

SARATOGA
COUNTY CHAMBER OF
COMMERCE

2024
SPONSORSHIP
OPPORTUNITIES



SPONSORSHIP COMMITMENT FORM

Please complete and send to Andrea Cole at acole@saratoga.org or call 518-584-3255

Annual Chamber Celebration (pages 6-7)

- Premier Triple Crown - \$7,500
- Travers Stakes - \$5,000
- Whitney Stakes - \$3,000
- Jim Dandy Stakes - \$2,000
- Beverage - \$4,000
- Dessert Table - \$1,500

Chamber Golf Outing (pages 8-9)

- Premier - \$2,500
- Eagle - \$1,000
- Lunch - \$1,500
- Beverage - \$1,500
- Contest - \$800 per contest
- Ball - \$750 plus balls provided
- Tee - \$150

Saratoga County Business Showcase (page 10)

- Premier - \$3,000
- Silver - \$1,000

Southern Saratoga Business Show and Job Fair (page 11)

- Twin Bridges Level - \$1,000
- Peebles Island Level - \$500

Industry Influencer Series (page 12)

- Exclusive - \$500 per event
- Non-Exclusive - \$250 per event

Quarterly Networking Mixers (page 13)

- Exclusive - \$500 per event
- Non-Exclusive - \$250 per event

Startup & Small Business Summit (p. 14)

- Email acole@saratoga.org for info

Veterans Business Council (pages 15-18)

- Premier - Annual - \$5,000
- Vanguard - Annual - \$2,500
- Valor - Annual - \$1,500
- Vanguard - VBC Jamboree Only - \$1,000
- Valor - VBC Jamboree Only - \$500
- Vanguard - VBC Breakfast Only - \$1,000
- Valor - VBC Breakfast Only - \$500

Women In Business Council (page 19)

- Annual - \$1,500 (exclusive)

Young Professionals Network (page 20)

- Annual - \$1,500 (exclusive)

Impact Sector (page 21)

- SOLD for 2024 - Annual - \$1,500 (exclusive)

Restaurant Week (page 23)

- Presenting Sponsor - \$2,500 (non-exclusive)
- Supporting Sponsor - \$1,000

Love Our Locals (page 24)

- Partner Sponsor - \$2,500 (non-exclusive)

Upstate of Business (page 25)

- Partner Sponsor - \$2,500 (non-exclusive)

Ribbon Cutting Sponsor (page 26)

- \$5,000 - SOLD for 2024 (exclusive)

Saratoga Giant Pumpkinfest (page 28)

- Presenting - \$2,500 (exclusive)
- Supporting - \$1,000
- Vendor - \$500

July 4th All-American Celebration (p. 29)

- Starts at \$5,000 - Email acole@saratoga.org for info

Enhanced Paid Promotion & Ads (p. 31)

- Boosted Post - \$100 per post
- Email Ad - \$250 per ad
- Directory Banner Ad - \$800 annually per ad

Name _____

Company _____

Email _____

Phone _____

My payment is enclosed.
 Make check payable to Saratoga County Chamber of Commerce and mail to:
**Saratoga County Chamber of Commerce,
 28 Clinton St., Saratoga Springs, NY
 12866.**

Please invoice me.

Visit our entire sponsorship packet online by scanning this QR code.



Mission



Since 1918, the Saratoga County Chamber of Commerce has been cultivating a vibrant community throughout Saratoga County. Guided by a strong, sustainable vision, the Chamber leads the way in maintaining and strengthening a healthy business climate, initiating constructive community action, and creating a community where we can all thrive.

EVENTS

Signature events you don't want to miss! Visit www.saratoga.org for a full list of all events.

**Southern Saratoga
Business
Showcase**

April 11, 2024

**Annual
Chamber
Celebration**

May 9, 2024

**Annual
Golf
Outing**

June 20, 2024

**Annual
Business
Showcase**

October 3, 2024

**Veterans
Business Council
Breakfast**

Oct. or Nov. 2024

**Industry
Influencer
Series**

Throughout 2024

**Community
Events and
Campaigns**

Throughout 2024

**Quarterly
Networking
Events**

Throughout 2024

**Chamber
Councils &
Networks**

Throughout 2024

**Chamber
Mixers**

Throughout 2024

Visit our events calendar:



EVENT SPONSORSHIP OPPORTUNITIES



2024 Annual Chamber Celebration

This premier networking and recognition event is a must-attend for anyone doing business in and around Saratoga County. Join us for an evening of celebration and connection on Thursday, May 9 at the 1863 Club at Saratoga Race Course.

