

Schenectady County



-EVENTS-

2024 SEASON

SPONSORSHIP PACKET

PEDAL, PADDLE, RUN

SUMMERNIGHT

4TH ON THE THIRD

RUN THE RUNWAY

HOLIDAY PARADE



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SCHENECTADY COUNTY SPECIAL EVENTS

In 2023 Schenectady County Special Events held nearly half a dozen different events throughout the county, with more than 50,000 people attending. The goal of our Special Events is to showcase Schenectady County as a great place to Live, Work, Play, and Visit over and over again! In 2024, Schenectady County will look to capitalize on our anticipated increased tourism opportunities and grow our current event line-up to attract even more visitors to Schenectady County.

Support from our community partners is the key to making each event successful. With the exception of Pedal-Paddle-Run, all of the county events are free to attend, including most activities offered.

Why support Schenectady County events? Aside from helping support amazing community events, your company will be included as a partner on promotional materials used across multiple marketing platforms for each event reaching thousands of individuals throughout the northeast region. In 2023 our marketing partners included WTEN, Daily Gazette, and Albany Broadcasting, with additional promotions through various web and social media outlets including Schenectady County, Discover Schenectady and other partner organizations. Your company will also be featured in specific event banners and signage distributed throughout Schenectady County and placed on-site at each event.



PEDAL, PADDLE, RUN

MAY 11, 2024 | NISKAYUNA BOAT HOUSE

“Not your typical triathlon”, this unique event attracts athletes from around the northeast every year. The event consists of three distinct legs: a 7-mile bike loop on the Empire State Trail and along Aqueduct Road, a 2-mile kayak paddle on the Erie Canal, and a 5K run along the scenic Mohawk River.

- **Event Attendance: 500+**
- **Media Exposure: 240,000 impressions**



SCHENECTADY COUNTY SUMMERNIGHT

JULY 12, 2024 | DOWNTOWN SCHENECTADY

The Capital Region's Biggest Summer Block Party, Schenectady County SummerNight celebrates nearly twenty years on State Street with fun and excitement for the entire family. SummerNight is filled with live music, great food, games and entertainment, including Grammy-Award winning band, Arrested Development. Made popular for their chart-topping hits, “Tennessee”, “Mr Wendal”, and “People Everyday”. SummerNight is perfectly positioned for maximum exposure on Friday July 12th beginning at 5:00pm and finishing with fireworks at 10:00pm.

- **Event Attendance: 25,000+**
- **Media Exposure: 835,000 impressions**



4TH ON THE THIRD INDEPENDENCE DAY CELEBRATION

JULY 3RD, 2024 | MAYBEE FARM HISTORICAL SITE

For more than a decade, the Capital Region gathers to celebrate Independence Day at the historic Mabee Farm, the oldest working farm in New York's Mohawk Valley.

Families and friends spread a blanket on the lawn and enjoy live music, family fun, and a spectacular firework show over the Mohawk River. Additional highlights include tours of the historic farm with a storied colonial past, shop a variety of local crafters, and enjoy summertime favorites from local food vendors.

- **Event Attendance: 2,000+**
- **Media Exposure: 230,000 impressions**



RUN THE RUNWAY

September 14, 2024 | Schenectady County Municipal Airport

Another highly-unique event, this 5K race takes place on the runway and taxiways of the airport while spectators and the public meet various exhibitors, vendors, and tours of the Empire State Aerosciences Museum. This event also attracts walkers, runners, and elite athletes looking for a special event to add to their resume.

- **Event Attendance: 700+**
- **Media Exposure: 250,000 impressions**

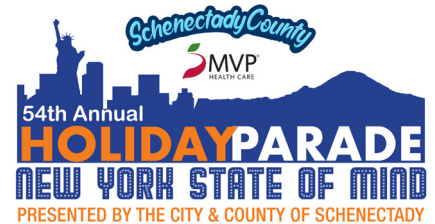


ANNUAL HOLIDAY PARADE

November 23, 2024 | Downtown Schenectady Route

The Northeast's Largest Nighttime Holiday Parade. For more than 54 years, Schenectady County families and friends usher in the holiday season in Downtown Schenectady with sparking floats, glittering firetrucks, marching bands, dance troupes, and a special visit from Santa Claus. Each year features a Grand Marshall and the 2023 parade was officially started by Governor Kathy Hochul.

