

SARATOGA

COUNTY

CHAMBER OF
COMMERCE



2025

SPONSORSHIP OPPORTUNITIES

WWW.SARATOGA.ORG

SARATOGA COUNTY CHAMBER SPONSORSHIP FORM

Please complete and send to Andrea Mulholland at amulholland@saratoga.org or call 518-584-3255 ext 211.

Annual Chamber Celebration (pg. 3-4)

- Premier Triple Crown - \$5,000
- Travers Stakes - \$4,000
- Beverage Sponsor - \$4,500
- Whitney Stakes - \$3,000
- Jim Dandy Stakes - \$2,000
- Dessert Sponsor - \$2,000
- Sole Proprietor Partner Sponsor - \$350

Chamber Golf Outing (pg. 5-6)

- Premier - \$2,500
- Eagle - \$1,000
- Lunch - \$1,500
- Cart- \$1,500
- Breakfast- \$1,500
- Contest- \$800 per contest
- Tee - \$150

Saratoga County Business Showcase (pg. 7)

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

Industry Influencer Series (pg. 8)

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

Networking Mixers (pg. 9)

- Non-Exclusive - \$250 per event

Veterans Business Council Jamboree (pg. 10)

- Commander Level - \$1,000
- Ace Level - \$500

Veterans Business Council Breakfast (pg. 11)

- Vanguard Level - \$1,000
- Valor Level - \$500

VBC Meet & Greets (pg. 12)

- Annual - \$500

Women In Business Council (pg. 13)

- Annual - \$2,500 (exclusive)

Women In Business Expo (pg. 14)

- Main Sponsor - \$500
- Supporting Sponsor - \$250

Impact Sector Sessions (pg. 15)

- Annual - \$1,500 (exclusive)

Restaurant Week (pg. 16)

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

Love Our Locals (pg. 17)

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

Upstate of Business (pg. 18)

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

Upstate of Business Awards Night (pg. 19)

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

Economic Insiders Report Emails (pg. 20)

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

Pitch In Campaign (page 21)

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

Building Belonging Workshop (page 22)

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

Saratoga Giant Pumpkinfest (page 23)

- Presenting - \$2,500 Member Only
- Supporting - \$1,000 Member Only
- Vendor - \$100 Member/\$550 Non-Member

Belmont on Broadway (p. 24)

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

July 4th All-American Celebration (p. 25)

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

Saratoga New Year's Eve Celebration (p. 26)

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

Enhanced Paid Promotion & Ads (p. 27)

- 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, 21 Congress St. Suite 202, Saratoga Springs, NY 12866.

- Please invoice me.

Please complete and send to Andrea Mulholland at amulholland@saratoga.org or call 518-584-3255 ext 211.



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.



May 8 - 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 8 at the 1863 Club at Saratoga Race Course.

Premier Sponsor Level - The Triple Crown Sponsor \$5,000 (non-exclusive)

- Reserved Seating for 10 Guests with Logo Displayed on Reserved Sign at Event
- 4 Email promotions on Wednesday Event Email leading to the Event
- 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 posts about the event

Travers Stakes Sponsor Level - \$4,000

- 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 posts about the event

Whitney Stakes Sponsor - \$3,000

- Exclusive Sponsor Reception invitation for (5) guests
- Two drink tickets for each of your guests (10 total)
- 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 posts about the event

Visit our events calendar:



May 8 - Annual Chamber Celebration

(Continued)

Jim Dandy Stakes Sponsor \$2,000

- Exclusive Sponsor Reception invitation for (2) Guests
- Two drink tickets for each of your guests (4 total)
- (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- \$4,500 (Exclusive)

- Reserved Table for (10) with company logo on signage
- Exclusive Sponsor Reception Invitation for your (10) guests
- Open Bar for your guests (10) for the Sponsor Reception and Main Celebration
- Custom napkins with your logo at the bar
- 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 Sponsor - \$2,000 (Exclusive)

- Exclusive Sponsor Reception invitation for (2) guests
- Two drink tickets for each of your guests (4 total)
- Your company logo on signage at the dessert station
- 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 posts about the event

Sole Proprietorship Partner Sponsor- \$350

- Only available to sole proprietor members
- Exclusive Sponsor Reception invitation for (1) Guest
- Your company logo included on the event registration page
- Your company name listed on the indoor screens at the event
- Your company name included in email promotions about the event
- Your company featured in social media at the event

Please Email Andrea Mulholland directly for this sponsorship at AMulholland@saratoga.org.

