

# SPONSORSHIP PACKAGE

# 2025



EST. 2008

# DOWNTOWN — TROY —

BUSINESS IMPROVEMENT DISTRICT



# ABOUT US



## What is the BID?

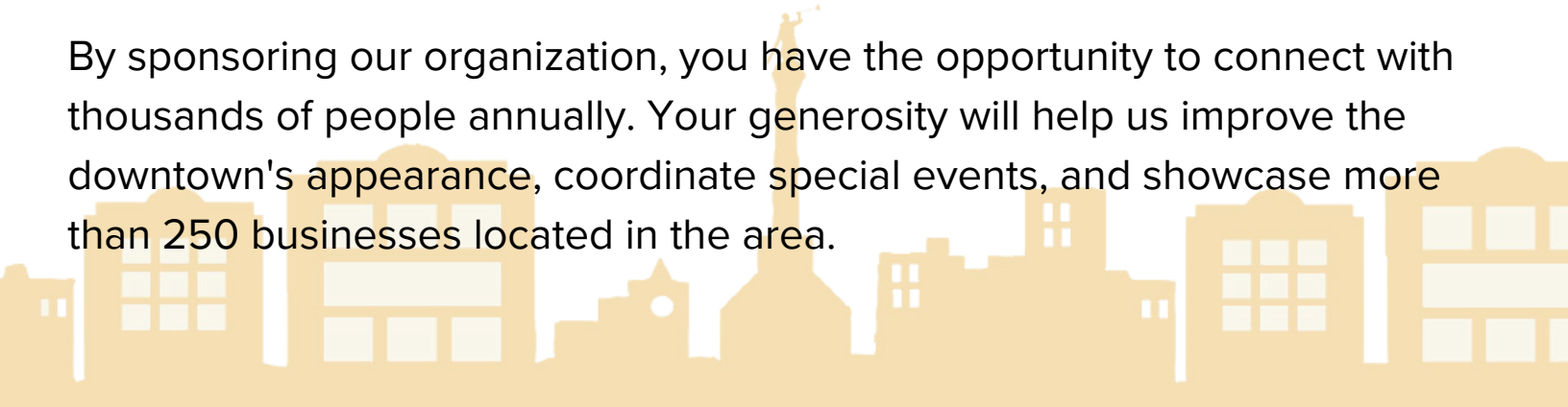
The Downtown Troy Business Improvement District (BID) is a 501(c)(3) not-for-profit organization created by a local municipality to promote business activity and furthering the revitalization in a downtown or commercial area.

## 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



**\$340,000**  
**BUDGET**



**300**  
**MEMBER**  
**BUILDINGS**



**300**  
**MEMBER**  
**BUSINESSES**

# WHY DOES YOUR SPONSORSHIP MATTER?

Your contributions play a vital role in funding our beautification projects, events, and tourism initiatives in Downtown Troy.

## IN 2024 WE ACCOMPLISHED

01.



Partnered with CDTA to launch the Ridership Program, providing free bus rides for BID district employees.

02.



Hosted the College Block Party Scavenger Hunt, engaging 200+ students and visitors in Downtown retail stores.

03.



With funding we created Troyful Glow, featuring artists and musicians in retail shops and attracting over ~2,000 visitors.

04.



Advanced our Raise. Plant. Grow initiative by planting 10 new trees in Downtown Troy.

05.



Added 56 new brackets on light poles for hanging baskets, with installation help from the City of Troy.

06.



Hosted the Earth Day Beautification Fundraiser at 353, raising ~\$1,400 to fund additional hanging baskets in 2025.

07.



Filmed the first Shop Small Downtown Troy commercial, airing regionally in the Capital Region and Hudson Valley.

08.



