMBER 13
N PEARL STREET IN DOWNTOWN ALBANY, NY

Become a sponsor of PearlPalooza and support downtown Albany's signature, FREE outdoor music festival on N Pearl Street! Your support for this treasured annual event will help boost local business, provide fun entertainment for residents and guests of all ages, and position your brand alongside one of Downtown's most exciting and highly anticipated events.

Custom sponsorship packages available.

Contact Jevan Dollard, Downtown Albany BID Special Events Manager, to discuss:
(518) 465-2143 x 111 | jdollard@downtownalbany.org



EVENT OVERVIEW:

- **Average attendance: 5,000 - 7,500**
- **Primary demographic: middle income, 25-49**
- **Celebrating 16 years of music in 2025**
- **Organized by WEQX radio, Sugar Productions, the Downtown Albany BID, and local businesses**
- **Includes eclectic live music, local vendors, a mass yoga event, and local restaurant and bar specials.**



PearlPalooza is downtown Albany's highly-anticipated all-ages music festival. Produced by 501(c)3 organization the Downtown Albany Business Improvement District (BID), acclaimed independent radio station WEQX, Albany promotion company Sugar Productions, and Downtown bars & restaurants, the event includes a diverse lineup of locally and internationally-acclaimed musical acts, the Capital Region's only street-wide mass yoga gathering, and high-quality local vendors - all steps away from some of Albany's finest dining, retail and entertainment establishments on the N Pearl Street corridor.

Over the years, PearlPalooza has featured an incredible array of cutting-edge talent curated by WEQX, including Grammy winners **Portugal. The Man** and Grammy nominee **K.Flax**, gold-selling artists **Matt and Kim**, and eclectic favorites like **Phantogram**, **Robert Delong**, **Rubblebucket**, **Fishbone**, and **Galactic**.

PearlPalooza values community as highly as creativity. In 2017, PearlPalooza hosted the Albany area's first-ever mass yoga gathering, YogaPalooza. The event has become a tradition and continues to grow, drawing hundreds of yogis each year. In addition, PearlPalooza serves as a showcase for local businesses, artists, musicians, and vendors, all highlighted prominently on-stage and on the street each year. Downtown bars & restaurants have been integral to planning and organizing PearlPalooza since the event's inception and continue to play a major part in its success.

Primary media sponsor WEQX reaches listeners in the Capital Region, the Adirondacks, southern Vermont and New Hampshire, and Western Massachusetts, with a core audience of 50/50 male and female listeners aged 25-34. The combined promotional channels of WEQX and the Downtown Albany BID reach approximately 22,000 email subscribers and 70,000 followers across Facebook, Instagram, Twitter, TikTok, LinkedIn and YouTube.

PearlPalooza offers a wide range of sponsorship packages ranging from \$1,000 to \$15,000, with benefits tailored to meet your brand's specific goals. **Read on to find out how your brand can be featured at this signature Downtown Albany event.**

PEARLPALOOZA 2025

YOUR NAME IN LIGHTS. MARQUEE SPONSORSHIP PACKAGES

Limited availability. Please contact staff to inquire.

	\$7.5K	\$10K	\$15K
Your company named presenting sponsor of PearlPalooza (PearlPalooza, presented by Company A, Company B, Company C)	X	X	X
Your company's logo featured prominently on all printed materials (300 posters & thousands of flyers distributed throughout the Capital Region)	X	X	X
Your company logo featured prominently in sponsor carousel slideshow, displayed on the LED board above the PearlPalooza stage	X	X	X
Your company logo featured on limited edition PearlPalooza 2025 t-shirts	X	X	X
Promotional booth in preferred area at event in front of thousands of attendees (\$300-\$900 value)	10X10	20X10	30X10
Stage banner placements (Header banners 45'w x 3.25'h; scrims 6'w x 18'h, provided by PearlPalooza at no additional cost to your company)	SIDE SCRIMS	HEADER	HEADER
Opportunities to promote your brand on-stage with a speaking slot and/or merchandise giveaways (merch provided by your company)	BEFORE ACT 2	BEFORE ACT 3	BEFORE FINAL ACT
Exclusivity in your field among marquee sponsors	X	X	X
Your company name/logo included on 9,000+ event wristbands	X	X	X
VIP passes for your staff (\$50/ea value)	8	12	20+

MORE ON NEXT PAGE →

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PEARLPALOOZA 2025

YOUR NAME IN LIGHTS.

MARQUEE SPONSORSHIP PACKAGES CONT'D

Limited availability. Please contact staff to inquire.

	\$7.5K	\$10K	\$15K
Prominent listing on weqx.com and downtownalbany.org PearlPalooza webpages with link to your website (130,000+ combined pageviews)	X	X	X
Prominent listing and tag on official PearlPalooza Facebook event page (reaching an audience of 120,000+) and all written press materials	X	X	X
Logo included in The Core Report, the BID's weekly e-newsletter with over 7,500 subscribers	4 WEEKS	6 WEEKS	THRU DEC 2025
Sponsorship listed in Downtown Albany BID's Annual Meeting report (750 copies printed)	X	X	X
Tickets to the BID's Annual Meeting or Downtown Albany BID event of your choice (Garden Party, Hounds of Halloween, Hot Chocolate Stroll)	6	8	12
Participation in official on-air announcement on WEQX and BID Facebook Live Video, expected reach and engaged audience of 1,500+ for summer 2025	X	X	X
Inclusion in :60 ads to run daily on WEQX, reaching roughly 1,200 unique listeners per quarter hour (\$1,200 value)	X	X	X
Rotating 250px250p ad on weqx.com with link to your website (Weekly value of \$100 and 5,000+ views per week)	6 WEEKS	8 WEEKS	10+ WEEKS