- **Event Attendance: 25,000+**
- **Media Exposure: 1,500,000 impressions**



SEASON SPONSORSHIP PACKAGES

PARTNER WITH SCHENECTADY COUNTY FOR AN UNFORGETTABLE SEASON

Join us in a season of dynamic events and make your mark as a sponsor. Our curated sponsorship packages offer diverse opportunities for brand exposure, audience engagement, and community involvement. Whether you seek extensive media reach or unique promotional channels, we have the perfect platform for your brand to thrive. Partner with us and be part of an extraordinary season of shared success and memorable experiences.

- Pedal, Paddle, Run
- Schenectady County SummerNight
- 4th on the Third Independence Day Celebration
- Run the Runway
- Annual Holiday Parade



PRESENTING SPONSORSHIP | \$40,000

BEFORE THE EVENTS

- Recognition as a Presenting Sponsor of all five events, especially SummerNight and the Holiday Parade in all correspondence and promotion.
- Logo in all press releases and posters, Chamber newsletter and website, and advertising including the ads in the Daily Gazette. (Size to match all supporting sponsors)
- Premiere Sponsors will receive logo recognition on all advertising materials including: TV commercials on Media Partners TBD, the opportunity to appear in media interviews TBD, Social media for the County, Discover Schenectady and other partners, mention on more than thirty community calendars across the region. Additionally, Open Stage Media, OSM, will be videotaping the signature events for view-on-demand enjoyment throughout the holiday season. Estimated at more than 500,000 impressions.
- Participation in media events, such as press conferences, studio appearances, etc.
- Custom social media toolkit for your company with event branding, includes copy and graphics to simply post and promote
- Name recognition on Schenectady County Facebook posts.
- Framed sponsor certificate

DAY OF EVENTS

- Banner at Summer Night and in Holiday Parade acknowledging company as a Presenting Sponsor
- Logo/company name acknowledged on the Holiday Parade Review Stand, and on the Bleachers (sponsor provided).
- Logo/company name on all onsite signage
- Invitation for six people of your choice to join the judges on the reviewing stand and all VIP areas.
- Eight complimentary registrations at the two athletic events
- Complimentary Holiday Parade Entry



PREMIERE SPONSORSHIP | \$25,000

BEFORE THE EVENTS

- Recognition as a Premiere Sponsor of all five events in all correspondence and promotion.
- Logo in all press releases and posters, social media advertising, and print & digital advertising including the ads
- The Premiere Sponsor will receive name recognition on all advertising materials including: TV commercials on Media Partners TBD, social media for the County, Discover Schenectady and other partners, mention on more than thirty community calendars across the region. Estimated at more than 500,000 impressions.
- Custom social media toolkit for your company with event branding, includes copy and graphics to simply post and promote
- Name recognition on Schenectady County Facebook posts.
- Framed sponsor certificate

DAY OF EVENTS

- Invitation for four people of your choice to join the judges on the reviewing stand, and VIP areas at all events.
- Six complimentary registrations at the two athletic events
- Complimentary Holiday Parade Entry

COMMUNITY PARTNER SPONSORSHIP | \$10,000

- Complimentary Parade Entry
- Company name in all press releases and posters, website, and advertising including ads
Community Partner Sponsors will receive name recognition on all advertising materials including: TV commercials on Media Partners TBD, Social media for the County, Discover Schenectady and other partners, mention on more than thirty community calendars across the region. Estimated at more than 500,000 impressions.
- Social media toolkit to help promote your brand's support for the event
- Opportunity to choose which band your organization will sponsor (accepted on first-come, first served basis).
- Invitation for four people of your choice to join judges on the reviewing stand and VIP areas at all events.
- Four complimentary registrations at the two athletic events.
- Name recognition on Schenectady County Facebook posts.

