



SPONSORING DOWNTOWN TROY

2024



ABOUT US



What is the BID?

The Downtown Troy Business Improvement District (BID) is a 501(c)(3) not-for-profit organization created by a local municipality to promote business activity and furthering the revitalization in a downtown or commercial area.

Did you know?

Did you know the tax assessment only covers 45% of our operating expenses? The remaining funding comes from sponsorships, special events, fundraising, grants and other partnerships.

Why sponsor the Downtown Troy Business Improvement District?

By sponsoring our organization, you have the opportunity to connect with thousands of people annually. Your generosity will help us improve the downtown's appearance, coordinate special events, and showcase more than 250 businesses located in the area.

DOWNTOWN TROY IN NUMBERS



\$360,000
BUDGET



300
MEMBER
BUILDINGS



300
MEMBER
BUSINESSES

SOCIAL MEDIA ACCOUNT REACH 2023

REACH:



124K

↑ 108.1%



239K

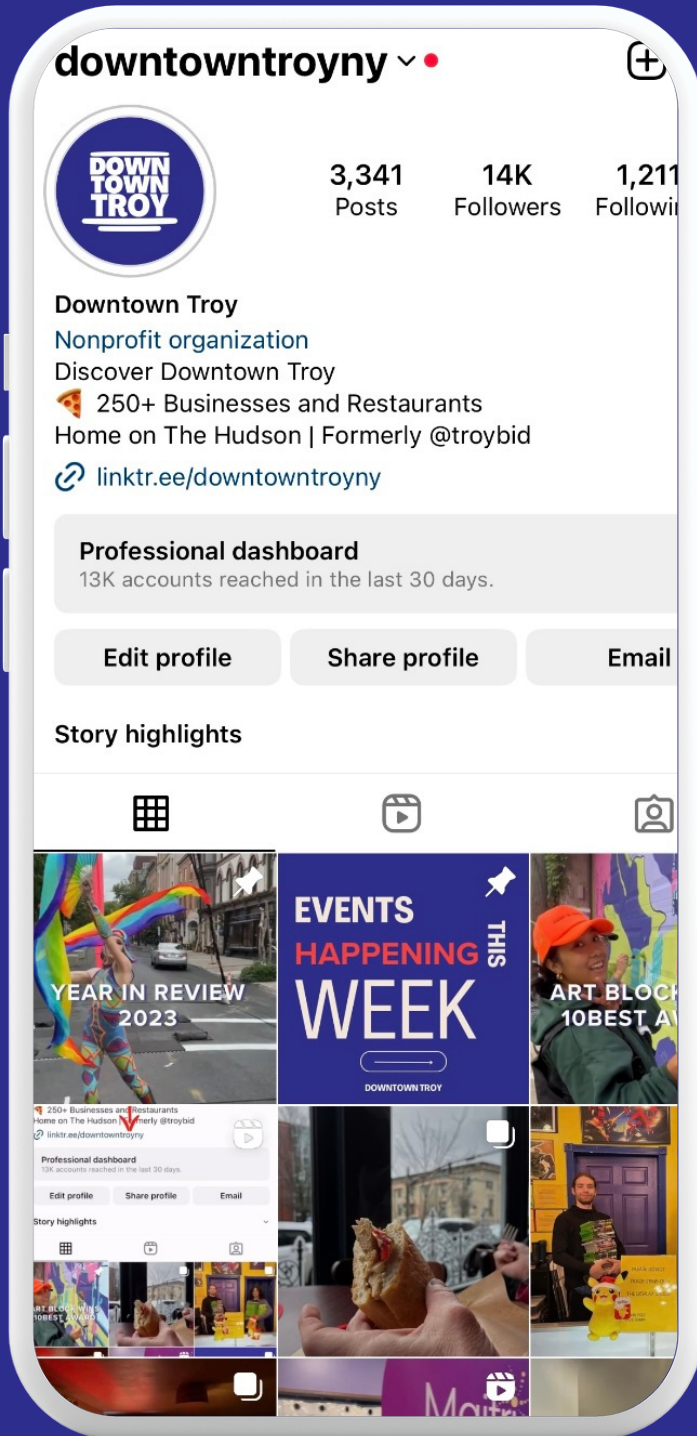
↑ 77%



20K + email
subscribers



1,500+
monthly
visitors



— DOWNTOWN — TROY —

TROY RIVERFEST

Event Details:

Experience Troy Riverfest - a Carefully Crafted Celebration of Art, Music, Handmade Crafts, and Culture Suitable for All Ages! This exciting event boasts over 100 vendors and shops to discover.

