

## **SPONSORSHIP OVERVIEW PACKET**

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*Downtown Albany BID • 2025*

*Live Score Movie Nights*

### **Contact:**

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# LIVE SCORE MOVIE NIGHTS

June 20, July 18, August 15

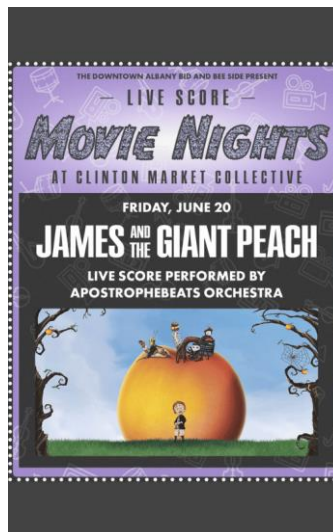


*Photography by Fred Coffey. Classic movie adventures will be screened against the backdrop of Downtown Albany at dusk, with live musicians performing re-imagined versions of their scores.*

The Downtown Albany BID is introducing a brand new type of outdoor movie night to downtown Albany. Every third Friday in June, July, and August, the BID and Bee Side Presents will screen a different movie in downtown Albany's newly unveiled Clinton Market Collective, while a different featured group of performers plays a movie score, LIVE! In addition, the movie will be visually enhanced by a live projectionist, adding visual effects and flares, making each movie night a combination of exhibition, live music, and visual performance art.

Bee Side Presents introduced this innovative event concept to the Capital Region in 2017, starting out playing in local businesses and small, indoor event venues. They quickly outgrew these settings, with their events often attracting crowds of 100+ people. The Downtown Albany BID has now partnered with Bee Side Cassettes to bring these movie nights to a larger than life screen, under the stars in downtown Albany.

By sponsoring the Live Score Movie Night series, you are capitalizing on an opportunity to align your brand with an exciting new event concept with room to grow into a signature event series, while supporting local artists, performers, and the continued activation of one of downtown Albany's newest and most exciting public spaces, Clinton Market Collective.



**ALB / to the CORE**



## AVAILABLE SPONSORSHIP LEVELS (\$1,000-\$250)

Gold (all events)	\$1,000
Silver (all events)	\$500
Bronze (single event)	\$250

## SPONSORSHIP BENEFITS

	BRONZE	SILVER	GOLD
Your company tagged and mentioned in promotional posts across the BID's social media platforms, with a combined audience of 40k+ followers	X	X	X
Statement thanking your company on event landing page and listings with link to a page of choice on your company's website	X	X	X
Your company logo on all printed advertising materials for the event	x	x	X
On-site vending booth/promotional area(s) in mutually agreed upon, high traffic location(s)	Single booth	Single booth	Double booth
Company logo included in weekly newsletter (~8,000 subscribers)		1 week	2 weeks
Event Page Web Banner (includes photo, ~15-25 words text, link)		1 week	2 weeks
Sponsor highlight feature at downtownalbany.org/events		1 week	2 weeks
Logo placement on all on-site signage and event programs, including event banner provided by your company		x	X
Opportunities for branded merch giveaways (items provided by your company, unless co-branded)			x
Named Presenting Sponsor of event (e.g. "This Live Score Movie Night Series is presented by Your Company")			x
Exclusivity in your field among all event sponsors			x