Premier Sponsor Level- The Triple Crown Sponsor \$7,500 (non-exclusive)

- Reserved Seating for 10 Guests with Logo Displayed on Reserved Sign at Event
- 4 Email Advertisements on Wednesday Event Email Leading to the Event or Month of choice
- Company Attendee List Preview prior to the event
- Open Bar for your guests (10) throughout the Sponsor Reception and Main Celebration
- Exclusive Sponsor Reception invitation
- Your company recognized during awards ceremony during the event as a Triple Crown sponsor
- Your company logo on the infield screen and indoor screens throughout event space
- Your company logo included on the event registration page
- Your company included in the event press release
- Your company logo included in email promotions about the event
- Your company featured in social media about the event

Travers Stakes Sponsor Level- \$5,000

- Reserved table for seating for (10) with company logo on signage
- Exclusive Sponsor Reception Invitation
- Open Bar for your guests (10) throughout the Sponsor Reception and Main Celebration
- Your company logo on the indoor screens throughout the event
- Your company logo included on the event registration page
- Your company included in the event press release
- Your company logo included in email promotions about the event
- Your company featured in social media about the event

Whitney Stakes Sponsor - \$3,000

- Reserved table for seating for (5) with company logo on signage
- Exclusive Sponsor Reception invitation for (5) guests
- Open Bar for your guests at the Sponsor Reception before the Main Celebration
- Your company logo on a Whitney Stakes Sponsor slide with other Whitney level sponsors
- Your company logo included on the event registration page
- Your company logo included in email promotions about the event
- Your company featured in social media about the event

Visit our events calendar:



SARATOGA
COUNTY CHAMBER OF
COMMERCE

2024 Annual Chamber Celebration

Jim Dandy Stakes Sponsor \$2,000

- (1) High Top Reserved with company logo
- Exclusive Sponsor Reception invitation for (2) Guests
- Open Bar for your guests (2) at the Sponsor reception
- (2) General Admission Tickets to the Main Celebration
- Your company name listed on the indoor screens throughout event space
- Your company name included on the event registration page
- Your company name included in email promotions about the event
- Your company featured in social media about the event

SPECIALTY SPONSORSHIP OPPORTUNITIES

Beverage Sponsor- \$4,000

- Reserved Table for (8) with company logo on signage
- Exclusive Sponsor Reception Invitation for your (8) guests
- Open Bar for your guests (8) for the Sponsor Reception and Main Celebration
- Custom napkins with your logo at the bar
- Choice of a Signature Cocktail named after your company
- Your company logo on the indoor screens throughout the event
- Your company logo included on the event registration page
- Your company logo included in email promotions about the event
- Your company featured in social media about the event

Dessert Table Sponsor- \$1,500

- Exclusive Sponsor Reception invitation for (2) guests
- Your company logo included on the event registration page
- Your company logo included in email promotions about the event
- Your company featured in social media about the event

Visit our events calendar:



SARATOGA
COUNTY CHAMBER OF
COMMERCE

2024 Golf Outing Sponsorship

This 9 Hole Golf Outing will be held in the afternoon on June 20, 2024 at The Van Patten Golf Club.

Premier Sponsor \$2,500 (non-exclusive)

- (2) Foursomes included with your sponsorship
- You get to “takeover” one hole at two locations (one on front 9, one on back 9) with signage, a table with marketing materials and company representatives to greet golfers
- Your company included in the event press release
- (3) Email advertisements leading up to your event in Chamber Wednesday event email
- Your company recognized at awards ceremony and in awards email
- Company logo listed on event website
- Company logo included on outing program
- Company logo listed on email promotions about the event
- Your company featured in a social media post highlighting your sponsorship of the event

Eagle Sponsor \$1,000

- (1) Foursome included
- You get to “takeover” one hole with signage included with a company representative at the hole to network
- Your company logo included on outing program
- Your company logo included on the event registration page
- Your company included in the event press release
- Your company logo included in email promotions about the event
- Your company featured in a social media post highlighting your sponsorship of the event

SPECIALTY SPONSORSHIP OPPORTUNITIES

Lunch Sponsor \$1,500

- (1) Foursome included
- Your company logo included on stickers for each boxed lunch for every golfer
- Your company recognized before shotgun start as the lunch sponsor
- Your company mentioned at awards ceremony and in the awards email
- Your company logo included on outing program
- Your company logo included on the event registration page and in event email promotions
- Your company featured in social media posts about the event

Visit our events calendar:



SARATOGA
COUNTY CHAMBER OF
COMMERCE

2024 Golf Outing Sponsorship

Beverage Sponsor \$1500 (2) Maximum

- (1) Foursome included
- Sponsor One Hole with tee signage
- Every golfer in attendance at the event will receive drink tickets with your company logo
- Your company included in the event press release
- Your company recognized in awards email and at the awards ceremony
- Company logo listed on event website and on outing program
- Company logo listed on email promotions about the event
- Your company featured in a social media post highlighting your sponsorship of the event

Contest Sponsor \$800

- Pick one contest to sponsor and you will be that sponsor for the front and back 9
- Options include: Putting, Longest Drive, Closest to the Pin
- Tee Signage at Contest Holes
- Opportunity to work the hole and network with the golfers
- Opportunity to present award at Awards Ceremony
- Company mentioned in awards ceremony
- Your company logo included on the event registration page, outing program, and in email promotions about the event
- Your company featured in a social media post highlighting your sponsorship of the event

Ball Sponsor \$750

- Your company logo on a sleeve of golf balls (you provide) given to each golfer (150 sleeves required)
- Tee sign at registration and on the course with your company logo
- Your company logo included on the event registration page
- Company logo on the outing program
- Your company logo included in email promotions about the event
- Your company featured in a social media post about the event

Tee Sponsor \$150

- Company logo on Tee Signage at one of the holes on the course
- Your company listed on event website and in a list of tee sponsors on social media

Visit our events calendar:



SARATOGA
COUNTY CHAMBER OF
COMMERCE

2024 Saratoga County Business Showcase

This showcase will be held in October 2024 at The Gideon Putnam Hotel. This event attracts hundreds of business professionals and entrepreneurs from all over the Capital District. We are happy to announce that we will be inviting the public to this year's show to enhance the experience for both exhibitor and attendee. The Chamber is proud to showcase the best businesses in our county and show the public why Saratoga County is a great place to work, play and live!

Premier Sponsor \$3,000 (non-exclusive)

- (1) Booth in the Main Room with electric included
- (5) drink tickets to use with booth or guests at your booth
- Receive Booth Attendee List prior to the event and Map of Event
- Your company logo featured on the official Map of the Event
- Option to have a second booth in gallery room or make it a double booth in main room
- Early set up for your exhibit
- Opportunity to display a pop-up banner at registration (provided & setup by your marketing team)
- Company logo on venue screen in entrance to the event
- Your company included in the event press release
- Company logo listed on Event Website
- Company logo listed on email promotions about the event
- Your company featured in a social media post highlighting your sponsorship of the event
- Your company logo featured on a reusable tote given to the first 250 attendees and your company marketing materials included in the bag

Silver Sponsor \$1,000

- (1) Booth in the Main Room with electric included
- Receive Booth Attendee List prior to the event
- Your company name featured as a sponsor on the official Map of the Event
- Early set up for your exhibit
- Your company logo included on the event registration page
- Your company logo included in email promotions about the event
- Your company featured in a social media post highlighting your sponsorship of the event
- Your company marketing materials included in a reusable tote given to the first 250 attendees

Visit our events calendar:



SARATOGA
COUNTY CHAMBER OF
COMMERCE

2024 Southern Saratoga County Business Show and Job Fair

For anyone doing business in and around Southern Saratoga County, this business showcase is for you! This will be held at The Hilton Garden Inn in Clifton Park on April 11, 2024 and is open to all area businesses and the public to make connections and explore new career opportunities.

Twin Bridges Level Sponsor \$1,000 (non-exclusive)

- (1) Booth in the Main Room with electric included
- (5) drink tickets to use with booth or guests at your booth
- Receive Booth Attendee List prior to the event and Map of Event
- Your company logo featured on the Map of the Event
- Early set up for your exhibit
- Banner provided by your marketing team to have at registration
- Your company included in the event press release
- Company logo listed on event website
- Company logo listed on email promotions about the event
- Your company featured in a social media post highlighting your sponsorship of the event

Peebles Island Level Sponsor \$500

- (1) Booth in the Main Room with electric included
- Receive Booth Attendee List prior to the event
- Your company name featured as a sponsor on the Map of the Event
- Early set up for your exhibit
- Your company logo included on the event registration page
- Your company logo included in email promotions about the event
- Your company featured in a social media post highlighting your sponsorship of the event

Visit our events calendar:



SARATOGA
COUNTY CHAMBER OF
COMMERCE

Industry Influencer Series

This engaging event series brings together esteemed community leaders who are at the forefront of their respective industries. Our panelists, accomplished influencers and visionaries, will share their insights, experiences, and perspectives on the current state of their industries.