Date: Sunday, May 19

Audience: 3,000+ families and people representing the larger Downtown Troy community

SPONSORSHIP LEVELS

\$3,500 Presenting Sponsor

- Name mentioned whenever Troy Riverfest is officially presented on radio and TV.
- Mention in event press release.
- Free 10x10 booth at event
- Logo placement on all printed and online material, Includes but not limited, Facebook event page, website event landing page, banners, and posters.
- Collaborative social media post on Downtown Troy Channels promoting your organization
- MC shout out on RadioRadioX stage
- Monthly newsletter recognition and access to Downtown Troy email subscription list.

\$2,000 Chalk Art Sponsor

- Free 10x10 booth at event
- Logo presented in an A-Frame at the Chalk Art Station
- Logo placement on printed and online material, includes but not limited, Facebook event page, website event landing page, banners and posters.
- Collaborative Social media post on Downtown Troy Channels promoting your organization.
- Monthly newsletter recognition as the Chalk Art Sponsor

\$1,000 Gold Sponsor

- Free 10x10 booth at event
- Logo placement on all online and printed material, includes, Facebook event page, website event landing page, banners and posters

\$500 Business Sponsor

- Free 10x10 booth at event
- Logo placement on all online material, includes, Facebook event page, and website event landing page.

ROCKIN ON THE RIVER

Event Details:

Each year, more than 5,000 people come together to celebrate great beer, food, music, and community at Rockin on the River. By sponsoring our event, you'll help us make it happen and enable us to book some of the most incredible acts in the industry.

Date: Wednesday, June 26, July 10, July 24, August 7

Audience: 5,000+ music lovers from Downtown Troy and surrounding areas.

SPONSORSHIP LEVELS

\$5,000 Featured Partner

- Name mentioned whenever Rockin on the River is officially presented on radio and TV.
- Mention in event press release.
- Free 10x10 booth at event
- Logo placement on all printed and online material, Includes but not limited, Facebook event page, website event landing page, banners, and posters.
- Logo on official T-Shirt
- Collaborative social media post on Downtown Troy Channels promoting your organization
- MC shout out on main stage
- Unlimited VIP tickets - includes free beverages and food voucher.
- Monthly newsletter recognition and access to Downtown Troy email subscription list.

\$1,000 Beer Tent Sponsor

- Logo on beer tent banner
- Beer tent referred to as the "Your Company Name" beer tent.
- Logo placement on all online material, includes, Facebook event page, and website event landing page.
- MC shout out on stage
- Four VIP Area tickets - includes free beverages and food voucher.

\$3,000 Gold Sponsor

- Free 10x10 booth at event
- Logo placement on printed and online material, includes but not limited, Facebook event page, website event landing page, banners and posters.
- Logo on official T-Shirt
- MC shout out on main stage
- Collaborative Social media post on Downtown Troy Channels promoting your organization.
- Six VIP Area tickets - includes free beverages and food voucher.
- Monthly newsletter recognition as the Gold Sponsor

\$1,000 Silver Partner

- Free 10x10 booth at event
- Logo placement on all printed and online material, Includes but not limited, Facebook event page, website event landing page, banners, and posters.
- MC shout on on stage
- Four VIP Area Tickets - includes free beverages and food voucher.

YOGA IN THE PARK

Event Details:

Take advantage of our complimentary yoga classes in Riverfront Park, where expertly trained yoga instructors will guide you through each session. Our classes are conveniently located in and around Downtown Troy to ensure accessibility for all.