Welcomed 16 new businesses to the Downtown Troy BID

# SOCIAL MEDIA ACCOUNT REACH 2024

## REACH:



172.5k  
39%



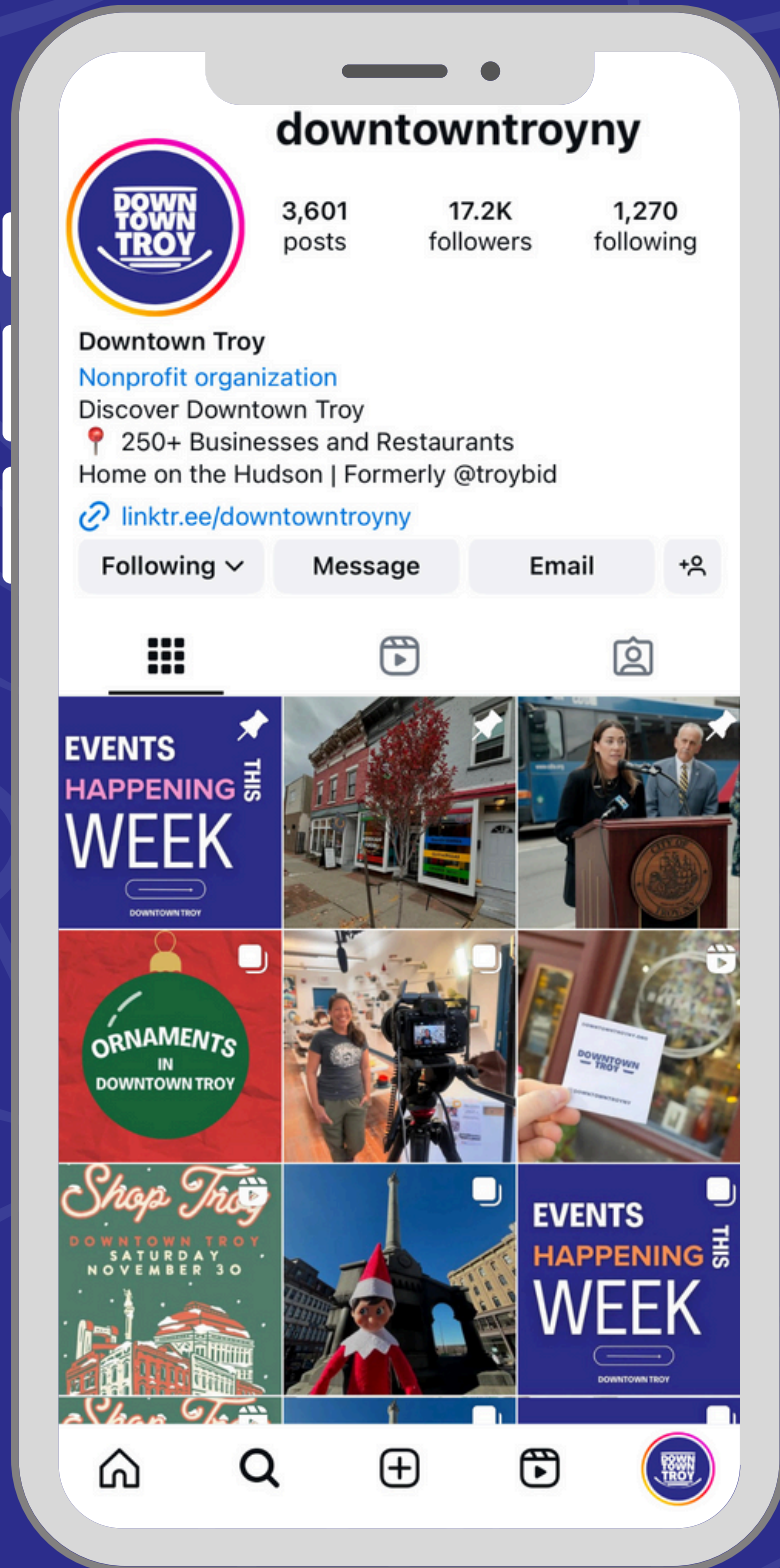
474.7K  
↑ 98%



40K + email  
subscribers



5,000+  
monthly  
visitors



**— DOWNTOWN —  
TROY —**



Special **THANK YOU** to our  
**2024 SPONSORS**







# BEAUTIFICATION

## Details:

The Downtown Troy BID is dedicated to creating a vibrant and welcoming district through flowers, trees, and seasonal décor. From revitalized tree beds to stunning floral displays, these efforts make downtown more inviting for residents and visitors alike. With your support, we can expand beautification initiatives to cover the entire district, fostering a thriving, beautiful community that businesses and visitors love to explore.

