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DOWNTOWN TROY IMPROVEMENT DISTRICT

SPONSORING DOWNTOWN 2023



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DOWNTOWN BY THE NUMBERS:

\$500,000 Budget

500 Member Businesses

300 Member Buildings

2022 Social Stats



12K



12K



WWW
89K

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

This means we're making an impact on Troy's economic prosperity and helping local entrepreneurs do what they love - but we're also contributing to creating a great place to live and visit.

We build partnerships, beautify public spaces, create events and programming, and aggressively market Troy's growing downtown area with its shops, restaurants, and entertainment.

Our work directly connects us to thousands of people every year, and we'd like to create opportunities for you to connect with them as well. We offer a variety of events and programs that you can support and we invite you to join us in building a vibrant community together.

A healthy, sustainable revitalization nonprofit is critical to having a healthy, sustainable downtown. This is the heart of our community and where people come together. This is where employers take prospective employees. This is where students take their families. With our partners, we've created a destination and together we are making it better every year.

We appreciate your support of strengthening downtown and look forward to working with you.

PARTNER WITH US!



Downtown Troy BID builds Troy as a destination where businesses thrive and people enjoy memorable experience.

2023 AREAS OF FOCUS

Warm & Welcoming - Our relationships with each other and our community are the foundations for our work and for downtown's welcoming nature.

Historic Preservation - Our history and historic buildings set us apart from others.

Local First - We support local businesses first in both our purchasing and programs and cherish the abundance of independently owned establishments.

Walkable - Our walkable downtown promotes community connections and customer sharing.

Creating Places - Our community's look and feel and our events and activities uniquely represent the spirit of downtown.

Beautification - We devote many hours beautifying the neighborhood, including hanging baskets, Christmas lights, emptying and picking up trash and watering plants.



10 ANNUAL
EVENTS



10,000+
ATTENDEES



MORE THAN 30
SPONSORS

Account Reach in 2022



85K



136K



89K

24,127

AVERAGE REACH

32%

PAID

68%

ORGANIC

Troy River Festival



EVENT DETAILS:

Troy River Festival is a thoughtfully curated celebration of art, music, handmade crafts, and culture that appeals to all ages featuring more than 100 vendors and shops to explore.

This free, family-friendly festival encourages visitors to explore the streets of Troy while discovering food and craft vendors, music, face painting, balloon animals, chalk art, pop-up entertainment and much more.

LOCATION:

Downtown River Street, Troy, NY

DATE:

Sunday, June 11

AUDIENCE:

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

2022 EVENT STATS:



3.5k

Account Reach



2K

Event Responses

SPONSORSHIP LEVELS:

Two \$3500 Presenting Sponsor

- Name mentioned on whenever Troy River Festival is officially presented on radio and tv, "Troy River Festival in Downtown Troy brought to you by Downtown Troy BID and "
- Free 10x10 booth at event
- Social media posts on troy bid channels recognizing presenting sponsorship
- Prominent logo placement on sponsorship recognition banner
- Prominent logo placement on all printed and online material
- Prominent logo placement as event's presenting sponsor
- Prominent logo placement as event's presenting sponsor on event webpage, facebook event page

One \$1000 Chalk Art Sponsor

- Free 10x10 booth at event - option to be present at the chalk art station
- Prominent logo placement on the chalk art banner
- Prominent logo placement on all printed and online material
- Social media posts on @troybid channels

Five \$1000 Gold Sponsor

- Free 10x10 booth at event
- Social media posts on channels
- newsletter mention
- Second-tier logo placement on all printed and online material
- Second-tier logo placement as event's presenting sponsor on event web page/facebook event page

Unlimited \$500 Business Sponsor

- Free 10x10 booth at event
- Third-tier logo placement on all printed material and online material
- Third-tier logo placement on event webpage, facebook event page

Troy PigOut



EVENT DETAILS:

A full day of culinary competition and tasting of some of the areas best BBQ. Come to Downtown Troy and enjoy unique foods and speciality dishes that have been passed down for generations. This event is one of the most beloved that takes place in the Capital Region.

Participate or watch the hot dog eating contest while enjoying good food and music.