Date: Sunday's from July 7 through August 18

Audience: 100+ yoga fitness lovers

SPONSORSHIP LEVELS

\$2,500 Presenting Sponsor

- Name mentioned whenever Yoga in the Park is officially presented on radio and TV.
- Mention in event press release.
- Free 10x10 booth at event
- Logo placement on all printed and online material, Includes but not limited, Facebook event page, website event landing page, banners, and posters.
- Collaborative social media post on Downtown Troy Channels promoting your organization
- MC shout out by yoga instructor
- Monthly newsletter recognition and access to Downtown Troy email subscription list.

\$1,000 Gold Sponsor

- Free 10x10 booth at event
- Logo placement on all online and printed material, includes, Facebook event page, website event landing page, banners and posters
- Collaborative Social media post on Downtown Troy Channels promoting your organization
- Monthly newsletter recognition as the Gold sponsor.

\$500 Business Sponsor

- Free 10x10 booth at event
- Logo placement on all online material, includes, Facebook event page, and website event landing page.

PIG OUT

Event Details:

Join us for an exciting day of culinary competition and tasting, featuring the best BBQ in the area. Indulge in unique dishes and specialty foods crafted by some of your favorite Troy restaurants. Be sure to participate or watch the hot dog eating contest, sponsored by Famous Lunch.

Date: Sunday, August 18

Audience: 3,000+ BBQ loving fans in and around Downtown Troy

SPONSORSHIP LEVELS

\$5,000 Presenting Sponsor

- Name mentioned whenever Troy Pig Out is officially presented on radio and TV.
- Mention in event press release.
- Free 10x10 booth at event
- Logo placement on all printed and online material, Includes but not limited, Facebook event page, website event landing page, banners, and posters.
- Logo on official T-Shirt
- Collaborative social media post on Downtown Troy Channels promoting your organization
- MC shout out on RadioRadioX stage
- Monthly newsletter recognition and access to Downtown Troy email subscription list.

\$1,000 Gold Sponsor

- Free 10x10 booth at event
- Logo placement on all online and printed material, includes, Facebook event page, website event landing page, banners and posters
- MC shout out on RadioRadioX stage

\$2,000 Hot Dog Sponsor

- Named as premier sponsor of the hot dog eating contest
- Logo presented in an A-Frame at the competition table
- Logo placement on printed and online material, includes but not limited, Facebook event page, website event landing page, banners and posters.
- Logo on contestants T-Shirts
- Collaborative Social media post on Downtown Troy Channels promoting your organization
- Monthly newsletter recognition as the Hot Dog sponsor.

\$500 Business Sponsor

- Free 10x10 booth at event
- Logo placement on all online material, includes, Facebook event page, and website event landing page.



TASTE OF DOWNTOWN

Event Details:

Taste of Downtown is a week-long event where each participating business offers delicious meals for \$20.24. This year's restaurant week will feature a passport guide to food and drinks, making it easier for you to explore the diverse culinary options in the area.

Date: Monday, Sept. 9 - Sunday, Sept. 15

Audience: 2,000+ foodies from in and around Downtown Troy

SPONSORSHIP LEVELS

\$3,000 Presenting Sponsor

- Name mentioned whenever Taste of Downtown is officially presented on radio and TV.
- Mention in event press release.
- Logo placement on all printed and online material, Includes but not limited, Facebook event page, website event landing page, banners, and posters.
- Collaborative social media post on Downtown Troy Channels promoting your organization
- Spotlight feature on social media channels the week before every event
- Monthly newsletter recognition and access to Downtown Troy email subscription list.

\$2,000 Passport Sponsor

- Named as premier sponsor of the Taste of Downtown passport map.
- Logo printed on over 1,000 passport maps
- Logo placement on printed and online material, includes but not limited, Facebook event page, website event landing page, banners and posters.
- Collaborative Social media post on Downtown Troy Channels promoting your organization
- Monthly newsletter recognition as the passport sponsor.

\$1,000 Gold Sponsor

- Logo placement on all online and printed material, includes, Facebook event page, website event landing page, banners and posters
- Monthly newsletter recognition

\$500 Business Sponsor

- Logo placement on all online material, includes, Facebook event page, and website event landing page.