MEDIA SPONSOR | IN-KIND

By becoming a media partner for our event season, you play a pivotal role in shaping and sharing the narrative of an exhilarating series of events. Your coverage will not only amplify the reach and impact of these events but also position your media outlet at the forefront of dynamic and engaging content. This collaboration promises mutual benefits, enhancing your brand while providing comprehensive coverage of our season.

- **Enhanced Brand Visibility:** Gain exposure across a diverse audience, enhancing your brand's presence in the market. Your logo will be prominently featured at all events.
- **Exclusive Access:** Receive behind-the-scenes access and opportunities for exclusive interviews, providing unique content for your audience and your staff.
- **Networking Opportunities:** Connect with industry leaders, sponsors, and influencers, expanding your network and potential collaborations.
- **Cross-Promotional Opportunities:** Leverage cross-promotional activities to increase your audience base and engagement.
- **Early Information Access:** Be the first to receive updates and news about the events, positioning your outlet as a go-to source for timely and relevant content.
- **Custom social media toolkit** for your company with event branding, includes copy and graphics to simply post and promote
- **Name recognition** on Schenectady County Facebook posts.



EVENT-SPECIFIC SPONSORSHIPS AND UNIQUE OPPORTUNITIES

Enhance your brand's presence with our event-specific sponsorship opportunities. Each event in our lineup offers unique exposure to distinct audiences, allowing your brand to connect directly with targeted demographics. Choose an event that aligns with your brand values and goals, and take advantage of focused branding and engagement opportunities for maximum impact.

Pedal, Paddle, Run

Schenectady County SummerNight

4th on the Third Independence Day Celebration

Run the Runway

Annual Holiday Parade

FIREWORKS SPONSOR | \$8,000

Schenectady County SummerNight

4th on the Third Independence Day Celebration

ONE SPONSORSHIP AVAILABLE AT THIS LEVEL FOR EACH EVENT

- All advertising and announcements will be placed as:
The Schenectady County (Event Name) Fireworks Spectacular brought to you by Your Company!
- Name & logo on print ads, television spots, radio spots, event landing page, online banner ads, email blasts, collateral, and signs
- Company banner placement onsite
- Your logo on the Schenectady County Special Events webpage, linked to your website
- Complimentary booth space during event for giveaways, promotion or sales activities



SAND SCULPTURE SPONSOR | \$5,000

Schenectady County SummerNight

ONE SPONSORSHIP AVAILABLE AT THIS LEVEL

One of SummerNight's most popular attractions is the live creation of a giant sand sculpture – right in the middle of State Street! People gather throughout the event to watch the creation take shape. This sponsorship is a unique opportunity to have your logo appear in front of thousands of people, in the most unusual medium available!

- Your company logo will be sculpted in sand by our professional sand sculptor!
- Premiere Banner placement (you provide banners) on the Sand Sculpture Tent
- Complimentary booth space under the Sand Sculpture Tent for giveaways, promotion or sales activities
- Collaboration on the design



GOLD EVENT SPONSORSHIP | \$2,000

All Events

- Complimentary Holiday Parade Entry
- Company name in all press releases and posters, Chamber newsletter, website, and advertising
- Social media toolkit to help promote your brand's support for the event
- Invitation for two people of your choice to join judges on the reviewing stand.
- Name recognition on Schenectady County Facebook posts.
- Sponsor certificate

KIDZONE SPONSOR | \$6,000

Schenectady County SummerNight

The KidZone at SummerNight in Schenectady County is a vibrant and family-friendly area dedicated to providing a fun, safe, and engaging space for children of all ages. Situated at the heart of the SummerNight event, the KidZone is a bustling hub of activity, offering a range of interactive games, educational workshops, and creative arts and crafts stations. From face painting and balloon animals to mini sports activities and storytelling sessions, the KidZone is designed to captivate the imaginations of young visitors, ensuring a memorable experience for families.

