

SARATOGA
COUNTY CHAMBER OF
COMMERCE

2026
SPONSORSHIP
OPPORTUNITIES



SPONSORSHIP COMMITMENT FORM

Please complete and send to Amy Tibbitts at atibbitts@saratoga.org

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 - \$6,500 **Sold Out**
- ☐ Dessert Table - \$5,500

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

Energy & Innovation Showcase (page 17)

- ☐ Power Plug Sponsor - \$2,500
- ☐ Charged Up Sponsor - \$1,000

Industry Influencer Series

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

Monthly Networking Mixers (page 11)

- ☐ Non-Exclusive - \$250 per event

Startup & Small Business Summit

- ☐ Email atibbitts@saratoga.org for info

Veterans Business Council (pages 12-14)

- ☐ Commander - VBC Jamboree - \$1,000
- ☐ Ace - VBC Jamboree - \$500
- ☒ Vanguard - VBC Breakfast - \$1,000 **Sold Out**
- ☒ Valor - VBC Breakfast - \$500 **Sold Out**
- ☐ VBC Meet and Greet/Mixer Sponsor - \$500

Impact Sector Sessions (page 18)

- ☐ Annual - \$1,500 (exclusive)

Restaurant Week (page 20)

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

Love Our Locals (page 21) **Sold Out**

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

Upstate of Business (page 22)

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

Ribbon Cutting Sponsor (page 23)

- ☒ \$5,000 - (exclusive) **Sold Out**

Women in Business (page 15)

- ☐ \$2,000 - (exclusive)

Wellness Week & Expo (page 16)

- ☐ Wellness Sponsor - \$1,500 - (exclusive)

Saratoga Giant Pumpkinfest (page 25)

- ☐ Presenting - \$2,500 Member Only
- ☐ Supporting - \$1,000 Member Only
- ☐ Vendor - \$100 Member/\$500 NonMember

July 4th All-American Celebration (p. 26)

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

Enhanced Paid Promotion & Ads (p. 28)

- ☐ 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.

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.

**Annual
Business
Showcase**

October TBD, 2026

**Annual
Chamber
Celebration**

May 7, 2026

**Annual
Golf
Outing**

June TBD, 2026

**Monthly
Networking
Mixers**

Throughout 2026

**Veterans
Business Council
Breakfast**

Late Oct. 2026

**Industry
Influencer
Series**

Throughout 2026

**Community
Events and
Campaigns**

Throughout 2026

**Chamber
Councils &
Networks**

Throughout 2026

Visit our events calendar:



EVENT SPONSORSHIP OPPORTUNITIES



2026 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 7 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 Emails 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) during the Sponsor Reception
- 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

- Exclusive Sponsor Reception invitation for (5) Guests
- Open Bar for your guests during the Sponsor Reception
- 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

2026 Annual Chamber Celebration

Jim Dandy Table Sponsor \$2,000

- Exclusive Sponsor Reception invitation for (2) Guests
- Open Bar for your guests (2) at the Sponsor reception
- 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- \$6,500 (Exclusive)

- 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
- 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- \$2,500- (Exclusive)

- Exclusive Sponsor Reception invitation for (2) guests
- Open Bar for your (2) Guests at the Sponsor Reception
- 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

Please Note: The Sponsor Reception is from 3:30pm-4:30pm prior to the event. Bar returns to Cash Bar for 4:30-7:00pm for all sponsors, other than our Top Triple Crown Sponsor and Beverage Sponsor.

Visit our events calendar:



SARATOGA
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2026 Golf Outing Sponsorship

This 9 Hole Golf Outing, typically held in June, will have a morning Shotgun start and end with a luncheon.