Gain valuable knowledge and unique perspectives as our panelists delve into key trends, challenges, and opportunities shaping the landscape of their fields. From innovative practices to emerging technologies, these events are a golden opportunity to stay informed and inspired.

Planned series events include:

**Health and Wellness
Trades and Construction
Technology
Agriculture
Horse Racing
Economic Trends**

Influencer Series Sponsorship \$500 Exclusive (\$250 Non Exclusive) Per Event

- Chance to welcome Panelists
- A table in the networking space for your marketing materials
- Your company logo included on the event registration page
- Your company logo included in email promotions about the event
- 4 Complimentary Tickets to the event
- Your company featured in a social media post highlighting your sponsorship of the event



Quarterly Networking Mixers

We are hosting quarterly mixers for 2024. Make important connections at these upcoming events:

- **March 7, 2024- The Bunker, Saratoga Springs**
- **June, 2024 - Location and Date TBD**
- **September 12, 2024- The Saratoga Winery, Saratoga Springs (SOLD)**
- **December 2024- Annual Holiday Mixer (Location TBD)**

Quarterly Networking Mixer Sponsorship \$500 Exclusive (\$250 Non Exclusive) Per Mixer

- Chance to welcome new members at our new member orientation prior to mixer
- A table in the networking space for your marketing materials
- (2) Drink Tickets for the cash bar
- Your company logo included on the event registration page
- Your company logo included in email promotions about the event
- Your company featured in a social media post highlighting your sponsorship of the event

Visit our events calendar:



SARATOGA
COUNTY CHAMBER OF
COMMERCE

Startup and Small Business Summit

This NEW event includes educational opportunities and plenty of networking too! Speakers and sessions will be announced later in 2024.

The summit culminates with our Small Business and Entrepreneurship Awards where we will recognize small business and startup success.

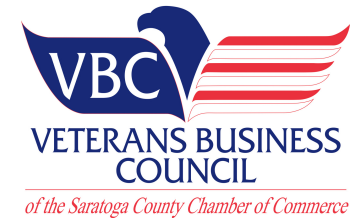
Sponsorships to be announced. This event will take place in November 2024. Please contact Andrea Cole at ACole@Saratoga.Org with any advance interest!

Visit our events calendar:



SARATOGA
COUNTY CHAMBER OF
COMMERCE

Veterans Business Council Annual Sponsorships



The Veterans Business Council of the Saratoga County Chamber of Commerce facilitates opportunities for our military veterans residing in Saratoga County. Efforts include connecting them with the business community to enhance their knowledge of employment opportunities, job or entrepreneurial training, and new business development. The Council also seeks additional opportunities in support of our local veterans.

The Veterans Business Council operates under the Saratoga County Foundation (a 501c3) at the Saratoga County Chamber of Commerce.

Premier Annual Sponsor - \$5,000 annually (Exclusive at this level)

Includes top billing and premier recognition for:

Annual VBC Jamboree (Cornhole Tournament, BBQ and Live Music) – May 23, 2024

- Tournament team entry for 4 teams (8 player registrations total) for the tournament
- 8 BBQ tickets for your tournament team participants
- Your company logo included on the event registration page
- Your company included in the event press release
- Your company logo included in email promotions about the event
- Your company featured in social media about the event
- Welcome opportunity for a representative from your company at the event kickoff

Annual Veterans Business Council Breakfast – October/November TBD 2024

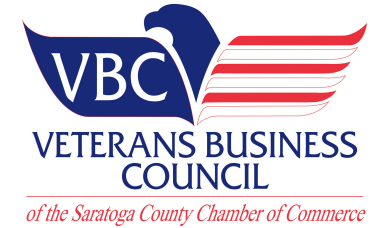
- Table of 8 for you and your guests at the annual VBC Breakfast
- Your company logo on the event program and the event registration page
- Your company included in the event press release
- Your company logo included in email promotions and social media posts about the breakfast
- Welcome opportunity for a representative from your company during the program

Quarterly meet and greet events – Final dates to be announced - Welcome opportunity for all meet and greets and promotion of your support

Your logo and sponsorship included on the VBC page of www.saratoga.org as the Annual Premier Sponsor of the VBC.

One-time, exclusive sponsored email to our VBC email list highlighting your company's support and any key messaging. Content will need to be approved in advance by Chamber staff.