## SPONSORSHIP LEVELS

### **\$5,000 Beautification Gold Sponsor**

- Sponsor all beautification efforts, including tree planting, hanging baskets, and holiday decor.
- Recognition in beautification marketing materials
- Mention in the press release announcing funding for this initiative
- Collaborative social media post on Downtown Troy channels highlighting your organization
- Monthly newsletter feature

### **\$3,500 Holiday Gold Sponsor**

- Sponsor the holiday decorations of downtown Troy which helps us purchase more for the district
- Mention in the press release announcing light installations
- Recognition in holiday marketing materials
- Social media shoutout on Downtown Troy channels
- MC acknowledgment at the Tree Lighting Ceremony
- Monthly newsletter feature

### **\$3,500 Flower Basket Gold Sponsor**

- Sponsor the purchase of hanging flower baskets to beautify more areas of the BID District.
- Recognition in beautification marketing materials
- Mention in the press release announcing the flower basket installation
- Social media shoutout on Downtown Troy channels
- Monthly newsletter feature

### **\$500 Raise.Plant.Grow Sponsor**

- Sponsor the purchase of a tree to be planted in Downtown Troy
- Access to pick the location of the tree
- Personalized plaque displayed on the tree at the chosen location
- Logo or dedication message on Plaque
- Mention in Tree Planting Press Release

### **\$150 Resident Flower Sponsor**

- Sponsor one hanging flower basket
- Access to pick the location of the basket
- Recognition in beautification marketing materials
- Mention in the press release announcing the flower basket installation
- Monthly newsletter feature





# 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 18

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

## SPONSORSHIP LEVELS

### **\$5,000 Presenting Sponsor**

- Name mention during radio and TV broadcasts of Troy Riverfest
- Recognition in the event press release
- Complimentary 10x10 booth at the event
- Logo placement on all printed and online materials, including the Facebook event page, website landing page, banners, and posters
- Collaborative social media post on Downtown Troy channels promoting your organization
- MC shoutout on the RadioRadioX stage
- Monthly newsletter recognition and access to the Downtown Troy email subscription list

### **\$1,000 Gold Sponsor**

- Complimentary 10x10 booth at the event
- Logo placement on all online and printed material, includes, Facebook event page, website event landing page, banners and posters
- Monthly newsletter recognition as the Chalk Art Sponsor

### **\$2,000 Chalk Art Sponsor**

- Complimentary 10x10 booth at the event
- Logo featured on an A-frame at the Chalk Art Station
- Logo placement on printed and online materials, including the Facebook event page, website landing page, banners, and posters
- Collaborative social media post on Downtown Troy channels promoting your organization
- Monthly newsletter recognition as the Chalk Art Sponsor

### **\$500 Business Sponsor**

- Complimentary 10x10 booth at the 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 25, July 9, July 23, August 6

**Audience:** 5,000+ music lovers

## SPONSORSHIP LEVELS

### **\$5,000 Featured Partner**

- Name mention during radio and TV broadcasts of the event
- Recognition in the event press release
- Complimentary 10x10 booth at the event
- Logo placement on all printed and online materials, including the Facebook event page, website landing page, banners, and posters
- Logo featured on the official event T-shirt
- Collaborative social media post on Downtown Troy channels promoting your organization
- MC shoutout on the main stage
- Unlimited VIP tickets, including free beverages and food vouchers
- Monthly newsletter recognition

### **\$3,000 Gold Sponsor**

- Complimentary 10x10 booth at the event
- Logo placement on printed and online materials, including the Facebook event page, website landing page, banners, and posters
- Logo featured on the official event T-shirt
- MC shoutout on the main stage
- Collaborative social media post on Downtown Troy channels promoting your organization
- Six VIP Area tickets, including free beverages and food vouchers
- Monthly newsletter recognition

