

## **SPONSORSHIP OVERVIEW PACKET**

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*Downtown Albany BID 2026  
Special Events*

### **WHAT'S INSIDE?**

Learn about exciting sponsorship opportunities associated with the Downtown Albany BID's 2026 events and programming. By sponsoring the BID's events, you are directly supporting the on-going revitalization of the Capital Region's economic core, while cultivating the growth and vibrancy of Albany's newest neighborhood and central social district.

This is a guide to available sponsorship opportunities, not an official package, statement of available benefits, or proposal. Please contact Special Events for official event sponsorship packages and forms.

### **CONTACT:**

Jevan Dollard, Special Events Manager

e. [jdollard@downtownalbany.org](mailto:jdollard@downtownalbany.org) | t. 518.465.2143 x111

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# About the BID



Founded in 1996, the mission of the Downtown Albany Business Improvement District (BID) is to restore, promote, and maintain the character and viability of downtown Albany and improve the quality of life and overall image for those who live in, work in, and visit the Capital City. The BID is a registered nonprofit, 501(c)(3) organization that offers many opportunities for companies to engage with and sponsor its events and programming.

## Our Events

The BID's Special Events help cultivate a sense of community and provide recreational opportunities for residents and workers, while bolstering and elevating Downtown's status as a tourism destination by attracting new visitors and generating notoriety for the area. The BID organizes over 50 events annually, including community-focused, recurring event series as well as large scale festivals and private functions. An estimated 13,500 guests attended BID-organized events in 2025.



## Custom Sponsorship Packages

The BID is committed to forming effective partnerships with our sponsors by offering a range of sponsorship levels and benefits designed to provide maximum value for the sponsor while delivering a meaningful impact for each event. Sponsors may choose from pre-selected contribution levels, or work with our team to create a custom package that can be tailored to meet your company's goals and desired contribution level.

Special pricing is available for companies wishing to package multiple sponsorships in the same year—read more on Page 2.

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[jdollard@downtownalbany.org](mailto:jdollard@downtownalbany.org) | 518-465-2143 x111

## Sponsoring multiple events

For each sponsorship you pledge, we will apply the following benefits and discounts for any sponsorship of equal or lesser tier. Please contact us for more information.

| Sponsorship Level: | Complimentary Benefits/Discounts  |
|--------------------|---|
| Platinum           | <ul style="list-style-type: none"><li>• 25% discount on any Gold or lower sponsorship</li><li>• Complimentary Bronze sponsorship for two (2) additional events</li></ul>  |
| Gold               | <ul style="list-style-type: none"><li>• 25% discount on any Silver or lower sponsorship</li><li>• Complimentary Bronze sponsorship for one (1) additional event</li></ul> |
| Silver             | <ul style="list-style-type: none"><li>• 25% discount on any Bronze sponsorship of equal or lesser tier</li></ul>  |

## Audience insights

As a sponsor of Downtown Albany BID events, you will gain access to a diverse and dynamic audience that is always looking for new ways to engage with the community they live, work, shop, dine in, and visit. Here is a snapshot of who is tuned in to our channels:

### Downtown Population

- 17,000+ employees
- 2,000+ residents
- 250 companies
- 1.4M+ annual visitors

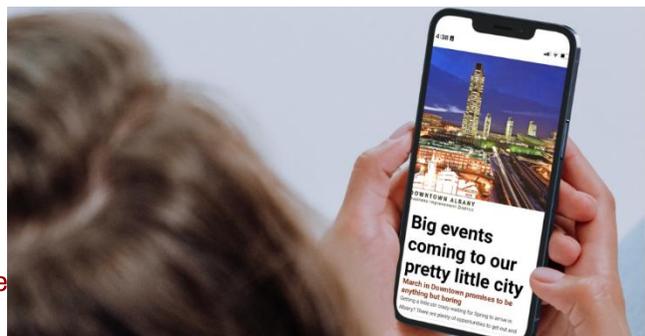


### Downtown BID Events

- 58 annual BID-organized events
- 13,000+ annual event attendees

### Digital Presence

- 218,000+ annual webpage views (2025 data)
- 50,000+ follows across social channels
- 588,245+ video views (2025 data)
- 4.7M annual impressions, 3.7% engagement rate