Visit our events calendar:



Chamber 9 Hole Golf Tournament

This 9 Hole Golf Outing will be held in the morning on June 23, 2025 at The Saratoga Lake 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 tee signage, a table with marketing materials and company representatives to greet golfers
- Your company included in the event press release
- Your company recognized at awards ceremony
- 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 tee signage included with a company representative at the hole to network
- Your company logo included on outing program
- Your company name included on the event registration page
- Your company name 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 (exclusive)

- (1) Foursome included
- Your company recognized at awards ceremony and lunch following golf
- 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

Cart Sponsor \$1,500 (exclusive)

- (1) Foursome included
- Includes cart sign with business logo on every cart promoting your business
- You get to “takeover” one hole with tee 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 and in event email promotions
- Your company featured in social media posts about the event

Chamber 9 Hole Golf Tournament

This 9 Hole Golf Outing will be held in the morning on June 23, 2025 at The Saratoga Lake Golf Club.

Breakfast Sponsor \$1,500

- (1) Foursome included
- Your company represented at Registration with signage
- Your company recognized before shotgun start as the breakfast sponsor
- Your company featured at breakfast via signage
- Your company mentioned at awards ceremony
- 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

Contest Sponsor \$800 (First Come First Serve, limited to only three contests, Longest Drive, Closest to Pin, Putting)

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

Tee Sponsor \$150

- Your company logo on a tee sign at a designated hole on the course
- Your company name included in email promotions about the event
- Your company logo included on the event registration page

Visit our events calendar:



October 14 - Saratoga Business Showcase

This event attracts hundreds of business professionals and entrepreneurs from all over the Capital District and is also open to the public. 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
- Company logo on signage at the 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

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

Visit our events calendar:



Industry Influencers

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.

Planned series events include:

- **Outlook for Construction Industry in 2025 with Saratoga Economic Development Corporation (January)**
- **Economic Impact of Tourism with NYRA, SPAC, Casino and Battlefield (April)**
- **Technology & Medicine (November)**

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

- Chance to welcome Panelists and Attendees
- 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



Visit our events calendar:



Networking Mixers

We host networking mixers throughout the year in all parts of our county. Make important connections at these upcoming events:

- **“The Biggest & BEST Networking Mixer of 2025- February 6, The Brookmere, 4:30pm-6:30pm, Saratoga Springs**
- **Spring Networking Mixer- TBD Location, Date**
- **Fall Networking Mixer- TBD Location, Date**
- **December 11th, 2025- Annual Holiday Mixer at The Parting Glass, 4:30pm-7pm, Saratoga Springs**

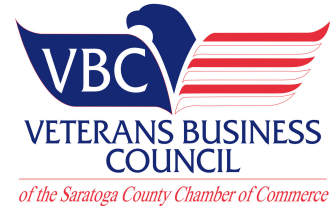
Networking Mixer Sponsorship \$250 Non Exclusive Per Mixer (Industry Exclusive)

- 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:



VBC Jamboree



Planned for May of 2025, The Veterans Business Council Jamboree (Cornhole, BBQ & Music) raises funds for Veterans programs and scholarships supporting Saratoga County Veterans. This fun, family-friendly event features a cornhole tournament, live music and BBQ for eat-in or takeout.

COMMANDER Level Event Sponsor - \$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

ACE Level Event Sponsor - \$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



Visit our events calendar:



VBC Veterans Breakfast



VBC Annual Breakfast - Wednesday, November 5th

The annual Veterans Business Council Breakfast raises funds for Veterans programs and scholarships supporting Saratoga County Veterans.

VANGUARD Level Event Sponsor - Veterans Business Council Breakfast - \$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 - \$500

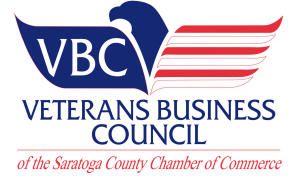
- Table of 4 for you and your guests at the annual VBC Breakfast
- Your company logo on the event program at the Valor level
- Your company logo included on the event registration page at the Valor level
- Your company included in the event press release at the Valor level
- Your company logo included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



Visit our events calendar:



VBC Meet and Greets/Mixers



The Veterans Business Council hosts quarterly meet and greet events and occasional mixers to connect Veterans and those who support Veterans in Saratoga County.