### **\$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

### **\$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 6 through August 24

**Audience:** 100+ yoga fitness lovers

## SPONSORSHIP LEVELS

### **\$2,500 Presenting Sponsor**

- Name mention during radio and TV broadcasts of the event
- Recognition in the event press release
- Complimentary 10x10 booth at the event
- Logo placement on all printed and online materials, including the Facebook event page, website landing page, banners, and posters
- Collaborative social media post on Downtown Troy channels promoting your organization
- MC shoutout by the yoga instructor
- Monthly newsletter recognition

### **\$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.

**Date:** Sunday, August 17

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

## SPONSORSHIP LEVELS

### \$5,000 Presenting Sponsor

- Name mention during radio and TV broadcasts of the event
- Recognition in the event press release
- Complimentary 10x10 booth at the event
- Logo placement on all printed and online materials, including the Facebook event page, website landing page, banners, and posters
- Logo featured on the official event T-shirt
- Collaborative social media post on Downtown Troy channels promoting your organization
- MC shoutout on the RadioRadioX stage
- Monthly newsletter recognition

### \$2,000 Hot Dog Sponsor

- Recognition as the premier sponsor of the contest
- Logo displayed on an A-frame at the competition table
- Logo placement on all printed and online materials, including the Facebook event page, website landing page, banners, and posters
- Logo featured on contestants' T-shirts
- Collaborative social media post on Downtown Troy channels promoting your organization
- Monthly newsletter recognition as the Hot Dog Sponsor

### \$1,000 Gold Sponsor

- Complimentary 10x10 booth at the 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

### \$500 Business Sponsor

- Complimentary 10x10 booth at the 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 \$20.25. 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. 8 - Sunday, Sept. 14

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

## SPONSORSHIP LEVELS

### \$5,000 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



Cooking & Catering

5





# 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 12

**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.
- Complimentary 10x10 booth at the 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
- Complimentary 10x10 booth at the 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

- Complimentary 10x10 booth at the 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

- Complimentary 10x10 booth at the 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 29

**Audience:** 2,000+ holiday shoppers

## SPONSORSHIP LEVELS

### \$5,000 Presenting Sponsor

- Name mentioned whenever Shop Small, Shop Troy is officially presented on radio and TV
- Mention in event press release
- Complimentary 10x10 booth at the 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
- Complimentary 10x10 booth at the 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

- Complimentary 10x10 booth at the 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

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





# FRIENDS OF THE DOWNTOWN TROY BID

## DETAILS:

Join the "Friends of the Downtown Troy BID" and support our mission to create a vibrant, thriving community in Downtown Troy. Your sponsorship helps us maintain and expand initiatives that enhance our district's beauty, promote local businesses, and foster a welcoming atmosphere for residents and visitors alike.

## SPONSORSHIP LEVELS

### **\$3,000 Uncle Sam Sponsor**

- Featured placement on the Downtown Troy BID website for one year
- Opportunity to provide promotional materials at BID events
- Placement on digital advertising and any paid media campaigns for BID Tourism.
- Mentions in email campaigns or other communications sent to the Downtown Troy BID mailing list

### **\$1,500 Collar City Sponsor**

- Recognition in social media posts and BID newsletters
- Listing on the Downtown Troy BID website for one year
- Invitation to exclusive Downtown Troy BID networking events

### **\$500 Hudson River Sponsor**

- Social media shoutout as a Hudson River Friend
- Listing on the Downtown Troy BID website for six months

### **\$250 Troy Pioneer Sponsor**

- Recognition in BID newsletters.
- Social media mention as a Troy Pioneer Sponsor
- Listing on the Downtown Troy BID website for three months

# 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.

## 2025 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](mailto: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**

EST. 2008

**DOWNTOWN  
— TROY —**

**BUSINESS IMPROVEMENT DISTRICT**

**102 THIRD ST  
TROY, NY 12180**