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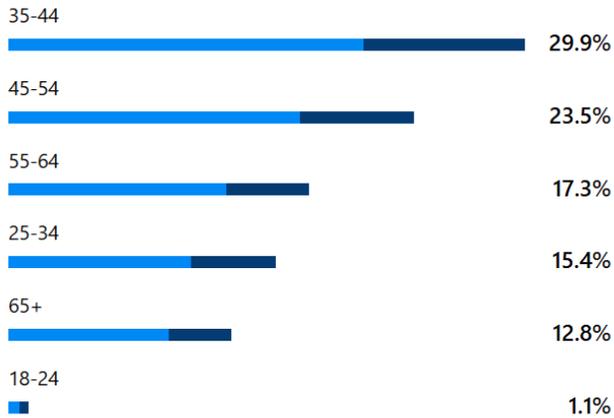
# Audience insights, cont'd

## Facebook demographic data (January, 2026)

### Age & gender ⓘ

Lifetime

● Women ● Men ● Unknown



### Cities ⓘ

Lifetime



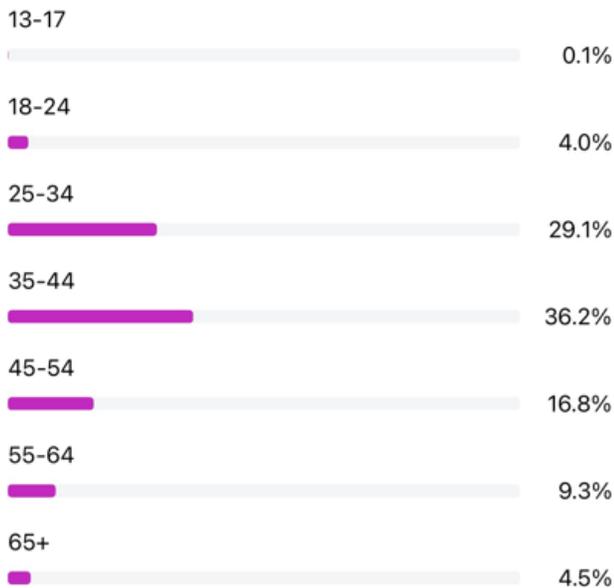
## Instagram demographic data (January, 2026)

### Age range

All

Men

Women



### Gender

Men

Women



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## Weekly Newsletter:

- 32% Average Open Rate
  - 3.7% higher than U.S. average in tourism industry
- 2% Average Click-through Rate (CTR)
  - On par with industry average
- 7,500+ engaged subscribers



## Press for Downtown Albany BID events:

- [Downtown Albany BID hosts free events to encourage exploration, community engagement this summer - IloveNY](#)
- [Kick Back at These Summer Music Series in the Hudson Valley -HVmagazine](#)
- [SEEN: Downtown Albany BID 2025 Annual Meeting -TimesUnion](#)
- [PearlPalooza 2025 Brings Free Music to Downtown Albany This September - NYMusic.com](#)
- [Photos: PearlPalooza brings the party to downtown Albany - TimesUnion](#)
- [Downtown Albany BID announces 2025 PearlPalooza lineup – News Channel 10](#)
  - *Please note: PearlPalooza sponsorship packages are available at [downtownalbany.org/sponsorships](http://downtownalbany.org/sponsorships) or by contacting a member of our team.*
- [Hounds of Halloween Returns to Albany on October 18 -WGY](#)
- [Hounds of Halloween to return to downtown Albany - newschannel10](#)
- [Sixth annual Downtown Albany Hot Chocolate Stroll kicks off-NewsChannel10](#)
- [SEEN: Downtown Albany Hot Chocolate Stroll – Times Union](#)

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# DOWNTOWN ALBANY HOLIDAY MARKET (TIER 1)

November & December, 2026 – Inquire for availability



Local makers and creatives sell handmade products including apparel, 3D printed art, candles, soaps, preserves, jewelry, holiday cards, wooden furniture and more.

Held annually in rotating downtown Albany venues, the BID's Holiday Market is more than just a great place to find incredible gifts for your loved ones during the holidays. In addition to scores of high quality vendors, this event features festive, live classical performances, and free activities for children. In 2025, the market featured over 70 locally owned businesses over the course of four weekends. The final day of the market is held in conjunction with the Hot Chocolate Stroll, allowing guests to experience both events for a memorable day packed with holiday fun.