Annual Meet and Greet/Mixer Sponsor - \$500 (Non-Exclusive)

- Your company logo on the event promotional materials
- Your company logo included on the event registration page
- Your company included in any event press releases
- 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:



Women In Business Council

Annual Council Sponsorship - \$2,500/year (Exclusive)

Mixer- February 12th, 5:30-7pm at Saratoga Wine Exchange

Womens Breakfast/Lunch Learning Social- Bright Sighted, April 2025 TBD Date

Women's Expo- May 21st, from 4-6:30pm, Saratoga Winery

Women's Fall Social- TBD Date and Location

Women's Holiday- TBD Date and Location

- 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
- Your company also included as a Main Sponsor (non-exclusive as this is a separate event) for Women's Expo set for May 21, 2025 at The Saratoga Winery



Visit our events calendar:



May 21 - Women's Expo

This brand new expo will help highlight women owned and run businesses and non-profits in Saratoga County! This will take place on May 21, 2025 from 4-6:30pm at The Saratoga Winery

Main Sponsor \$500 (non-exclusive)

- (4) Drink Tickets
- One table space reserved during the event
- Option to bring pull up banners for Registration Table
- Company logo listed on event website
- Company logo included on map given at registration
- Company logo listed on email promotions about the event
- Your company featured in a social media post highlighting your sponsorship of the event

Supporting Sponsor \$250

- (2) Drink Tickets
- One table space reserved during the event
- Company logo listed on event website
- Company name included on map given at registration
- Company logo listed on email promotions about the event
- Your company featured in a social media post highlighting your sponsorship of the event

Visit our events calendar:



Impact Sector Sessions

This is a dynamic group of non-profit leaders making an impact in the community. The sessions include networking, education and connection opportunities quarterly throughout the year for non-profit executives and board members.

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

- A company representative to welcome attendees and be recognized at each quarterly session.
- Your marketing materials at each session at the entrance/registration area
- Your company logo included on the event registration page for each session
- Your company logo included in email promotions about each session
- Your company featured in session social media posts highlighting your sponsorship



Visit our events calendar:



February 26 - March 6 Restaurant Week



This promotional campaign from the Saratoga County Chamber of Commerce typically features more than 50 restaurants with prix-fixe menus for Breakfast, Lunch and/or Dinner and is scheduled for the week of February 26 -March 6, 2025. 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 promotions
- 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:



Nov. 1 - Dec. 31 - Love Our Locals \$20.25

This annual campaign by The Saratoga County Chamber of Commerce promotes and shows support for our local businesses and non-profit organizations. During the campaign, when anyone shops at, dines in (or takes out), pays for a service, donates to, or hires a local Saratoga County business or non-profit organization and spends \$20.25 or more, they will have the chance to win \$100 in gift cards from Saratoga County businesses! This is a highly visible opportunity to promote your brand!

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 promotions for the campaign
- 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



Visit our events calendar:



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



Visit our events calendar:



April 6 - Upstate of Business Awards

Join regional business leaders as we celebrate and recognize businesses featured during the past year on The Upstate of Business news segment. The Chamber will be collaborating with other local chambers in the area that have participated in the 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.

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

- Your company logo listed on registration website (10) Tickets included for Awards Night
- A reserved table for (10) at the Cocktail Reception with company logo listed
- Your company logo included in email promotions about the Awards Night
- Opportunity to bring your own company banners to the event for Registration
- Your company featured in a social media post highlighting your sponsorship of the Awards Night



Visit our events calendar:



Economic Insider Report Email


The Chamber's monthly Saratoga County Insider email provides a look at the area's economic development, including statistics and insight on sales tax, lodging, real estate, labor force and other trends, along with the Saratoga County Stock Watch and additional information provided by Saratoga Financial Services.

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

- Your company logo featured prominently in each monthly email
- Your company featured in a social media post highlighting your sponsorship every month the new edition is released

Saratoga County Insider

Your monthly snapshot of the economic health of our Saratoga County community!