COLLEGE BLOCK PARTY



Event Details:

As part of the local college's orientation, Block Party is an event that greets thousands of incoming freshmen to Downtown Troy. Students walk from campus to Monument Square to explore the various restaurants and shops. It's a friendly way to welcome them to the community.

Date: Sunday, September 15

Audience: 2,000+ college students from throughout the Capital Region

SPONSORSHIP LEVELS

\$2,500 Presenting Sponsor

- Name mentioned whenever Troy College Block Party officially presented on radio and TV.
- Mention in event press release.
- Free 10x10 booth at event
- Logo placement on all printed and online material, Includes but not limited, Facebook event page, website event landing page, banners, and posters.
- Collaborative social media post on Downtown Troy Channels promoting your organization
- Monthly newsletter recognition and access to Downtown Troy email subscription list.

\$1,500 College Sponsor

- Free 10x10 booth at event
- Logo placement on printed and online material, includes but not limited, Facebook event page, website event landing page, banners and posters.
- Collaborative Social media post on Downtown Troy Channels promoting your organization
- Monthly newsletter recognition as the passport sponsor.

\$500 Business Sponsor

- Free 10x10 booth at event
- Logo placement on all online material, includes, Facebook event page, and website event landing page.

COLLAR CITY POP

Event Details:

Join us for a ticketed fundraiser event to show your support for the Downtown Troy Business Improvement District's beautification efforts. Take pleasure in sipping champagne, indulging in local bites, and enjoying craft beer while viewing the magnificent river at the Riverfront Park.

Date: Friday, September 20

Audience: 250+ young professional and community members



SPONSORSHIP LEVELS

\$5,000 Presenting Sponsor

- Tickets for eight guests including a 25% discount on extra tickets you purchase
- Mention in press release
- Verbal recognition during the event as the presenting sponsor
- Logo placement on printed and online material, includes but not limited, Facebook event page, website event landing page, banners and posters
- Logo featured on champagne glasses
- Monthly newsletter recognition and access to Downtown Troy email subscription list

\$2,500 Bar Sponsor

- Tickets for six guests including a 25% discount on extra tickets. you purchase
- Verbal recognition during the event as the bar sponsor
- Logo placement on printed and online material, includes but not limited, Facebook event page, website event landing page, banners and posters.
- Logo on bar table
- Logo on all cocktail napkins
- Monthly newsletter recognition

\$1,000 Supporting Sponsor

- Tickets for five including a 25% discount on extra tickets you purchase
- Logo placement on all online and printed material, includes, Facebook event page, website event landing page, banners and posters
- Monthly newsletter recognition

\$500 Event Sponsor

- Tickets for two including a 25% discount on extra tickets you purchase
- Logo placement on all online material, includes, Facebook event page, and website event landing page

CHOWDERFEST

Event Details:

Take a stroll around downtown and indulge in some of the best food in Troy. A diverse group of restaurants serve their culinary delights from their storefronts, while other cooks from outside the downtown area partner with businesses to offer their specialties.

Date: Sunday, October 13

Audience: 5,000+ soup stroll lovers from in and around Downtown Troy

SPONSORSHIP LEVELS

\$5,000 Presenting Sponsor

- Name mentioned whenever Troy Chowderfest is officially presented on radio and TV.
- Mention in event press release.
- Free 10x10 booth at event
- Logo placement on all printed and online material, Includes but not limited, Facebook event page, website event landing page, banners, and posters.
- Collaborative social media post on Downtown Troy Channels promoting your organization
- MC shout out on main stage
- Monthly newsletter recognition and access to Downtown Troy email subscription list.

\$2,000 Passport Sponsor

- Named as premier sponsor of the Chowder passport map.
- Logo printed on over 1,000 passport maps
- Free 10x10 booth at event
- Logo placement on printed and online material, includes but not limited, Facebook event page, website event landing page, banners and posters.
- MC shout out on main stage
- Collaborative Social media post on Downtown Troy Channels promoting your organization
- Monthly newsletter recognition as the passport sponsor.

\$1,000 Gold Sponsor

- Free 10x10 booth at event
- Logo placement on all online and printed material, includes, Facebook event page, website event landing page, banners and posters
- MC shout out on main stage
- Monthly newsletter recognition

\$500 Business Sponsor

- Free 10x10 booth at event
- Logo placement on all online material, includes, Facebook event page, and website event landing page.