Veterans Business Council Annual Sponsorships



Vanguard Level Annual sponsorship of the major events of the VBC and two quarterly meet and greets - \$2,500

Annual VBC Jamboree (Cornhole Tournament, BBQ and Live Music) – May 23, 2024

- Tournament team entry for 2 teams (4 player registrations total) for the tournament
- 4 BBQ tickets for your tournament participants
- Your company logo included on the event registration page
- Your company included in the event press release at the Vanguard level
- Your company logo included in email promotions about the event at the Vanguard level
- Your company featured in a social media post highlighting your sponsorship of the event

Annual Veterans Business Council Breakfast – October/November TBD 2024

- Table of 8 for you and your guests at the annual VBC Breakfast
- Your company logo on the event program at the Vanguard level
- Your company logo included on the event registration page at the Vanguard level
- Your company included in the event press release at the Vanguard level
- Your company logo included in email promotions about the event at the Vanguard level
- Your company featured in a social media post highlighting your sponsorship of the event

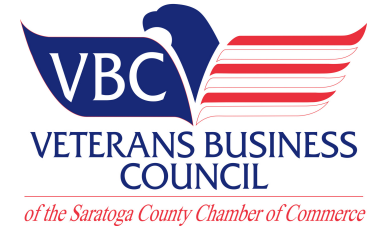
Quarterly meet and greet events – Final dates to be announced

- Welcome opportunity for two meet and greets
- Your company logo included on the event registration pages for the meet and greets
- Your company logo included in email promotions about the meet and greets
- Your company featured in social media about the events

One-time, exclusive sponsor highlight in an email to our VBC email list highlighting your company's support and any key messaging. Content will need to be approved in advance by Chamber staff and is limited to 1,000 words and one image/logo/graphic.

Your logo and sponsorship included on the VBC page of www.saratoga.org as an Annual Vanguard Sponsor of the VBC.

Veterans Business Council Annual Sponsorships



Valor Level sponsorship of the major events of the VBC and one quarterly meet and greet - \$1,500 Annually

Annual VBC Jamboree (Cornhole Tournament, BBQ and Live Music) - May 23, 2024

- Tournament team entry for 1 team (2 player registrations total) for the tournament
- 2 BBQ tickets for your tournament participants
- Your company logo included on the event registration page
- Your company included in the event press release at the Valor level
- Your company logo included in email promotions about the event at the Valor level
- Your company featured in a social media post highlighting your sponsorship of the event

Annual Veterans Business Council Breakfast – October/November TBD 2024

- Table of 4 for you and your guests at the annual VBC Breakfast
- Your company logo on the event program at the Valor level
- Your company logo included on the event registration page at the Valor level
- Your company included in the event press release at the Valor level
- Your company logo included in email promotions about the event at the Vanguard level
- Your company featured in a social media post highlighting your sponsorship of the event

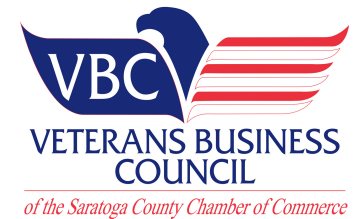
Quarterly meet and greet events – Final dates to be announced

- Welcome opportunity for one meet and greet
- Your company logo included on the event registration page for the meet and greet you choose
- Your company logo included in email promotions about the meet and greet you choose
- Your company featured in social media about the meet and greet you choose

One-time, non-exclusive sponsor highlight in an email to our VBC email list highlighting your company's support and any key messaging. Content will need to be approved in advance by Chamber staff and is limited to 500 words and one image/logo/graphic.

Your logo and sponsorship included on the VBC page of www.saratoga.org as an Annual Valor Sponsor of the VBC.

Veterans Business Council Event-Only Sponsorships



VBC Jamboree (Cornhole, BBQ & Music) - May 23, 2024

To raise funds for its programs and scholarships, the VBC holds a VBC Jamboree, including cornhole, BBQ and live music. This is scheduled for May 23, 2024.

VANGUARD Level Event Sponsor - VBC Jamboree – May 23, 2024 - \$1,000

- Tournament team entry for 2 teams (4 player registrations total) for the tournament plus 4 BBQ tickets for your participants
- Your company logo included on the event registration page
- Your company included in the event press release at the Vanguard level
- Your company logo included in email promotions about the event at the Vanguard level
- Your company featured in a social media post highlighting your sponsorship of the event

VALOR Level Event Sponsor - VBC Jamboree – May 23, 2024 - \$500

- Tournament team entry for 1 team (2 player registrations total) for the tournament plus 2 BBQ tickets for your participants
- Your company logo included on the event registration page
- Your company included in the event press release at the Valor level
- Your company logo included in email promotions about the event at the Valor level
- Your company featured in a social media post highlighting your sponsorship of the event

VBC Annual Breakfast - October/November TBD 2024

To raise funds for its programs and scholarships, the VBC holds an annual breakfast which is scheduled for late October or early November of 2024.