LOCATION:

Riverfront Park, Troy, NY

DATE:

Sunday, July 16

AUDIENCE:

3,000+ BBQ loving fans

2019 EVENT STATS:

 5k
Account Reach

 15K
Followers

SPONSORSHIP LEVELS:

One \$5000 Premier Sponsor

- Name mentioned on whenever Troy Pigout is officially presented on radio or tv, "Troy Pigout in Downtown Troy is brought to you by Downtown Troy BID and " "
- Logo on main stage banner
- Logo on official t-shirt
- Name on website sponsor page and social media
- MC shout out on stage
- Free 10x10 booth at event
- Newsletter mention recognizing presenting sponsorship
- Opportunity to do social media branded content for the event with the bid

One \$1000 Hot Dog Eating Contest

- Named as premier sponsor of the hot dog eating contest
- Logo displayed on table banner
- MC shout out for the start of the contest
- Logo on official t-shirt
- Name on website sponsor page and social media

Two \$1500 Gold Sponsor

- Free 10x10 booth at event
- Logo on main stage banner
- Logo on official t-shirt
- Name on website sponsor page and social media
- MC shout out on stage

Unlimited \$500 Business

- Free 10x10 booth at event
- Logo placement on event webpage, facebook event page

Rockin' on the River



EVENT DETAILS:

Every year 3,000+ people attend Rockin on the River to celebrate good beer, good food, good music and a great community. Whether rain or shine, it's always a fun time.

This series starts at the end of June and runs four concerts every other Wednesday.

LOCATION:

Riverfront Park, Troy, NY

DATES:

June 28
July 12
July 26
August 9

AUDIENCE:

3,000+ beer and music lovers from Downtown Troy and surrounding areas.

EVENT STATS 2022:

 5.5k
Account Reach

 8.3K
Followers

SPONSORSHIP LEVELS:

One \$5000 Featured Partner

- Name mentioned on whenever rockin on the river is officially presented, "Rockin on the River in Downtown Troy is brought to you by Downtown Troy BID and "
- Logo on main stage banner
- Logo on official t-shirt
- Name on website sponsor page and social media
- MC shout out on stage
- 10 free VIP area tickets
- Access to have a vendor booth

Four \$2000 Gold Sponsor

- Logo on main stage banner
- Logo on official t-shirt
- Name on website sponsor page and social media
- Name posted at beer tent
- MC shout out on stage
- 4 free VIP area tickets

Six \$1000 Silver Partner

- Logo on main stage banner
- Logo on the official t-shirt
- Name posted at beer tent
- MC shout out on stage
- 2 free VIP area tickets
- Name on website and social media

Sponsorship levels are continued on the next page



One \$1000 Beer Tent Partner

- Set up company tent
- Pass out coupons or info inside the festival
- Logo on the official t-shirt
- Logo on the main festival banner
- MC shout out on stage
- Featured on website and mentioned on social media

One \$1000 Beer Tent Sponsor

- Logo on beer tent banner
- the beer tent is referred to as the “Company name” beer tent
- Featured on the website and mentioned on social media
- 4 free VIP area

One \$1000 VIP Area Sponsor

- Set up company tent in the vip area
- pass out cards, brochures and samples to guest
- Logo on the main festival banner
- Logo on the official t-shirt
- MC shout out on stage
- 4 free VIP area tickets

Twelve \$500 Bronze Partner

- Name posted at beer tent
- Name on official t-shirt
- Name on promotional material
- Name on the website sponsorship page

ChowderFest



EVENT DETAILS:

Explore the walkable district sampling chowder, soup and other delicious treats from a diverse group of restaurants and purveyors.

There is no up-front cost or presale ticket required to enjoy Chowderfest, as all samples are \$2 per 4 oz cup.

Businesses in Downtown Troy serve out of their storefronts, while cooks from outside the downtown will serve in partnership with downtown businesses.

LOCATION:

Downtown Troy

DATE:

Sunday October 8

AUDIENCE:

3,000+ people

EVENT STATS 2022:

 5.5k
Account Reach

 1.2K
Followers

SPONSORSHIP LEVELS:

One \$5000 Premier Sponsor

- Named as premier sponsor with prominent logo on all chowderfest marketing materials, includes, bowls, t-shirts, banners, social media posts, posters
- Name mentioned whenever Chowderfest is officially presented on radio or tv as "Downtown Troy's Chowderfest is brought to you by Downtown Troy BID and "
- Logo on chowderfest passport
- Name on website and sponsorship page
- Newsletter mention recognizing presenting sponsorship
- Opportunity to do social media branded content for the event with the bid

One \$1500 Gold Sponsor

- Logo on Chowderfest passport
- Name on website and sponsorship page
- Newsletter mention recognizing sponsorship
- Opportunity to do social media branded content for the event with the bid

Four \$500 Community Sponsor

- Name on website and sponsorship page
- Set up company tent in monument square
- Pass out cards, brochures and samples to guest
- Social media posts on the BID accounts

Fitness in the Park



EVENT DETAILS:

Join the Downtown Troy community for free yoga in the park in the summertime.