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 emails
- 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
- 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

Breakfast Sponsor \$1,500 (Exclusive)

- (1) Foursome included
- Your company logo included at our Breakfast Station
- Your company recognized before shotgun start as the Breakfast 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
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2026 Golf Outing Sponsorship

Lunch Sponsor \$1,500 (Exclusive)

- (1) Foursome included
- Your company logo included at our Lunch Buffet
- 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

Beverage Sponsor \$1,500 (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 (Exclusive for Three Contests, Longest Drive, Closest to the Pin and Putting)

- Pick one contest to sponsor and you will be that sponsor for the front and back 9
- Options include: Putting, Longest Drive, or Closest to the Pin
- Tee Signage at your Contest Hole(s)
- Opportunity to be at a 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

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
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2026 Saratoga County Business Showcase

This showcase, typically held in October, attracts hundreds of business professionals and entrepreneurs from all over the Capital District. 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 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:



SARATOGA
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Monthly Networking Mixers

We are hosting monthly mixers in 2026. Make important connections at these upcoming events:

- **January 15, 2026- The Bunker, Saratoga Springs**
- **February 12, 2026- The Saratoga Casino Hotel**
- **March 12, 2026- Saratoga Springs City Center**
- **April 9, 2026- Common Roots Brewing in Albany**
- **May 14, 2026- The Canopy**
- **June 11, 2026- Roosevelt Baths**
- **July 9, 2026 - The Flats Restaurant**
- **August 13, 2026 - The Hideaway**
- **September 16, 2026- Dancing Grain Farm Brewery**
- **October 8, 2026- Active Ingredient Brewing Company**
- **November 12, 2026- The Cock n Bull Restaurant**
- **December TBD, 2026**

Networking Mixer Sponsorship (\$250 Non Exclusive) Per Mixer (December Holiday Mixer will not have Exclusivity)

- 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:



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Veterans Business Council's VBC Jamboree



June 18, 2026

The Veterans Business Council Jamboree (Cornhole, BBQ & Live 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 and on-site via signage
- Your company included in the event press release at the Commander level
- Your company logo included in email promotions about the event at the Commander 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 Ace level
- Your company logo included in email promotions about the event at the Ace level
- Your company featured in a social media post highlighting your sponsorship of the event



Visit our events calendar:



SARATOGA
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Veterans Business Council's Annual Veterans Breakfast



Late October 2026

The annual Veterans Business Council Breakfast raises funds for Veterans programs and scholarships supporting Saratoga County Veterans. This event features networking opportunities, scholarship recognition, and a keynote speaker.

VANGUARD Level Event Sponsor - \$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 - \$500

- 4 Tickets 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 Valor level
- Your company featured in a social media post highlighting your sponsorship of the event

Visit our events calendar:



SARATOGA
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Veterans Business Council's Meet & Greets and Mixers



The Veterans Business Council hosts three meet and greet events and mixers during the year 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:



SARATOGA
COUNTY CHAMBER OF
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Women in Business Council

Annual Council Sponsorship \$2,000/year (Exclusive)

- Your company representative can 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

Women in Business Expo Event- Set for May 27, 2026 at The Saratoga Winery- Open to all member businesses and Non-Exclusive

- \$100 to Exhibit
- \$250 Sponsor includes logo on event website, social media mentions, and logo in Chamber Events Email promoting the event. Includes table at expo
- \$500 Main Sponsor which will include table at the event, logo on event website, social media mentions, logo in Chamber Events Email promoting the event, and complimentary Gallery Table at Saratoga County Business Showcase in October.



Wellness Week & Wellness Expo

Our Annual Wellness Week at the start of every New Year involves a range of local health and wellness organizations hosting FREE classes, workshops, discounts and workouts for anyone that wants to try something new to achieve their health goals. During the Wellness Expo, typically held in June, chamber members in the Health and Wellness sector are offered free space to exhibit their products and services.

Wellness Sponsor \$1,500 (Exclusive)

- Your company logo included on the Wellness Week information page
- Your company logo included in email promotions about events happening during that week
- Your company featured in a social media post highlighting your sponsorship of Wellness Week
- A reserved table at the Wellness Week Wrap-Up Mixer at The Bunker in Saratoga on January 15th

Wellness Expo Event- June 11th at the Roosevelt Baths & Spa

- \$100 to Exhibit
- \$250 Sponsor includes logo on event website, social media mentions, and logo in Chamber Events Email promoting the event includes table at expo
- \$500 Main Sponsor includes table at the event, logo on event website, social media mentions, logo in Chamber Events Email promoting the event



Energy & Innovation Showcase

The Energy & Innovation Showcase is an epic extravaganza showcasing the latest in eco-friendly products and services taking place March 12th at the Saratoga Springs City Center. Experience an expansive array of EVs - including cars, trucks, buses, bikes and scooters and engage with enthusiastic industry experts who are eager to enlighten eventgoers with tips and advice on easy ways to elevate your space.