The event was first organized by the BID in 2022 and was an instant hit. In 2023-2024, the event attracted applications from over 75 vendors each year, out of which 30-40 were selected to participate. In 2025, the BID worked with several community partners to further expand the market to four days, offering a variety of food, shopping, and entertainment experiences. Over 4,000 shoppers from all over the Northeast visited the holiday market.



Sponsoring the Holiday Market is an opportunity to position your brand directly in front of thousands of ethically conscious consumers during the holidays. Additionally, you will be providing support for an event that drives sales for local makers and creatives while generating spill-over business to the many small, independently owned shops who have already made downtown Albany their home.

## AVAILABLE SPONSORSHIP LEVELS (\$2,500-\$10,000)

|          |          |
|----------|----------|
| Platinum | \$10,000 |
| Gold     | \$7,500  |
| Silver   | \$5,000  |
| Bronze   | \$2,500  |

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# ANNUAL MEETING (TIER 1)

Spring 2025



Albany Mayor Kathy Sheehan talks with Center City District President & CEO Paul Levy at the 2023 Annual Meeting.

The Downtown Albany BID's Annual Meeting convenes some of the area's most influential individuals and organizations to discuss downtown Albany's past and future, learn about the BID's activities throughout the year, and network. Held at a different location in downtown Albany each year, this exciting and significant event is an opportunity to see and be seen, while being part of important, ongoing conversations about the economic revitalization and programming of downtown Albany.

At each Annual Meeting, the BID presents the James M. DiNapoli Award to an individual, organization, or business that exemplifies Mr. DiNapoli's spirit of partnership and community-building in shaping the direction of downtown Albany. James M. DiNapoli was the inaugural Chairman of the BID, and receiving his name-sake award distinguishes the awardee as a dedicated and proven leader in the downtown Albany business community.

By sponsoring the Annual Meeting, you can show your company's strong commitment to the economic success of our Capital City, be seen as a leader among your peers and within your industry, and gain exposure to high profile executives and decision makers including elected officials, top regional business leaders, and industry experts.



## AVAILABLE SPONSORSHIP LEVELS (\$1,500-\$7,500)

|          |         |
|----------|---------|
| Platinum | \$7,500 |
| Gold     | \$5,000 |
| Silver   | \$2,500 |
| Bronze   | \$1,500 |

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# HOT CHOCOLATE STROLL (TIER 1)

December 2025



Commemorative mugs, with artwork by local artist Tim Fealey of CompasLife, are given to every registered guest at the Hot Chocolate Stroll.

The Downtown Albany BID's Hot Chocolate Stroll is an annual holiday event that attracts crowds of families, residents, and guests of all ages to try unique hot chocolate offerings from dozens of local businesses while taking a festive stroll through historic downtown Albany. The Hot Chocolate Stroll is a highly sought-after event, having sold out every year since its inception in 2019. In December 2025, over 800 guests participated in the stroll.



The event features light-hearted competition between shops and restaurants as each location competes for votes to earn their offering the title of Best Hot Chocolate, as chosen by guests. Each registered participant receives a commemorative mug featuring a design by a local artist—a coveted, limited-edition item exclusive to the Hot Chocolate Stroll.

By sponsoring the Hot Chocolate Stroll, you are aligning your brand with a beloved, community-focused event, while supporting a day of family-friendly holiday fun for residents and visitors. Your contribution will help the BID create a truly memorable experience for guests, while helping us expose Capital Region shoppers to our small businesses, and the beauty and charm of downtown Albany during the holidays.

## AVAILABLE SPONSORSHIP LEVELS (\$750-\$5,000)

|          |         |
|----------|---------|
| Platinum | \$5,000 |
| Gold     | \$3,000 |
| Silver   | \$1,500 |
| Bronze   | \$750   |

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# GARDEN PARTY (TIER 2)

*None scheduled for 2026 – Please contact staff for more information.*



*The BID brings together business owners, artists, elected officials, and members of the community to celebrate the opening of the #captureALB exhibit in 2015.*

The official kick-off celebration of the BID's popular placemaking exhibits, the BID's garden party includes the ceremonial unveiling of the annual placemaking exhibit, an awards ceremony, appearances and remarks from elected officials and community leaders, a silent auction, music, drinks and refreshments. This event has served as the official introduction for popular art installations such as the Downtown is Paw-some Nipper statues, Stand in the Sole of Albany, Open Gallery, #captureALB, Seward Johnson sculpture series, and others.