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PEARLPALOOZA 2025



A TASTE OF GREATNESS. OFFICIAL BEVERAGE SPONSOR: \$10,000

Distributors: One (1) exclusive space available

Producers: Four or more (4+) spaces available, cost of sponsorship may be split

- Your company named official craft beverage of PearlPalooza (“Your Company, official [beer/seltzer/cider] of PearlPalooza”)
- Logo placement on stage header banner (45' x 3.25') or side scrim banners (6' x 18'), provided by PearlPalooza at no additional cost to your company
- On-stage speaking and promotional giveaway opportunity, immediately before headliner. Merchandise for giveaway provided by your company unless otherwise specified.
- Participation in official on-air PearlPalooza lineup announcement on WEQX and BID Facebook Live video (reaching an engaged audience of 1,200+ for summer 2025)
- Your logo or company name on 9,000 event wristbands
- Primary listing on weqx.com and downtownalbany.org PearlPalooza webpages with link to your website (130,000+ combined pageviews)
- Space for promotional vehicle or 30x10 promotional tent area at event in front of thousands of attendees (\$1,100 value)
- 12 VIP passes for members of your company (\$600 value)
- 10 weeks 250p x 250p rotating ad on weqx.com with link to your website (\$750 value, 110,000+ views)
- Primary size logo included on all printed flyers and promotional posters (300 posters & thousands of flyers distributed throughout the Capital Region)
- Banner placement opportunities at event entrances (banner provided by your company, maximum size: 3'x10')
- Listing on official PearlPalooza Facebook event page (reaching an audience of 120,000+) and all written press materials
- Inclusion in :60 ads to run daily on WEQX, reaching roughly 1,200 unique listeners per quarter hour (\$1,200 value)
- Logo included in BID's weekly e-newsletter (over 7,500 subscribers) and downtownalbany.org homepage (20,000+ monthly pageviews), with link to your website for 12 weeks

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PEARLPALOOZA 2025

ROCK ON.

VENDOR ZONE PACKAGE: \$6,000

(Only one space available)

- Exclusive naming rights to vendor zone (e.g. Your Company's Vendor Zone)
- Large banner placement at Pine Street (up to 15' x 4' banner provided by your company)
- Large size logo included on all printed flyers and promotional posters (300 posters & thousands of flyers distributed throughout the Capital Region)
- Opportunities to speak and do giveaways on-stage (merch provided by your company)
- Listing on weqx.com and downtownalbany.org PearlPalooza webpages with link to your website (130,000+ combined pageviews)
- Listing and tag on official PearlPalooza Facebook event page (reaching 120,000+ people) and all written press materials
- 20x10 tent area in prime location at event in front of ~5,000 attendees (\$275 value)
- 10 VIP passes for your staff (\$500 value)
- 8 weeks rotating 250x250 ad on weqx.com with link to your website (\$600 value, 90,000+ views)
- Prominent logo inclusion on welcome banners at main event entrances
- Inclusion in :60 ads to run daily on WEQX, reaching roughly 1,200 unique listeners per quarter hour (\$1,200 value)
- Sponsorship listed in Downtown Albany BID's Annual Meeting report (750 copies printed)
- Logo included in BID's weekly e-newsletter (over 7,500 subscribers) for up to 8 weeks



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PEARLPALOOZA 2025



TURN IT UP.

VIP PACKAGES: \$1,000-\$5,000

	\$1,000	\$2,500	\$5,000
Listing on weqx.com and downtownalbany.org PearlPalooza webpages with link to your website (130,000+ combined pageviews)	X	X	X
Listing and tag on official PearlPalooza Facebook event page (reaching an audience of 120,000+) and all written press materials	X	X	X
Small to medium logo included on all printed materials (300 posters & thousands of flyers distributed throughout the Capital Region)	x	X	X
Sponsorship listed in Downtown Albany BID's Annual Meeting report (750 copies printed)	X	X	X
VIP passes for your staff (\$50/ea value)	2	4	6
Rotating 250px250p ad on weqx.com with link to your website (Weekly value of \$100 and 5,000+ views per week)		2 WEEKS	4 WEEKS
Promotional booth in preferred area at event in front of thousands of attendees (\$150-300 value)		10X10	20X10
Banner placement on-site (up to an 8' long x 4' high banner, provided by your company)		GATES	STAGE
Inclusion in :60 ads to run daily on WEQX, reaching roughly 1,200 unique listeners per quarter hour (\$1,200 value)			X
Opportunities to promote your brand on-stage with a speaking slot and/or merchandise giveaways (merch provided by your company)			X

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We offer opportunities to customize your sponsorship package to find a level that meets your company's needs. Please direct all sponsorship inquiries to one of our staff members to receive a prompt response.

GEORGETTE STEFFENS | EXECUTIVE DIRECTOR

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(518) 465-2143 x115

JEVAN DOLLARD | SPECIAL EVENTS MANAGER

jdollard@downtownalbany.org
(518) 465-2143 x111



THANK YOU FOR YOUR SUPPORT!