SHOP SMALL, SHOP TROY



Event Details:

Let's come together to celebrate and uplift our downtown small business community, which includes our friends, family, and neighbors. All sponsorship funding goes right back into promoting our small businesses and increasing visibility, so supporting this event is a great way to help.

Date: Saturday, November 30

Audience: 2,000+ holiday shoppers

SPONSORSHIP LEVELS

\$3,000 Presenting Sponsor

- Name mentioned whenever Shop Small, Shop Troy is officially presented on radio and TV.
- Mention in event press release.
- Free 10x10 booth at event
- Logo placement on all printed and online material, Includes but not limited, Facebook event page, website event landing page, banners, and posters.
- Logo placement on 787 Southbound Billboard
- Collaborative social media post on Downtown Troy Channels promoting your organization
- Monthly newsletter recognition and access to Downtown Troy email subscription list.

\$2,500 Tote Bag Sponsor

- Named as premier sponsor of the Shop Small, Shop Troy tote bag
- Logo printed on over 400+ tote bags to be given out to shoppers
- Free 10x10 booth at event
- Logo placement on printed and online material, includes but not limited, Facebook event page, website event landing page, banners and posters.
- Collaborative Social media post on Downtown Troy Channels promoting your organization
- Monthly newsletter recognition as the tote bag sponsor.

\$1,000 Gold Sponsor

- Free 10x10 booth at event
- Logo placement on all online and printed material, includes, Facebook event page, website event landing page, banners and posters
- Monthly newsletter recognition

\$500 Business Sponsor

- Free 10x10 booth at event
- Logo placement on all online material, includes, Facebook event page, and website event landing page.

TROY NIGHT OUT

Event Details:

On the last Friday of every month, Downtown Troy transforms into a bustling hub of music and culture. Take a stroll through the picturesque streets, and explore the local businesses, art galleries, fine restaurants, and unique boutiques of all varieties.

Date: Last Friday of every month

Audience: 2,000+ people who enjoy deals and attend after work

SPONSORSHIP LEVELS

\$5,000 Premier Sponsor

- Name mentioned whenever Troy Night Out is officially presented on radio and TV.
- Mention in event press release.
- Free 10x10 booth at event
- Logo placement on all printed and online material, Includes but not limited, Facebook event page, website event landing page, banners, and posters.
- Collaborative social media post on Downtown Troy Channels promoting your organization
- Spotlight feature on social media channels the week before every event
- Monthly newsletter recognition and access to Downtown Troy email subscription list.

\$1,000 Gold Sponsor

- Free 10x10 booth at event
- Logo placement on all online and printed material, includes, Facebook event page, website event landing page, banners and posters
- Monthly newsletter recognition

\$500 Business Sponsor

- Free 10x10 booth at event
- Logo placement on all online material, includes, Facebook event page, and website event landing page.

DOWNTOWN — TROY —

Our goal is to provide a welcoming and stimulating environment for businesses to flourish, residents to thrive and visitors to keep coming back. We achieve this through our comprehensive programs, including Business Development & Retention, Public Service and Beautification, Marketing & Tourism, and Special Events.

2024 Annual Sponsor Commitment

Name: _____

Address:

Business/
Organization: _____

Email: _____

Business/ Cell
Number: _____

Website:

Facebook:

Twitter:

Instagram:

Sponsorship Level: _____

Event(s): _____

Total Commitment: \$ _____ . _____

Payment Type Check Money Order Square Invoice

The Downtown Troy Business Improvement District is a 501C3 not-for-profit corporation, and all donations or contributions are deductible under IRS section 170 of the Internal Revenue Code

Please send commitment letter, payment, and a high-resolution logo image to olivia.clemente@troybid.org

Payment can be made via certified check, money order or by credit card via square. Make all checks payable to the **Downtown Troy Business Improvement District**. Mail checks to **102 3rd Street, Troy NY, 12180**.

Call (518) 755-0990 with any questions,

Authorized signature

Date



**Thank you for supporting the
Downtown Troy Business
Improvement District**