These exhibits serve to activate the public spaces in which they are displayed and highlight the unique creative community in the Albany area. Historically, over 10,000 visitors each year enjoy the BID's public art exhibitions.

By sponsoring the BID's garden party, you will be supporting a project that promotes access to art for all members of the community, while supporting and providing a platform for local artists and creatives. Sponsoring this event also provides your company with a unique opportunity to interface with high profile community leaders and elected officials.



## AVAILABLE SPONSORSHIP LEVELS (\$500-\$5,000)

|          |         |
|----------|---------|
| Platinum | \$5,000 |
| Gold     | \$2,500 |
| Silver   | \$1,000 |
| Bronze   | \$500   |

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# HOUNDS OF HALLOWEEN (TIER 2)

October 17, 2026



Over 170 dogs and 300 humans paw-ticipated in Hounds of Halloween 2023.

Introduced in 2018, this whimsical, pet-friendly event has quickly grown into a signature downtown Albany attraction, bringing hundreds of dog lovers and their furry companions a day of Halloween-themed festivities. These costumed canines and their humans embark together on a trick-or-treating adventure at over a dozen Downtown businesses, compete in the Canine Costume Contest, and enjoy creative photo-ops, dog-friendly activities and vendors.



After the event, the BID shares the photos from the Canine Costume Contest on social media, for thousands of fans and followers to vote on and interact with. Winners of the costume contest are awarded prizes, and a portion of the event's ticket proceeds are donated to the Mohawk Hudson Humane Society.

Sponsoring Hounds of Halloween is an opportunity to reach thousands of pet lovers, including hundreds of guests directly attending and spectating at the event, while positioning your brand alongside a heart-warming, fun-filled community event that benefits shelter animals. Your support for the event also helps showcase the many dog-friendly parks and businesses in downtown Albany to pet parents looking for their next go-to hangout space.

## AVAILABLE SPONSORSHIP LEVELS (\$750-\$5,000)

|          |         |
|----------|---------|
| Platinum | \$5,000 |
| Gold     | \$3,000 |
| Silver   | \$1,500 |
| Bronze   | \$750   |

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# TUNESDAY (TIER 2)

Summer 2026



A duo of violinists from the Albany Symphony, including concertmaster Jamecyn Morey and violinist Mitsuko Suzuki, perform at Tunesday in August 2023.

Each summer, Tunesday takes place in one of Downtown Albany’s scenic parks every Tuesday at lunchtime, providing an hour of live, musical entertainment. Daytime employees are invited to purchase lunch from a local restaurant, or bring their own while they sit and enjoy music in one of our park’s colorful bistro-sets or picnic tables. Every Tunesday series features a diverse and eclectic lineup, showcasing high quality local musicians across multiple genres. The 2026 Tunesday series will take place in the newly renovated and centrally located Tricentennial Park, across from Kiernan Plaza, which served as the site of Alive at Five in 2025.



Past Tunesday performers include Albany Symphony concertmaster Jamecyn Morey and violinist Mitsuko Suzuki, Albany-based singer-songwriters Caity Gallagher and Ryan Leddick, Garland Nelson of Soul Session, The Graham Tichy Trio, and DJ Trumastr, to name just a few. In 2025, Tunesday concerts provided free lunchtime entertainment to over 400 guests. In 2026, the larger, more centralized, and newly renovated venue is expected to help accommodate even more attendees each week.

By sponsoring Tunesday, you will be supporting local artists and musicians, while helping program one of downtown Albany’s most important public resources, its parks. Your company will also have the opportunity to gain long-term exposure to Downtown’s 17,000+ employees through the marketing of this series.

## AVAILABLE SPONSORSHIP LEVELS (\$500-\$3,000)

|          |         |
|----------|---------|
| Platinum | \$3,000 |
| Gold     | \$2,000 |
| Silver   | \$1,000 |
| Bronze   | \$500   |

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# STATE STREET YOGA (TIER 2)

Spring/Summer 2026



A certified instructor from The Hot Yoga Spot leads a class of entry-level to advanced yogis on the lawn at SUNY Plaza.

The State Street Yoga series provides a free, outdoor yoga class for members of the community of all ages and experience levels. The classes are led by certified yoga instructors and held on the lawn in front of the scenic H. Carl McCall SUNY Administration Building. In the event of rain, classes take place indoors at OMNI Fitness Center, located a few steps away at 54 State Street. These sessions routinely attract groups of 50 to 70 students and include instruction in a variety of techniques that are suitable for entry-level as well as experienced yogis. In 2025, over 400 individuals signed up for a State Street Yoga class.