Classes are professionally-led by yoga instructors located in and around the Downtown Troy area.

This is the perfect way to start your Sunday in Troy. Weekend workout, brunch, browse the shops and enjoy Troy.

LOCATION:

Riverfront Park, Troy, NY

DATE:

Sunday's from
July 9 through August 20

AUDIENCE:

100+ yoga fitness lovers

2022 EVENT STATS:

 3.5k
Account Reach

 400
Followers

SPONSORSHIP LEVELS:

Two \$2500 Premier Sponsor

- Name mentioned whenever Troy's Fitness in the Park is officially presented on radio and tv, "Downtown Troy's Fitness in the Park is brought to you by Downtown Troy BID and " "
- Social media posts on @troybid channels recognizing presenting sponsorship.
- Prominent logo placement on all printed and online material
- Prominent logo placement as event's presenting sponsor

Unlimited \$500 Supporting Sponsor

- Logo placement on event webpage, facebook event page
- Prominent logo placement on all printed and online material newsletter mention recognizing sponsorship
- Option to have a booth for handouts

Shop Small for the Holidays



EVENT DETAILS:

Celebrate and support our downtown small business community consisting of your friends, family, and neighbors. Throughout the city, unique gifts are in stock, and when you shop from a small business, there's no shipping required. Your purchase dollars also stay local in the community and are a direct investment in the future of Troy.

LOCATION:

Downtown Troy

DATE:

Saturday, November 25

AUDIENCE:

3000+ people

2022 Event Stats:



18k

Account Reach



3K

Event Responses

SPONSORSHIP LEVELS:

One \$3000 Gift Guide

- Name mentioned whenever Troy's "Shop Small, Shop Troy" is officially presented on radio and tv, "Downtown Troy's shop small for the holidays is brought to you by Downtown Troy BID and " "
- Social media posts on @troybid channels recognizing presenting sponsorship.
- Prominent logo placement on all printed and online material
- Prominent logo placement as event's presenting sponsor
- Prominent logo placement as event's presenting sponsor on event webpage, facebook event page
- Free 10x10 booth at event

Two \$2500 Tote Bag

- Named as premier sponsor with prominent logo
- Social media posts on @troybid channels recognizing presenting sponsorship.
- Prominent logo placement on all printed and online material
- Prominent logo placement as event's presenting sponsor

Troy Night Out



CAMPAIGN DETAILS:

The last Friday of every month the streets of Downtown Troy come alive with music and culture beckoning you to discover local businesses, art galleries, fine restaurants, and unique boutiques of all varieties.

Troy Night Out is the perfect time to Enjoy Troy, with themed events, specials, promotions around every corner.

LOCATION:

Downtown Troy

DATE:

Last Friday of every month

AUDIENCE:

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

2022 Event Stats:

 5k
Account Reach

 15K
Followers

SPONSORSHIP LEVELS:

Two \$5000 Premier Sponsor

- Named as premier sponsor with prominent logo on all Troy Night Out marketing materials
- Name on website and sponsorship page
- Newsletter mention recognizing presenting sponsorship
- Opportunity to do social media branded content for Troy Night Out events with the bid
- Free booth set up for any select troy night out
- Logo on Broadway bike racks in the summer months

Unlimited \$500 Bronze Sponsor

- Name on website and sponsorship page
- Newsletter mention recognizing presenting sponsorship
- Opportunity for social media branded content for Troy Night Out events with the bid

Taste of Downtown Restaurant Week



CAMPAIGN DETAILS:

Support Downtown Troy's culinary scene. Help us promote how delicious our downtown is through Taste of Downtown a one week experience in September.

This years restaurant week will have a passport guide to food and drink opportunities, culinary events and a dining guide.