VANGUARD Level Event Sponsor - Veterans Business Council Breakfast – October/November TBD 2024 - \$1,000

- Table of 8 for you and your guests at the annual VBC Breakfast
- Your company logo on the event program at the Vanguard level
- Your company logo included on the event registration page at the Vanguard level
- Your company included in the event press release at the Vanguard level
- Your company logo included in email promotions about the event at the Vanguard level
- Your company featured in a social media post highlighting your sponsorship of the event

VALOR Level Event Sponsor - Veterans Business Council Breakfast – October/November TBD 2024 - \$500

- Table of 4 for you and your guests at the annual VBC Breakfast
- Your company logo on the event program at the Valor level
- Your company logo included on the event registration page at the Valor level
- Your company included in the event press release at the Valor level
- Your company logo included in email promotions about the event at the Vanguard level
- Your company featured in a social media post highlighting your sponsorship of the event

Women in Business Council

Annual Council Sponsorship \$1,500/year (Exclusive)

- A company representative to welcome attendees and be recognized at each council networking event throughout the year
- Your marketing materials at the registration table at each council networking event
- Your company logo included on the event registration page for each council networking event
- Your company logo included in email promotions about each council networking event
- Your company featured in a social media post highlighting your sponsorship of each council networking event

Please note:

The Women In Business Mixer held each June with partnering Chambers of Commerce is a joint venture therefore this is not an exclusive sponsorship; however you would be recognized as a major sponsor of that event with your Annual Council Sponsorship.

- Your company would receive 4 Tickets to the Co-Hosted Women in Business Event and all major sponsor benefits



YPN (Young Professionals Network)

This network is for young professionals on the rise, with networking and educational opportunities planned. Make connections to help grow your business and career!

Annual Council Sponsorship \$1,500/year (Exclusive)

- A company representative to welcome attendees and be recognized at each council networking event throughout the year
- Your marketing materials at the registration table at each council networking event
- Your company logo included on the event registration page for each council networking event
- Your company logo included in email promotions about each council networking event
- Your company featured in a social media post highlighting your sponsorship of each council networking event

Visit our events calendar:



SARATOGA
COUNTY CHAMBER OF
COMMERCE

Impact Sector Council

This council is a dynamic group of non-profit leaders making an impact in the community. The group includes networking, education and connection opportunities throughout the year.

Annual Council Sponsorship \$1,500/year (Exclusive)

- A company representative to welcome attendees and be recognized at each council networking event throughout the year
- Your marketing materials at each council networking event at the entrance/registration area
- Your company logo included on the event registration page for each council networking event
- Your company logo included in email promotions about each council networking event
- Your company featured in a social media post highlighting your sponsorship of each council networking event

SOLD FOR 2024

Visit our events calendar:



SARATOGA
COUNTY CHAMBER OF
COMMERCE

COMMUNITY CAMPAIGNS



SARATOGA COUNTY
RESTAURANT
WEEK

SARATOGA
COUNTY CHAMBER OF
COMMERCE



Restaurant Week

The Chamber hosts Restaurant week every year in the first quarter. This campaign typically features more than 50 restaurants with prix-fixe menus for Breakfast, Lunch and/or Dinner the week of March 6-March 13, 2024. This highly visible campaign is a great promotional opportunity!

Presenting Sponsor \$2,500 (non-exclusive)

- Your company logo listed on Chamber website promoting the week
- Your company logo listed on WNYT Commercial promotion
- Your company logo included on the event posters at participating restaurants
- Your company logo included in email promotions about the week sent to more than 10,000 subscribers
- Your company logo listed in event calendars promoting the week on the Saratoga Springs City Center, Saratoga.Com, Saratoga DBA, Skidmore and Discover Saratoga
- Your company featured in a social media post highlighting your sponsorship of the promotion
- Your company included in the event press release

Supporting Sponsor \$1,000

- Your company logo listed on Chamber website promoting the week
- Your company logo listed in event calendars on Chamber website, Saratoga Springs City Center, Skidmore, Saratoga.Com, Saratoga DBA and Discover Saratoga
- Your company featured in a social media post highlighting your sponsorship of the promotion
- Your company name included in email promotions about the week sent to more than 10,000 subscribers

Visit our events calendar:



SARATOGA
COUNTY CHAMBER OF
COMMERCE

Love Our Locals \$20.24

Love Our Locals \$20.24 will run for the last eight weeks of 2024, through the holiday season.

