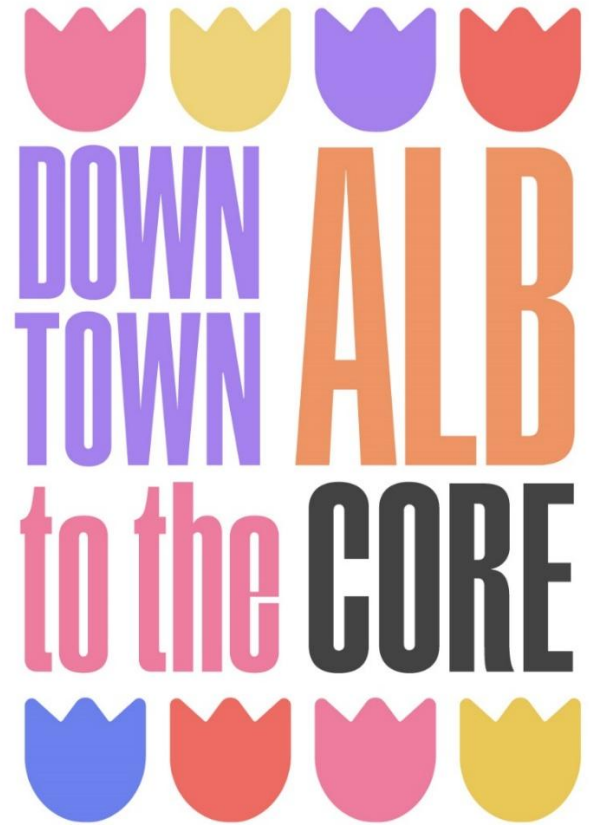




SPONSORSHIP PACKAGES

Deck the Hall-bany • 2026

CONTACT

Jevan Dollard
Special Events Manager
Downtown Albany BID

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For audience insights, custom sponsorship packages, multi-event discounts, press for past events, and more information on the Downtown Albany BID, visit downtownalbany.org/sponsorships and read the [2026 Sponsorship Guide](#)

DECK THE HALL-BANY IS PRESENTED BY



DECK THE HALL-BANY

Holiday Market & Festival | November 21, 28, and December 5



Local artisans sell handmade products including festive apparel, candles, soaps, seasonal preserves, jewelry, locally distilled spirits, holiday cards, handcrafted wooden decor, canvas art, photography, niche hobby gifts, and more.

Developed and managed in partnership between the Downtown Albany BID and ParkAlbany, Deck The Hall-bany burst onto the Capital District scene in 2025. The event instantly became one of the most dynamic holiday shopping and entertainment destinations in the region by curating hundreds of unique, handcrafted gifts from a huge variety of local, independent businesses, along with unique live performances and family friendly activities. The series grew out of the BID's annual holiday market, which took place in iconic settings including the Kenmore Ballroom in 2022 and 2023, and historic Union Station in 2024. In 2025, the BID and ParkAlbany, with support from the City of Albany, a group of local leaders and community-based organizations, expanded the market to a multi-day in-door/outdoor winter festival featuring more than 50 vendors and drawing over 1,000 visitors on each date.

In addition to the shopping experience, guests enjoy dozens of performances from a variety of musicians and entertainers, free hot chocolate, as well as holiday-themed activities and crafts for families with small children. In 2026, Deck The Hall-bany is expected to draw over 4,000 visitors to downtown Albany over the course of 3 weekends.

As a Deck the Hall-bany sponsor, you are positioning your brand directly in front of thousands of socially conscious consumers during the holidays. Additionally, you will be helping support an event that provides a platform for local makers and creatives, while generating an impact for the many small, independently owned shops located in Downtown Albany, who benefit from foot traffic related to the event.



SPONSORSHIP LEVELS (\$10,000-\$500)

MARQUEE		HOLIDAY HEROES	
	Pinnacle \$10,000		Platinum \$3,500
	Stage Naming Rights \$5,000		Gold \$2,000
	Kids Zone Naming Rights \$5,000		Silver \$1,000
	Hot Chocolate Sponsor \$5,000		Bronze \$500

SPONSORSHIP BENEFITS +HOLIDAY HEROES

	BRONZE	SILVER	GOLD	PLATINUM
Your company's logo featured on public-facing event landing page with a link to your website	X	X	X	X
Sponsorship acknowledged in thank you posts on Downtown Albany BID & ParkAlbany social media accounts with audience of 65k+ combined followers	X	X	X	X
Personalized post on Downtown Albany BID & ParkAlbany social media accounts thanking your company for its sponsorship		X	X	X
10x10 outdoor on-site promotional booth		X	X	X
Featured event highlight on public-facing landing page with links to your website, social media platforms, and optional text block (100 words or less).			X	X
Logo included in The Core Report weekly e-newsletter with ~7,500 subscribers			1 week	3 weeks
Tickets to the BID's Annual Meeting for members of your company				2
Logo included on all printed promotional materials				X

GIVE WHAT YOU CAN

Your support will be acknowledged in thank you message featured on public-facing event landing page

ANY LEVEL (\$100-\$499)

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See next page for Marquee Sponsorship Packages →

Ready to secure your sponsorship? Complete an [Event Sponsorship Form](#) and send electronically to jdollard@downtownalbany.org or mail to Downtown Albany BID at 21 Lodge Street, Floor 1, Albany, NY, 12207.

SPONSORSHIP BENEFITS + MARQUEE PACKAGES

	HOT CHOC.	KIDS ZONE	STAGE	PINNACLE
Your company's logo featured on public-facing event landing page with a link to your website	X	X	X	X
Sponsorship acknowledged in thank you posts on Downtown Albany BID ParkAlbany social media accounts with audience of 65k+ combined followers	X	X	X	X
Personalized post on Downtown Albany BID & ParkAlbany social media accounts thanking your company for its sponsorship	X	X	X	X
On-site promotional booth in prime, mutually agreed upon location at each event	X	X	X	X
Featured event highlight on public-facing landing page with links to your website, social media platforms, and optional text block (100 words or less).	X	X	X	X
Logo included on all printed promotional materials	X	X	X	X
Logo included in The Core Report weekly e-newsletter with ~7,500 subscribers	3 weeks	3 weeks	3 weeks	THRU DEC 31
Tickets to the BID's Annual Meeting for members of your company (\$75+ value each)	4	4	4	8
Speaking opportunity at press event announcement and quote included in press release	X	X	X	X
On-stage speaking opportunity at one or more events	1	1	1	ALL
One year naming rights associated with your category of sponsorship (non-exclusive, shared with event organizers)	2 HOT CHOC. STAT- IONS	KIDS ZONE	STAGE	EVENT

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PHOTO GALLERY

Deck The Hall-bany 2025



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PHOTO GALLERY

Deck The Hall-bany 2025 (continued)



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PHOTO GALLERY

Deck The Hall-bany 2025 (continued)



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