

SPONSORSHIP OVERVIEW PACKET

*Downtown Albany BID 2024
Special Events*

WHAT'S INSIDE?

Learn about valuable sponsorship opportunities associated with the Downtown Albany BID's 2024 events and programming. By sponsoring the BID's events, you are directly supporting the on-going revitalization of downtown Albany, while cultivating the growth and vibrancy of Albany's newest neighborhood and central social district.

TABLE OF CONTENTS

About the BID	1
Our Events	1
Custom Sponsorship Packages	1
Audience insights.....	2
<i>Press for Downtown Albany BID events:</i>	3
ANNUAL MEETING (TIER 1)	4
AVAILABLE SPONSORSHIP LEVELS (\$7,500-\$1,500)	4
HOT CHOCOLATE STROLL (TIER 1).....	5
AVAILABLE SPONSORSHIP LEVELS (\$5,000-\$750)	5
GARDEN PARTY (TIER 2).....	6
AVAILABLE SPONSORSHIP LEVELS (\$5,000-\$500)	6
HOUNDS OF HALLOWEEN (TIER 2)	7
AVAILABLE SPONSORSHIP LEVELS (\$5,000-\$750)	7
TUESDAY (TIER 2)	8
AVAILABLE SPONSORSHIP LEVELS (\$4,000-\$500)	8
STATE STREET YOGA (TIER 2).....	9
AVAILABLE SPONSORSHIP LEVELS (\$4,000-\$500)	9
HOLIDAY MARKET AT THE KENMORE BALLROOM (TIER 2)	10
AVAILABLE SPONSORSHIP LEVELS (\$3,000-\$500)	10
DOWNTOWN RESIDENTIAL OPEN HOUSE (TIER 2).....	11
AVAILABLE SPONSORSHIP LEVELS (\$3,000-\$500)	11
EARTH DAY CLEANUP (TIER 3).....	12
AVAILABLE SPONSORSHIP LEVELS (\$2,000-\$500)	12
SMALL BUSINESS SATURDAY (TIER 3)	13
AVAILABLE SPONSORSHIP LEVELS (\$2,000-\$500)	13
EXAMPLE SPONSORSHIP BENEFITS.....	14

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 40 events annually, including community-focused, recurring event series as well as large scale festivals and private functions. An estimated 11,000 guests attend the BID's events each year.



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 available sponsorship 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.

Please direct all sponsorship inquiries to Jevan Dollard, Special Events Manager
jdollard@downtownalbany.org | 518-465-2143 x111

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
- 1.2m+ annual visitors

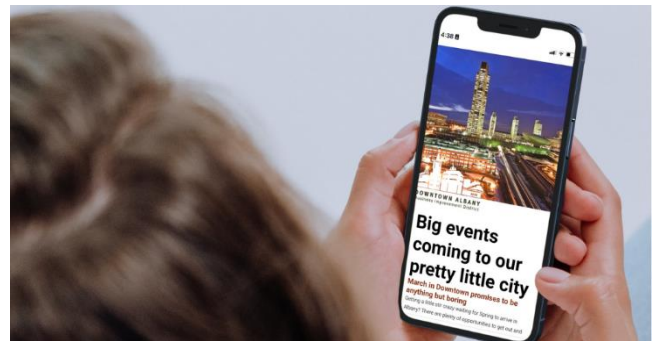


Downtown BID Events

- 40+ annual BID-organized events
- 11,000+ annual event attendees

Digital Presence

- 253,000+ annual webpage views (2023 data)
- 290,000+ video views (2023 data)
- 7,700+ weekly e-newsletter subscribers
- 44,000+ follows across social channels