This annual campaign by The Saratoga County Chamber of Commerce is an ongoing effort to show support for our local businesses and non-profit organizations. During the campaign, when you shop at, dine in (or take out), pay for a service, donate to, or hire a local Saratoga County business or non-profit organization and spend \$20.24 or more, you will have the chance to win \$100 in gift cards from Saratoga County businesses!

Partner Sponsor \$2,500 (non-exclusive)

- Your company logo listed on Chamber website promoting the campaign throughout the 8-week duration
- Your company logo listed on WNYT Commercial promotion
- Your company logo included on the event posters at local businesses participating and promoting this campaign
- Your company logo included in email promotions about the campaign weekly to more than 10,000 subscribers
- Your company featured in social media posts highlighting your sponsorship of the promotion throughout the entire 8-week campaign.
- Your company featured in a press release announcing the campaign as well as the wrap-up press release post-campaign



Upstate of Business

The Upstate of Business is a news segment aired daily through WNYT at the 4:30pm news and the following morning news at 6am. The Chamber works with our members who are celebrating exciting milestones, grand openings or new advancements in their business and visit to film a 2 minute segment, grab B Roll photos and videos, and assist in the creation of the script for WNYT on-air news anchors.

Partner Sponsor \$2,500 (non-exclusive)

- Your company logo listed on WNYT for each segment daily (News Channel 13)
- Your company logo included in email promotions about the segment
- Your company featured in a social media post highlighting your sponsorship of the news segment for when our members are aired



Saratoga
County
Snapshot

SARATOGA
COUNTY CHAMBER OF
COMMERCE

2024 Ribbon Cutting Sponsor

The Chamber hosts ribbon cutting and grounding breaking ceremonies to commemorate grand openings, new investments, new office locations and special anniversaries and milestones for our business community year round. Just in 2023, the chamber had an average of 100 ceremonies celebrated in one year!

Ribbon Cutting Sponsor - \$5,000 annually (Exclusive)

- Logo and links in monthly E-blast /E-newsletter about our celebrations
- Logo and links on Website Calendar of Events
- Logo and links on our special Ribbon Cutting website
- Logo included in Ribbon Cutting Invitation Email that goes to media, local elected officials and the business community
- You or someone from your office attend ribbon cutting, make a short speech and help cut the ribbon.
- Ribbon Cutting photos sent to newspapers and media with your mention.
- Ribbon Cutting photos shared on Chamber Social Media with your company mentioned in each post as our sponsor.

SOLD FOR 2024

Visit our events calendar:



COMMUNITY EVENTS



Saratoga Giant Pumpkinfest

The Saratoga County Chamber and the Great Pumpkin Commonwealth unite to bring a national competition to Saratoga Springs every September! At the Saratoga City Center Parking Garage on September 28th, the community is invited to witness 1,000 pound pumpkins from growers all over NYS, New England, and even the country to weigh in their produce at this national competition! We invite member food vendors, family friendly activities and fun while children and adults alike are in awe of these gaints! We welcome thousands of spectators each year to our downtown community!

Presenting Sponsor \$2,500 (Exclusive)

- Your company logo listed on Chamber website promoting the event
- Your company logo listed on WNYT Commercial promotions featuring the event
- Your company logo included in email promotions about the competition
- Your company logo listed in event calendars promoting the event on the Saratoga Springs City Center, Saratoga.Com, Saratoga DBA, Skidmore and Discover Saratoga
- Your company featured in a social media post highlighting your sponsorship of the event
- Your company logo featured on winning certificates
- Your company logo featured on the back of the official event t-shirts
- Your company logo included on the City Center marquee promoting the event

Supporting Sponsor \$1,000

- Your company logo listed on Chamber website promoting the event
- Your company name included in email promotions about the event
- Your company featured in a social media post highlighting your sponsorship of the competition
- Your company gets a booth/vendor space at the event (10x10)
- Your company included on event signage promoting the event
- Your company name featured on the back of the official event t-shirts

Vendor Space \$500

- Your company listed on Chamber website promoting the event
- Your company name included in email promotions about the event
- Your company featured in a social media post highlighting your sponsorship of the competition
- Your company gets a booth/vendor space at the event (10x10)



Saratoga's 4th of July All-American Celebration

Join the Saratoga County Chamber with the great celebration in Saratoga Springs honoring our country's birthday! Your sponsorship will provide the community with a free, family friendly outdoor concert located on Ellsworth Jones Place and Broadway in Saratoga Springs and end the evening with a beautiful firework display!

Please Contact Andrea Cole at acole@saratoga.org for sponsorship information on this event.

Sponsorship levels start at \$5,000.