By sponsoring State Street Yoga, you will be supporting health and wellness programming that is both accessible and free to all members of the community, while helping to activate one of downtown Albany's most iconic locations.

Here's what one guest said about State Street Yoga:

*"This is one of the best activities available in Albany. The instructor is wonderful, the space at OMNI is spacious and ideal for any weather. The class always includes more diversity than I have seen in any other health program. I think it should be continued as a way to bring the community together with the goal of better health and stress reduction."*



## AVAILABLE SPONSORSHIP LEVELS (\$500-\$5,000)

|                          |         |
|--------------------------|---------|
| Platinum (entire series) | \$5,000 |
| Gold (one month)         | \$2,000 |
| Silver (two events)      | \$1,000 |
| Bronze (single event)    | \$500   |

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# **DOWNTOWN RESIDENTIAL OPEN HOUSE (TIER 2)**

*None slated for 2026 – Please contact staff for details.*



Over the past 15 years, downtown Albany has seen the addition of 1,000 newly developed, market rate residential units, establishing the area as Albany's newest neighborhood, with over 50% of residents moving from outside of the region. Within the historic buildings that make this area unique, guests will find modern amenities coupled with breathtaking river and cityscape views. This event invites guests to explore and envision all that Downtown living has to offer and showcases the many perks and highlights of living in Albany's central social district.



On this self-guided tour, guests will discover that living Downtown is not only about what is in their home, but about the convenience and walkability that only living in the core of the Capital Region can offer. When you live steps away from nine parks, dozens of eateries, world-class art, shopping, and entertainment destinations, the possibilities are endless!

By sponsoring the Downtown Residential Open House, you are supporting the BID's efforts in cultivating a vibrant community in Downtown, while highlighting important properties that form the foundation of our district.

## **AVAILABLE SPONSORSHIP LEVELS (\$750-\$3,000)**

|        |         |
|--------|---------|
| Gold   | \$3,000 |
| Silver | \$1,500 |
| Bronze | \$750   |

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# EARTH DAY CLEANUP (TIER 3)

April 22, 2026



A group of volunteers at the BID's 2023 Earth Day Cleanup gather for a group shot, showing off bags filled with hundreds of pounds of collected trash and debris.

While the BID provides year-round, daily cleaning and maintenance for downtown Albany, the Earth Day Cleanup brings together residents, employees, and all members of the community, to spend the day showing love for their neighborhood by helping it look its best. Participants also get to engage in fun activities that promote environmental literacy and sustainability practices, while enjoying a sense of community pride and ownership. The BID partners with the City of Albany to provide rakes, brooms, trash pickers, bags, gloves, and other cleaning supplies, and all guests receive complimentary lunch and refreshments.



In 2025, over 160 volunteers from dozens of local businesses, companies, non-profits, and schools removed 818 lbs. of trash and 108 cubic feet of compostable debris from downtown Albany's parks, sidewalks, streets, and public places in just a few hours. Kids of all ages used pedal power to charge their devices and the music speakers on the Energy Bike, while state and local environmental organizations provided information and resources, residents turned in unwanted jewelry at an upcycling station, and a free 60 min. yoga class took place in Liberty Park.

By sponsoring the Earth Day Cleanup, your company will be directly helping maintain and beautify the core of our Capital City, enhancing quality of life for residents and workers, while helping maintain the area's status as a tourism destination. You can show your company's commitment to beautifying downtown Albany and promoting sustainability, while setting a positive example of community stewardship.

## AVAILABLE SPONSORSHIP LEVELS (\$500-\$4,000)

|                 |                |
|-----------------|----------------|
| Platinum Polish | \$4,000        |
| Golden Gloves   | \$2,000        |
| Silver Shovel   | \$1,000        |
| Bronze Broom    | \$500 OR       |
|                 | 20+ volunteers |

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# SMALL BUSINESS SATURDAY (TIER 3)

November 28, 2026

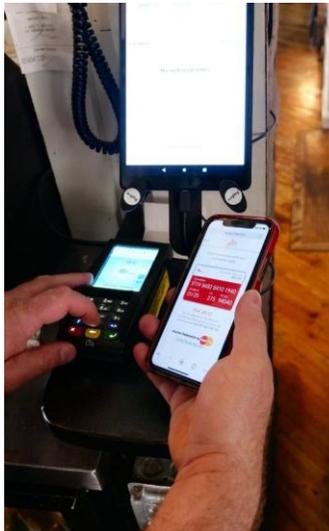


The winner of Shop & Savor Downtown Albany receives a grand prize package stuffed with merchandise and gift cards to local independent businesses.

