



THE CAPITAL REGION'S ONLY STREET-WIDE
MASS YOGA EXPERIENCE

YOGAPALOOZA 2024

SATURDAY, SEPTEMBER 21
N PEARL STREET IN DOWNTOWN ALBANY, NY
11:00 AM BEFORE PEARLPALOOZA

Align your company with one of the area's fastest
growing holistic wellness events!

To discuss benefits and secure your sponsorship package, contact Jevan Dollard,
Special Events Manager at (518) 465-2143 x111 or jdollard@downtownalbany.org

YOGAPALOOZA 2024



TITLE SPONSORSHIP: \$5,000

(Only one space available)

- Named as presenting sponsor of YogaPalooza ("YOUR COMPANY presents YogaPalooza") on all marketing materials for the event, including but not limited to press releases, flyers and posters
- Exclusivity in your field among YogaPalooza sponsors
- Primary size sponsor logo on YogaPalooza poster and flyer (hundreds distributed throughout the area)
- 20'x10' promotional area at YogaPalooza and PearlPalooza in front of thousands of attendees (**\$275 value**)
- Opportunity to include a branded giveaway item or literature in welcome bags distributed to each registered attendee
- Listing on weqx.com, downtownalbany.org, and thehotyogaspot.com YogaPalooza webpages with link to your website
- 6 PearlPalooza VIP passes for your staff (**\$300 value**)
- 4 weeks rotating 250x250 ad on weqx.com with link to your website (**\$300 value, 20,000+ views**)
- Social media recognition through the WEQX, Downtown Albany BID, and Hot Yoga Spot channels, reaching an estimated 70,000 followers across all platforms
- Inclusion in recorded :60 promotional ads to run daily on WEQX in month leading up to event (reaching roughly 1,200 unique listeners per quarter hour, **\$1,200 value**)
- Company's banner/signage displayed prominently at YogaPalooza
- Onstage speaking opportunity to kick off YogaPalooza and welcome the crowd
- Recognition in WEQX's onstage remarks during PearlPalooza, in front of thousands of attendees
- Recognition in The Hot Yoga Spot's newsletter promoting the event, distributed to 15,000 subscribers
- Recognition on The Hot Yoga Spot's YogaPalooza registration webpage

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VINYASA SPONSORSHIPS: \$1,000-\$3,000

Explore more ways to feature your brand at the Capital Region's only free, street-wide mass yoga gathering.

	\$1,000	\$2,000	\$3,000
Listing on weqx.com, downtownalbany.org, and thehotyogaspot.com websites with link to your website	X	X	X
Recognition in The Hot Yoga Spot's newsletter promoting the event, distributed to 15,000 subscribers	X	X	X
Sponsorship listed in Downtown Albany BID's Annual Meeting report and Fall/Winter 2024 Digest (750 copies of each printed)	X	X	X
Logo inclusion in sponsor slideshow on LED wall during YogaPalooza	X	X	X
Sponsor listing on all YogaPalooza marketing materials, including press releases and hundreds of flyers and posters distributed throughout the area	X	X	X
PearlPalooza VIP Passes for member(s) of your company		2	4
Rotating 250x250 ad on weqx.com with link to your website (\$150 value, 10,000+ views)		2 WEEKS	4 WEEKS
Promotional tent in prime location during YogaPalooza to sell products, merchandis, and do branded giveaways		10X10	20X10
Guaranteed exclusivity in your field among YogaPalooza sponsors			X
Onstage speaking opportunity for member(s) of 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

gsteffens@downtownalbany.org

(518) 465-2143 x115

JEVAN DOLLARD | Special Events Manager

jdollard@downtownalbany.org

(518) 465-2143 x111



THANK YOU FOR YOUR SUPPORT!