Power Plug Sponsor \$2,500

- Your company recognized as the largest sponsor on the Showcase information page as well as all social platforms
- Your company logo recognized as largest sponsor in email promotions about the Showcase
- A free double space for the event

Power Plug Sponsor \$1,000

- Your company logo included on the Showcase information page
- Your company logo included in email promotions about the Showcase
- A free double space for the event

Impact Sector Sessions

This council is a dynamic group of non-profit leaders making an impact in the community. The group holds quarterly sessions which include networking, education and connection opportunities for staff, board members and volunteers of non-profit organizations.

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

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



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 February 25-March 5, 2026. 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 Saratoga Community Event Calendar
- 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 Saratoga Community Event Calendar
- 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:



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Love Our Locals \$20.26



Love Our Locals \$20.26 will run for the last eight weeks of 2026, throughout the holiday season.

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 \$20.26 or more, they have the chance to win \$100 in gift cards from Saratoga County businesses!

Premier Sponsor \$2,500 (Exclusive)

- Your Brand Reaches Every Corner of Saratoga County!
- 10,000+ Physical promotional fliers featuring the campaign and your logo distributed countywide at high traffic locations.
- Digital Campaign Exposure to entire Chamber membership of 1,500 plus all Love Our Locals website visitors.
- 8-Week Email Marketing Campaign featuring your logo to thousands of local consumers.
- Multi-Platform Social Media presence across all Chamber channels totaling more than 30,000 subscribers and followers.
- Dedicated Web Page prominence on www.saratoga.org/love-our-locals.
- Recognition as a premier sponsor in campaign press releases.
- Recognition in promotional videos created and shared for this campaign.
- Secure this premium promotional spot and connect with customers who are actively committed to supporting local!



Upstate of Business

The Upstate of Business is a weekday news segment aired through WNYT (News Channel 13) on the 4 pm news, and the following day at 6 am and noon. The Chamber works with our members who are celebrating exciting milestones, grand openings or new advancements in their business and visit to film a 1-2 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
- 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
- Your company featured in multiple chamber social media posts each week highlighting your sponsorship of the news segment



Saratoga
County
Snapshot



2026 Ribbon Cutting Sponsor

The Chamber hosts ribbon cutting and groundbreaking ceremonies to commemorate grand openings, new investments, new office locations and special anniversaries and milestones for our business community year round. The chamber has an average of 100 ceremonies celebrated each year!

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

- Logo and link in bi-monthly email to membership about our ribbon cutting celebrations
- Logo and link 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
- A representative from your office attend ribbon cutting, make a short speech and help cut the ribbon.
- Ribbon Cutting photos shared on Chamber Social Media with your company mentioned in each post as our sponsor.

Visit our events calendar:



SARATOGA
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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 in September, 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! Final Date 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 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 with the Saratoga Springs DBA

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.



MARKETING

Instagram



Find us on



Enhanced Paid Promotion and Ads

The Chamber has more than 27,000 followers on Facebook, 10,000 followers on Instagram and over 10,000 subscribed email addresses in our database! 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 nearly 40,000 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



Email Ad Example



Banner Ad Example

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Upstate of Business (page 22)

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

Ribbon Cutting Sponsor (page 23)

- ☒ \$5,000 - (exclusive) **Sold Out**

Women in Business (page 15)

- ☐ \$2,000 - (exclusive)

Wellness Week & Expo (page 16)

- ☐ Wellness Sponsor - \$1,500 - (exclusive)

Saratoga Giant Pumpkinfest (page 25)

- ☐ Presenting - \$2,500 Member Only
- ☐ Supporting - \$1,000 Member Only
- ☐ Vendor - \$100 Member/\$500 NonMember

July 4th All-American Celebration (p. 26)

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

Enhanced Paid Promotion & Ads (p. 28)

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

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