MARKETING

Instagram



Find us on



Enhanced Paid Promotion and Ads

The Chamber has 21k followers on Facebook, more than 10k subscribed email addresses and 9k followers on Instagram! If you are looking to spread the word on a new sales promotion, event, or advertise for your business, the chamber's platforms are a great reach to those in the community that are interested in shopping and supporting local businesses! Let us add extra power to your promotion with a paid opportunity to boost your post or feature you in our emails beyond our organic reach. There are several ways to enhance your social media and digital presence with our following and your membership!

Boosted Post - \$100 per post

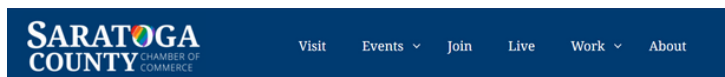
For \$100, your post could be boosted to share geographically and for a longer period of time over other organic posts on social media. Get more eyes on your business and product and start to build your brand awareness! You will supply photos and copy and we will share and boost to our 21k followers and beyond!

Email Sponsor - \$250 per email

You supply an ad (780x200 px) and a link to a website that you wish to have connected to your ad and we will post in our Wednesday event email. Our email goes to more than 10,000 subscribers and has above-average open rates.

Business Directory Banner Ad Promotions - \$800 annually per category

Stand out from the crowd with a 480x60 banner ad promoting your business in our highly visible Business Directory on www.saratoga.org. This is a one-year commitment and pricing is for one ad per business category.



Banks

Your Business Ad Here!

Keyword

Results Found: 51

Email Ad Example

Banner Ad Example



SPONSORSHIP COMMITMENT FORM

Please complete and send to Andrea Cole at acole@saratoga.org or call 518-584-3255

Annual Chamber Celebration (pages 6-7)

- Premier Triple Crown - \$7,500
- Travers Stakes - \$5,000
- Whitney Stakes - \$3,000
- Jim Dandy Stakes - \$2,000
- Beverage - \$4,000
- Dessert Table - \$1,500

Chamber Golf Outing (pages 8-9)

- Premier - \$2,500
- Eagle - \$1,000
- Lunch - \$1,500
- Beverage - \$1,500
- Contest - \$800 per contest
- Ball - \$750 plus balls provided
- Tee - \$150

Saratoga County Business Showcase (page 10)

- Premier - \$3,000
- Silver - \$1,000

Southern Saratoga Business Show and Job Fair (page 11)

- Twin Bridges Level - \$1,000
- Peebles Island Level - \$500

Industry Influencer Series (page 12)

- Exclusive - \$500 per event
- Non-Exclusive - \$250 per event

Quarterly Networking Mixers (page 13)

- Exclusive - \$500 per event
- Non-Exclusive - \$250 per event

Startup & Small Business Summit (p. 14)

- Email acole@saratoga.org for info

Veterans Business Council (pages 15-18)

- Premier - Annual - \$5,000
- Vanguard - Annual - \$2,500
- Valor - Annual - \$1,500
- Vanguard - VBC Jamboree Only - \$1,000
- Valor - VBC Jamboree Only - \$500
- Vanguard - VBC Breakfast Only - \$1,000
- Valor - VBC Breakfast Only - \$500

Women In Business Council (page 19)

- Annual - \$1,500 (exclusive)

Young Professionals Network (page 20)

- Annual - \$1,500 (exclusive)

Impact Sector (page 21)

- SOLD for 2024 - Annual - \$1,500 (exclusive)

Restaurant Week (page 23)

- Presenting Sponsor - \$2,500 (non-exclusive)
- Supporting Sponsor - \$1,000

Love Our Locals (page 24)

- Partner Sponsor - \$2,500 (non-exclusive)

Upstate of Business (page 25)

- Partner Sponsor - \$2,500 (non-exclusive)

Ribbon Cutting Sponsor (page 26)

- \$5,000 - SOLD for 2024 (exclusive)

Saratoga Giant Pumpkinfest (page 28)

- Presenting - \$2,500 (exclusive)
- Supporting - \$1,000
- Vendor - \$500

July 4th All-American Celebration (p. 29)

- Starts at \$5,000 - Email acole@saratoga.org for info

Enhanced Paid Promotion & Ads (p. 31)

- Boosted Post - \$100 per post
- Email Ad - \$250 per ad
- Directory Banner Ad - \$800 annually per ad

Name _____

Company _____

Email _____

Phone _____

My payment is enclosed.
 Make check payable to Saratoga County Chamber of Commerce and mail to:
**Saratoga County Chamber of Commerce,
 28 Clinton St., Saratoga Springs, NY
 12866.**

Please invoice me.

Visit our entire sponsorship packet online by scanning this QR code.