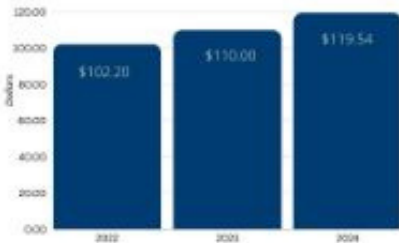
Saratoga County saw positive trends this summer, with hotel revenue per available room (RevPAR) on the rise, influenced by a surge due to the Belmont Stakes Festival. Sales tax collections increased by 8.1% in Saratoga Springs and 3.7% across the county. Meanwhile, the median home price in the county grew 7% to \$435,000. Unemployment in the county increased to 3,900 residents, pushing the unemployment rate to 3.2% amid a shrinking labor force.

[Become a Saratoga County Insider](#)

Saratoga County lodging properties saw uptick in RevPAR this summer

Revenue per available room for Saratoga County hotels through August of 2024 was \$119.54, up 8.7 percent from the \$110.00 RevPAR recorded in the same time in 2023. Through the first eight months of 2024, hotel occupancy in Saratoga County is up 3.9 percent and the average daily rate is up 4.6%. Of special note is that RevPAR was up 19.2 percent in June, 5.3 percent in July, and 1.4 percent in August. This indicates that the month of June - when the Belmont Stakes Festival took place over four days - had a very positive impact on our lodging operations across Saratoga County.

Saratoga County Revenue Per Available Room (RevPAR) January-August



| Year | RevPAR |
|------|----------|
| 2022 | \$102.20 |
| 2023 | \$110.00 |
| 2024 | \$119.54 |

Visit our events calendar:



February - Pitch In Campaign

This month-long campaign by The Saratoga County Chamber of Commerce promotes giving back and volunteerism in Saratoga County. Show your love for Saratoga by supporting this initiative.

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

- Your company logo listed on Chamber website promoting the campaign
- Your company logo included on the event posters at local businesses and non-profits participating in 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
- Your company featured in a press release announcing the campaign

PITCH-IN

Lending a helping hand throughout Saratoga County



Visit our events calendar:



October 2025 - Building Belonging

This workshop explores topics related to Talent Recruitment & Retention with a focus on fostering a sense of belonging in our companies and communities. This event is co-hosted with the Adirondack Regional Chamber of Commerce.

Past events have featured an author/expert presentation, as well as panelists with thought leaders from area companies.

Partner Sponsor \$500

- 2 Tickets for the event
- Sponsorship recognition during event remarks
- Logo included on the event registration page
- Logo included on the primary marketing pieces for the event
- Logo included in social media promoting the event
- Marketing materials and/or promotional items can be placed on the registration table for all attendees to take/view



Visit our events calendar:



Saratoga Giant Pumpkinfest

Saturday, September 27, 2025



The Saratoga County Chamber and the Great Pumpkin Commonwealth unite to bring a national competition to Saratoga Springs every September! On Saturday, September 27th, 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! The event includes food vendors, family friendly activities and more. Location TBA.

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

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 \$100 for Members/\$550 for Non-Members

- 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)

Visit our events calendar:



Dec. 31 - Saratoga New Year's Eve

Join the Saratoga County Chamber in collaboration with The Saratoga Springs City Center, Discover Saratoga and the Saratoga Springs Assessment District in ringing the new year in Downtown Saratoga!

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 Mulholland at amulholland@saratoga.org for sponsorship information on this event.

Sponsorship levels start at \$5,000.



Visit our events calendar:



June 4 - Belmont on Broadway

Join the Saratoga County Chamber in collaboration with The Saratoga Springs City Center, Discover Saratoga, Saratoga County, and the Saratoga Springs DBA brings back the hugely successful Belmont on Broadway event in 2025.

In 2024, thousands enjoyed a first-of-its-kind concert on Broadway in Saratoga Springs featuring Blues Traveler to kick off the Belmont Festival.

Your sponsorship will provide the community with a free, family friendly outdoor concert again in 2025 to start another successful Belmont Festival.

Please Contact Andrea Mulholland at amulholland@saratoga.org for sponsorship information on this event.

Sponsorship levels start at \$5,000.



Visit our events calendar:



July 4 - 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 Mulholland at amulholland@saratoga.org for sponsorship information on this event.

Sponsorship levels start at \$5,000.



Visit our events calendar:



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.

Email Ad Example

Banner Ad Example