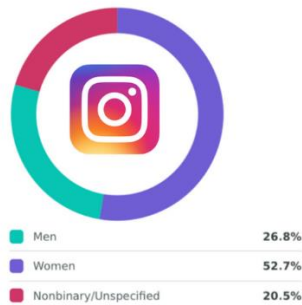


Instagram

Audience by Age

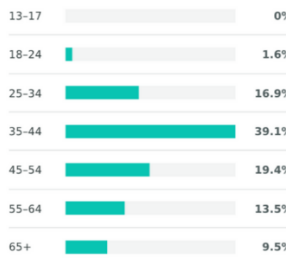


Audience by Gender

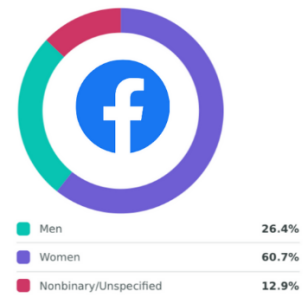


Facebook

Audience by Age



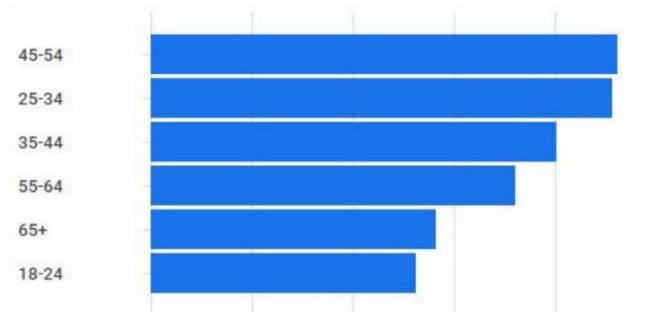
Audience by Gender



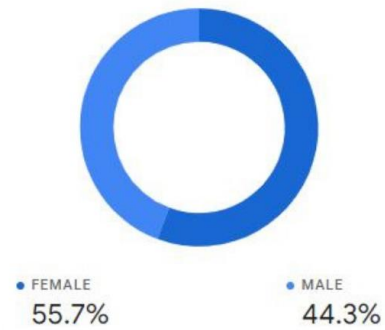
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Audience insights, cont'd

Digital Audience by Age:

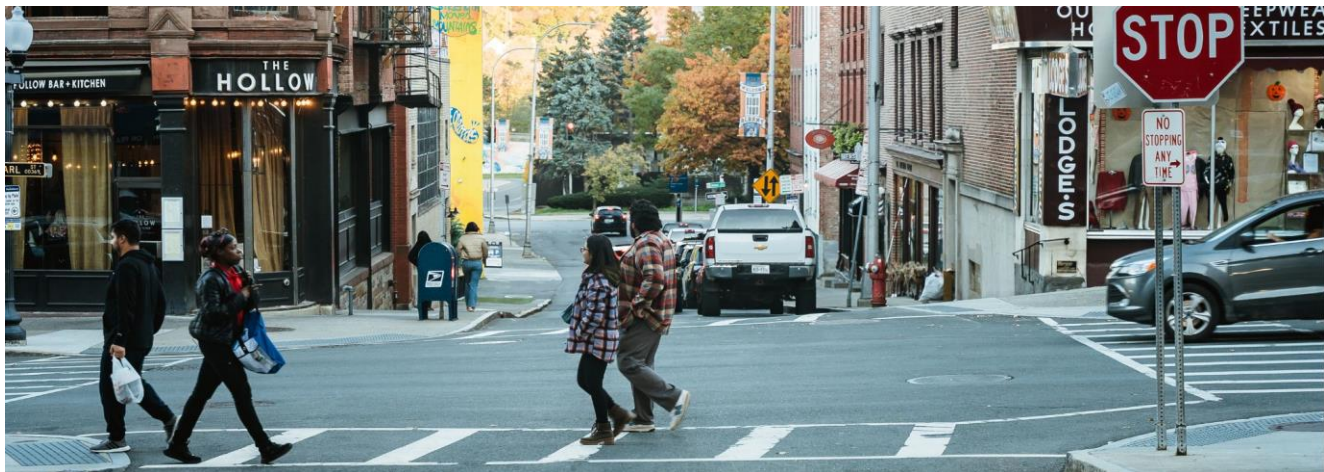


Digital Audience by Gender:



Weekly Newsletter:

- **30.5% Average Open Rate (9.2% higher than U.S. average)**
- **3.5% Average CTR (1.2% higher than U.S. average)**



Press for Downtown Albany BID events:

- [Carm Basile receives 2023 James M. DiNapoli Award | Local Announcements \(hudsonvalley360.com\)](https://www.hudsonvalley360.com)
- [Costumed dogs returning to Albany for special Halloween-related event \(WNYT.com\)](https://www.wnyt.com)
- [Hot chocolate stroll returns tomorrow in Albany \(news10.com\)](https://www.news10.com)
- [Albany holiday market and hot chocolate stroll set for Dec. 2 \(timesunion.com\)](https://www.timesunion.com)

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ANNUAL MEETING (TIER 1)

Summer 2024



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, carefully selected location each year, this prestigious and highly curated 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 (\$7,500-\$1,500)

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

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HOT CHOCOLATE STROLL (TIER 1)

December 2024



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, selling out each year since its inception in 2019. Last year the event sold out with over 750 guests registering in advance.



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 (\$5,000-\$750)

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

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GARDEN PARTY (TIER 2)

Summer 2024



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 (\$5,000-\$500)

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

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HOUNDS OF HALLOWEEN (TIER 2)

October 2024



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, with over 400 guests in 2023, including 175 dogs in costume. Each year, dog lovers descend on downtown Albany with their furry friends to embark on a trick-or-treating adventure stopping at 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.

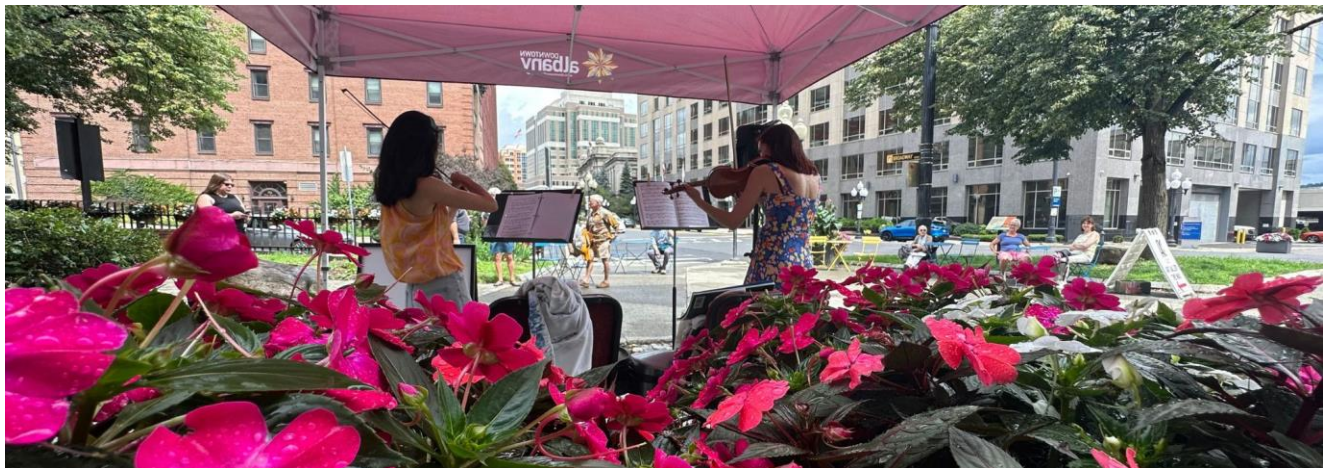
AVAILABLE SPONSORSHIP LEVELS (\$5,000-\$750)

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

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TUNESDAY (TIER 2)

July & August 2024 (8 total events)



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

For two months 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.



Past Tunesday performers include Albany Symphony concertmaster Jamecyn Morey and violinist Mitsuko Suzuki, Albany-based singer-songwriters Caity Gallagher and Ryan Leddick, The Graham Tichy Trio, and DJ Trumastr, to name just a few.