BENEFITS OF SPONSORING THE KIDZONE:

- **Signage:** Your brand will be prominently displayed throughout the KidZone. This includes large banners at the entrance and smaller signs at each activity station, ensuring high visibility to all attendees.
- **Logo on Marketing Materials:** Your company's logo will be included on all marketing materials related to the KidZone. This covers event brochures, flyers, digital advertisements, and social media posts, offering extensive reach to a diverse audience.
- **Positive Brand Association:** By sponsoring the KidZone, your brand aligns with family-friendly values and community engagement. This association can enhance your company's image as a supporter of family-oriented activities and local community events.
- **Social Media Recognition:** We will acknowledge your sponsorship through our event's official social media channels. This includes shout-outs, tagged posts, and featured stories, providing additional exposure to our engaged online community.
- **Custom Engagement Opportunities:** Depending on your level of sponsorship, there are opportunities for custom engagements such as branded activity stations or sponsored performances, allowing for a more personalized connection with the audience.
- **Networking Opportunities:** The event will also serve as a platform for networking with local businesses, community leaders, and other sponsors, expanding your brand's reach within the Schenectady County community and beyond.

STAGE SPONSOR

MAIN STAGE \$8,000 | SECOND STAGE \$5,000

Schenectady County SummerNight

Sponsoring the Main Stage and/or Second Stage at Summernight in Schenectady County offers an unparalleled opportunity to associate your brand with top-tier entertainment. This year, we are thrilled to announce that the legendary group Arrested Development will headline our event, ensuring a significant turnout and widespread excitement. The Main Stage is the event's centerpiece, featuring high-profile performances, while the Second Stage offers a platform for up-and-coming artists and local talent, showcasing a diverse array of musical genres.

BENEFITS OF SPONSORING THE STAGES:

- **Prime Brand Visibility:** As a stage sponsor, your brand will be prominently displayed on both the Main Stage and Second Stage. This includes large banners and signage, visible not only to attendees but also in photographs and videos that will circulate online.
- **Logo on Event Materials:** Your company's logo will be featured on all event-related marketing materials, including tickets, programs, posters, and digital advertisements. With the headline act Arrested Development, these materials will see heightened attention, amplifying your brand's exposure.
- **Exclusive Acknowledgements:** Your brand will be acknowledged from the stages during key moments of the event, particularly before and after Arrested Development's performance, maximizing audience engagement with your brand.
- **Social Media and Online Recognition:** We will highlight your sponsorship through our event's digital platforms. This includes dedicated posts, tagged content, and the option for behind-the-scenes content related to the stages, reaching an even broader audience.
- **VIP Access and Experiences:** Sponsors will receive VIP passes, offering premium viewing experiences, access to exclusive areas, and opportunities to interact with artists and performers, including Arrested Development.
- **Customized Promotional Opportunities:** Depending on the sponsorship level, there are options for customized promotional activities, such as branded giveaways, interactive displays, or sponsored segments between performances.
- **Community and Network Building:** This sponsorship is an excellent way to demonstrate support for arts and culture in Schenectady County, building goodwill within the community. It also provides networking opportunities with other sponsors, local business leaders, and key figures in the entertainment industry.

SILVER EVENT SPONSORSHIP | \$1,000

All Events

- Complimentary Entry (Parade)
- Company name in all press releases and posters, website, and advertising
- Social media toolkit to help promote your brand's support for the event
- Invitation for two people of your choice to join judges on the reviewing stand.
- Name recognition on Schenectady County Facebook posts.
- Sponsor certificate

TABLE/EXHIBITOR | \$500

Pedal, Paddle, Run

Run the Runway

SummerNight

- Table (10') as exhibitor at these events
- Opportunity to provide your branded giveaways to event registrants in their information packets (250 quantity per event, estimated)
- Social media toolkit to help promote your brand's support for the event
- Company name in all press releases
- Name recognition on Schenectady County Facebook posts.
- Two complimentary registrations for Pedal, Paddle, Run and Run the Runway
- Sponsor certificate

CUSTOM SPONSORSHIPS | LET'S TALK!

We understand that every brand is unique, with its own vision and objectives. That's why we are not just open to, but enthusiastic about, custom sponsorship ideas that align with your specific brand identity and goals and make deeper connections to Schenectady County and beyond. Whether it's integrating your products in a creative way, crafting attendee experiences, or developing unique promotional strategies, we invite you to bring your vision to the table. Our team is dedicated to collaborating closely with you to design a sponsorship package that not only resonates with your brand but also creates a lasting impact.