Scavenger hunts, shopping incentives, gift card raffles, giveaways, press events and awareness campaigns are just some of the activities the BID promotes as part of its Small Business Saturday programming. Ever evolving to meet the needs of small business owners in our District, the BID's Small Business Saturday events and promotions aim to enhance foot traffic in Downtown's commercial corridors and boost sales for independently owned local shops.

Becoming an official sponsor of the BID's Small Business Saturday program represents an opportunity to support small, independently owned shops during a crucial time of year for sales, while featuring your brand in front of socially, environmentally, and economically conscious shoppers.

In 2025, The BID hosted a holiday market, featuring over 75 independent shops, artisans, artists, non-profits, and other small businesses, while running a BOGO Downtown Albany Gift Card promotion. Guests were able to purchase a gift card, redeemable at over 35 small businesses in Downtown Albany, and have their purchase doubled by the BID, up to \$100. The program generated \$40,000 in gift card sales alone, with over 800 shoppers visiting downtown Albany on Small Business Saturday.



## AVAILABLE SPONSORSHIP LEVELS (\$500-\$2,000)

- Gold \$2,000
- Silver \$1,000
- Bronze \$500

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# EXAMPLE SPONSORSHIP BENEFITS

The chart below is intended as *ONLY AS AN EXAMPLE* of benefits commonly associated with each sponsorship level and is not an official list of benefits. The availability of certain benefits may vary depending on marketing channels and timelines, and the format of each event. *Please contact us to receive official benefit packages associated with individual events.*

|  | <b>BRONZE</b> | <b>SILVER</b>  | <b>GOLD</b>    | <b>PLATINUM</b> |
|--|---------------|----------------|----------------|-----------------|
| Your company tagged and mentioned in promotional posts across the BID's social media platforms, with a combined audience of 44k+ followers | <b>X</b>      | <b>X</b>       | <b>X</b>       | <b>X</b>        |
| Statement thanking your company on event landing page and listings with link to a page of choice on your company's website                 | <b>X</b>      | <b>X</b>       | <b>X</b>       | <b>X</b>        |
| Sponsorship listed in Downtown Albany BID's Annual Meeting report  | <b>X</b>      | <b>X</b>       | <b>X</b>       | <b>X</b>        |
| Your company logo on all printed advertising materials for the event   | <b>X</b>      | <b>X</b>       | <b>X</b>       | <b>X</b>        |
| Tickets/VIP experiences for members of your organization   | <b>2</b>      | <b>6</b>       | <b>10</b>      | <b>16+</b>      |
| Your company's logo featured on event landing page, with link to page of your choice   |               | <b>X</b>       | <b>X</b>       | <b>X</b>        |
| On-site promotional area(s) in mutually agreed upon, high traffic location(s)  |               | <b>10'x10'</b> | <b>20'x10'</b> | <b>20'x10'</b>  |
| Company logo included in weekly newsletter (>7,500 subscribers)  |               | <b>1 week</b>  | <b>2 weeks</b> | <b>4+ weeks</b> |
| Event Page Web Banner (includes photo, ~15-25 words text, link)  |               | <b>1 week</b>  | <b>2 weeks</b> | <b>4+ weeks</b> |
| Logo placement on all on-site signage and event programs, including event banner provided by your company                                  |               | <b>X</b>       | <b>X</b>       | <b>X</b>        |
| Opportunities for branded merch giveaways (items provided by your company, unless otherwise specified)                                     |               |                | <b>X</b>       | <b>X</b>        |
| Quote from representative of your company in announcement press release  |               |                | <b>X</b>       | <b>X</b>        |
| Named presenting sponsor of event (e.g. Tuesday, presented by Company A, Company B, and Company C.)  |               |                |                | <b>X</b>        |
| Exclusivity in your field among all event sponsors   |               |                |                | <b>X</b>        |

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Please direct all sponsorship inquiries to Jevan Dollard, Special Events Manager  
[jdollard@downtownalbany.org](mailto:jdollard@downtownalbany.org) | 518-465-2143 x111