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 (\$4,000-\$500)

Platinum	\$4,000
Gold	\$2,000
Silver	\$1,000
Bronze	\$500

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STATE STREET YOGA (TIER 2)

June & July 2024 (9 total events)



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

Every Saturday in July and August, 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 or more and include instruction in a variety of techniques that are suitable for entry-level as well as experienced yogis. In 2023, 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 (\$4,000-\$500)

Platinum (entire series)	\$4,000
Gold (one month)	\$2,000
Silver (two events)	\$1,000
Bronze (single event)	\$500

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HOLIDAY MARKET AT THE KENMORE BALLROOM (TIER 2)

December 2024



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

Held annually at The Kenmore Ballroom, one of downtown Albany’s most elegant settings, 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 25 or more high quality vendors this event features festive, live musical performances and free pictures with Santa, and is held in conjunction with the Hot Chocolate Stroll, offering guests the option 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 success. The next year, the event attracted applications from over 75 different businesses wishing to vend at the market. The event draws hundreds of shoppers, including families, Downtown neighbors, and visitors from across the region, looking for a festive way to spend their weekend.

Sponsoring the Holiday Market is an opportunity to position your brand directly in front of hundreds 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 (\$3,000-\$500)

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

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DOWNTOWN RESIDENTIAL OPEN HOUSE (TIER 2)

Spring/Fall 2024



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 (\$3,000-\$500)

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

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EARTH DAY CLEANUP (TIER 3)

April 20, 2024



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 Neighborhood Cleanups bring together organizations and members of the community to spend the day together, showing love for their neighborhood by helping it look its best. The BID partners with the City of Albany to provide rakes, brooms, trash pickers, bags, gloves, and other cleaning supplies, as well as light fare and refreshments for all who participate.



By sponsoring the Earth Day Cleanup, your company will be directly helping maintain and beautify downtown Albany, which enhances quality of life for residents and workers, and helps maintain the area's status as a tourism destination.

There are many opportunities for your company be featured alongside this program, from merchandise giveaways to photo ops, to features in our newsletters, social media posts, and other channels leading up to and after the event.

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

- Golden Gloves \$2,000
- Silver Shovel \$1,000
- Bronze Broom \$500

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SMALL BUSINESS SATURDAY (TIER 3)

November 25, 2024



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 enhance foot traffic in Downtown's commercial corridors, and boost sales for independently owned local shops.

Becoming the official sponsor of the BID's Small Business Saturday program affords your brand the 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



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

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

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EXAMPLE SPONSORSHIP BENEFITS

The chart below is intended as an example of benefits commonly associated with each sponsorship level and is not a complete list of all benefits. The availability of certain benefits may vary depending on marketing channels and timelines, and the format of each event.

	BRONZE	SILVER	GOLD	PLATINUM
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	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	X
Sponsorship listed in Downtown Albany BID's Annual Meeting report and Fall/Winter 2023 Digest	X	X	X	X
Your company logo on all printed advertising materials for the event	x	x	X	X
VIP Tickets for members of your organization	2	6	10	16+
Your company's logo featured on event landing page, with link to page of your choice		x	X	X
On-site promotional area(s) in mutually agreed upon, high traffic location(s)		10'x10'	10'x10'	20'x10'
Company logo included in weekly newsletter (>8,000 subscribers)		1 week	2 weeks	4+ weeks
Event Page Web Banner (includes photo, ~15-25 words text, link)		1 week	2 weeks	4+ weeks
Logo placement on all on-site signage and event programs, including event banner provided by your company		x	X	X
Exclusive rights to branded merch giveaways (items provided by your company, unless co-branded)			X	X
Quote from representative of your company in announcement press release			X	X
Named Title Sponsor of event (e.g. Your Company presents Tuesday)				X
Exclusivity in your field among all event sponsors				X

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