LOCATION:

Downtown Troy

DATE:

Monday, September 11 - Sunday, September 17

AUDIENCE:

2,000+ foodies

2022 Event Stats:



5k

Account Reach



1K

Event Response

SPONSORSHIP LEVELS:

Two \$2000 Presenting Sponsor

- Prominent logo placement as event's presenting sponsor on event web page, Facebook event page, and on printed collateral material
- Name and logo on Taste of Downtown website
- Newsletter mention recognizing presenting sponsorship
- Social media posts on BID's channels recognizing presenting sponsorship
- Name and logo on passport guides

One \$1000 Passport Sponsor

- Name and logo printed on ~500 passport guide available at restaurants and culinary events
- Name and logo on Taste of Downtown website
- Newsletter mention recognizing presenting sponsorship
- Name mentioned on all social media posts mentioning Taste of Downtown

Unlimited \$500 Bronze Sponsor

- Name and logo on Taste of Downtown website
- Newsletter mention recognizing presenting sponsorship
- Name mentioned on all social media posts mentioning Taste of Downtown

College Block Party



CAMPAIGN DETAILS:

As part of local college's Orientations, Block Party welcomes thousands of incoming freshman to downtown Troy. Students walk from campus to Monument Square to sample the best of downtown's restaurants and retailers. It's our way to give a Friendly City welcome to our newest residents!

LOCATION:

Downtown Troy

DATE:

Sunday, September 10

AUDIENCE:

2,000+ college students

SPONSORSHIP LEVELS:

Three \$2000 Presenting Sponsor

- Prominent logo placement as event's presenting sponsor on event web page, Facebook event page, and on printed collateral material
- Name and logo on College Block Party website
- Newsletter mention recognizing presenting sponsorship
- Social media posts on BID's channels recognizing presenting sponsorship
- Name and logo on passport guides

One \$1500 College Sponsor

- Free 10x10 booth at event - option to be present at the chalk art station
- Prominent logo placement on the entry banner
- Prominent logo placement on all printed and online material
- Newsletter mention recognizing presenting sponsorship

Unlimited \$500 Bronze Sponsor

- Name and logo on College Block Party website
- Newsletter mention recognizing presenting sponsorship
- Name mentioned on all social media posts mentioning College Block Party



Collar City Pop

Ticketed Fundraising Party

EVENT DETAILS:

Collar City Pop is the first annual inspired celebration to appreciate Downtown Troy for its culinary stars and exceptional business owners. Highlighting the exceptional array of restaurants in Downtown Troy, this “dinner party” invites you to mix and mingle, enjoy tasting stations, sip local beer and wine, bid in a live auction with unique local experiences you won’t find anywhere else, and join in the most fun dance party around.

Your sponsorship brings you exposure to the movers and shakers in Downtown Troy and a vibrant mix of both young professionals and established community members.

LOCATION:

Riverfront Park, Troy, NY

DATE:

Friday, June 9

AUDIENCE:

1,000+ young professionals and community members

SPONSORSHIP LEVELS:

Three \$3000 Premier Sponsor

- Tickets for 8 guests including a 25% discount on extra tickets you purchase
- Logo on entry signage and verbal recognition during event as presenting sponsor
- Opportunity to give a welcome speech to guests
- logo on event page, Eventbrite ticket sales page and emails to ticket holders
- Social media posts on BID’s channels recognizing presenting sponsorship
- Newsletter mention recognizing presenting sponsorship
- Prominent logo placement on insert cards at participating restaurants two months leading up to the event

Two \$2000 Bar Sponsor

- Tickets for 6 guests including a 25% discount on extra tickets you purchase
- Business logo on all cocktail napkins
- Business logo on sponsor page in event program
- Logo on sign at the bar location
- Logo on event page, Eventbrite ticket sales page
- Social media posts on BID’s channels recognizing bar sponsorship



Four \$1500 Supporting Sponsors

- Tickets for 5 including a 25% discount on extra tickets you purchase
- Business logo included on sponsors page of event program
- Social media posts on BID's channels recognizing supporting sponsor
- Newsletter mention recognizing supporting sponsorship

Four \$1000 Sustaining Sponsor

- Tickets for 4 including a 25% discount on extra tickets you purchase
- Business logo included on sponsors page of event program
- Social media posts on BID's channels recognizing sustaining sponsorship
- Newsletter mention recognizing sustaining sponsorship

Four \$500 Event Sponsors

- Tickets for 2 including 25% discount on extra tickets you purchase
- Social media posts on BID's channels recognizing event sponsorship
- Newsletter mention recognizing event sponsorship
- Prominent listing on all event publicity as Event Sponsor including but not limited to: links to business on any online promotions, event program, social media posts and e-newsletter



CONTACT INFORMATION

INTERESTED IN A SPONSORSHIP OPPORTUNITY?

**Contact Olivia Clemente to discuss sponsorship level and package details*

Email: info@troybid.org

Phone: 518.279.7997



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DOWNTOWNTROY.ORG
@TROYBID

102 3RD ST, TROY NY 12180
INFO@TROYBID.ORG | (518) 279-7997



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