



THE CITY OF

SARATOGA SPRINGS

SPECIAL EVENT SPONSORSHIP PACKET

The City of Saratoga Springs has long been one of the fastest growing communities in the area, and in 2017 we were the 3rd fastest growing city in the state. There are a lot of great things to celebrate here in Saratoga Springs. Our community consists of an ever growing population of families of all ages that are looking for opportunities to come together and celebrate as neighbors. Our citizens are excited to see business development come into our community, and the opportunities for community partnerships. Our City Celebration's Committee is a volunteer based organization funded in a large part by donations from sponsors like you. Our volunteers have given countless hours over the last 12 years to build up our community events and help them grow year to year. We have a lot of wonderful events planned for this year and are happy to provide you with this opportunity to promote your business in our city.

COVID-19 has brought trials for many of us. We understand that it is more important than ever to come together and celebrate when possible. We are determined to continue planning events through this pandemic. We are closely monitoring state regulations and will be making adjustments to these events guarantee that they are compliant, and that our citizens remain safe.

We appreciate your willingness to donate and sponsor events in our city. We treasure our event sponsors and try to do all we can to promote your business at our events. The celebrations committee has organized events throughout the year. With a wide range of events, we have sponsorship opportunities for every budget. If you have any questions or are interested in sponsoring an event please contact AnnElise Harrison by email at aharrison@saratogaspringscity.com or by phone at 801-703-8006.

Thank you again for all you do for our community.

AnnElise Harrison
Civic Events Coordinator
Communications | Saratoga Springs

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SPRING FESTIVAL SPONSORSHIP

Attendance – 3,000

- March 27, 2021

Gold Sponsor- Title Sponsorship - \$2,500

- First right of refusal
- Industry exclusivity
- Logo will be included on all marketing materials for Spring Festival (mailers, city newsletter, city website, and banners.)
- Logo placed on event webpage with hyperlink
- A banner (provided by you) placed at Neptune Park for Easter Egg Hunt Kit Pick Up

Silver Sponsor - \$1,500

- Logo will be included on all marketing materials for Spring Festival (mailers, city newsletter, city website, and banners.)
- Logo placed on event webpage with hyperlink
- A banner (provided by you) placed at Neptune Park for Easter Egg Hunt Kit Pick Up

Bronze Sponsor - \$500

- Business name listed as a sponsor on all marketing materials for Spring Festival (mailers, city newsletter, city website, and banners.)
- Business name listed on event webpage

Community Partner - Donation In-Kind

- Business name listed as a sponsor on all marketing materials for Spring Festival (mailers, city newsletter, city website, and banners.)
- Donations added to Easter Egg Hunt Kits

SARATOGA SPLASH DAYS

Attendance - 20,000

- Weeklong Event
 - June 7-12, 2021

Gold Sponsor - Title Sponsorship - \$8,000

- First right of refusal
- Industry exclusivity
- Logo will be included on all marketing materials for Splash events (mailers, city newsletter, city website, and banners.)
- Logo placed on event webpage with hyperlink
- A banner (provided by you) placed at the entrance to Neptune Park
- Logo and announcements made at event as title sponsor
- Parade entry in Splash Days Reverse Parade
- A commercial shown before the Outdoor Movie (must be on a DVD)

Silver Sponsor - \$4,000

- Logo will be included on all marketing materials for Splash events (mailers, city newsletter, city website, and banners.)
- Logo placed on event webpage with hyperlink
- A banner (provided by you) placed at the entrance to Neptune Park
- Parade entry in Splash Days Reverse Parade
- A commercial shown before the Outdoor Movie (must be on a DVD)

Bronze Sponsor - \$2,000

- Business name listed as a sponsor on all marketing materials for Splash events (mailers, city newsletter, city website, and banners.)
- Business name listed on event webpage
- A banner (provided by you) placed at the entrance to Neptune Park
- Parade entry in Splash Days Reverse Parade

Community Partner - \$500 or Donation In-Kind

- Business name listed as a sponsor on all marketing materials for Splash events (mailers, city newsletter, city website, and banners.)
- Business name listed on event webpage
- Parade entry in Splash Days Reverse Parade

Summer Monday Fundays

Attendance - 4000

- Season long event
 - Outdoor events every Monday evening June 7, 2021 – August 9, 2021

Gold Sponsor- Title Sponsorship - \$3,000

- First right of refusal
- Industry exclusivity
- Logo will be included on all marketing materials for the Summer Celebrations Series (mailers, city website, and banners.)
- Logo placed on event webpage with hyperlink
- A banner (provided by you) placed at events
- Booth at events

Silver Sponsor - \$2,000

- Logo will be included on all marketing materials for Summer Celebration Series (mailers, city website, and banners.)
- Logo placed on event webpage with hyperlink
- A banner (provided by you) placed at events
- Booth at events

Bronze Sponsor - \$1,000

- Business name listed as a sponsor on all marketing materials for Summer Celebration Series (mailers, city website, and banners.)
- Business name listed on event webpage
- A banner (provided by you) placed at events
- Booth at events

Community Sponsor - \$500 or Donation In-Kind

- Business name listed as a sponsor on all marketing materials for Summer Celebration Series (mailers, city website, and banners.)
- Business name listed on event webpage

FALL FESTIVAL SPONSORSHIP

Attendance - 5000

- October 1, 2021

Gold Sponsor - Title Sponsorship - \$5,000

- First right of refusal
- Industry exclusivity
- Logo will be included on all marketing materials for Fall Festival (mailers, city newsletter, city website, and banners.)
- Logo placed on event webpage with hyperlink
- A banner (provided by you) placed on Entry Bridge at Shay Park
- Booth at Fall Festival

Silver Sponsor - \$3,000

- Logo will be included on all marketing materials for Fall Festival (mailers, city newsletter, city website, and banners.)
- Logo placed on event webpage with hyperlink
- A banner (provided by you) placed on Entry Bridge at Shay Park
- Booth at Fall Festival

Bronze Sponsor - \$1,000

- Business name listed as a sponsor on all marketing materials for Fall Festival (mailers, city website, and banners.)
- Business name listed on event webpage
- A banner (provided by you) will be placed at Shay Park
- Booth at Fall Festival

Community Partner - \$500 or Donation In-Kind

- Business name listed as a sponsor on all marketing materials for Fall Festival (mailers, city website, and banners.)
- Business name listed on event webpage
- Booth at the Fall Festival

CELEBRATE IN SARATOGA

Attendance - 4,000

Multi-Day Event

- Christmas Tree Lighting- November 29, 2021
- Silent Santa – December 4, 2021
- Orchestra Concert- TBD
- Home Decorating Contest- December 3 - 26, 2021
- Library Craft Day - TBD

Gold Sponsor - Title Sponsorship - \$5,000

- First right of refusal
- Industry exclusivity
- Logo will be included on all marketing materials for Celebrate in Saratoga (mailers, city newsletter, city website, programs, banners, and signs)
- Logo placed on event webpage with hyperlink
- A banner (provided by you) put up at all in person events Neptune Park
- Booth at Christmas tree Lighting

Silver Sponsor - \$3,000

- Logo will be included on all marketing materials for Celebrate in Saratoga (mailers, city website, programs, banners, and signs)
- Logo placed on event webpage with hyperlink
- A banner (provided by you) put up at all in person events Neptune Park
- Booth at Christmas tree Lighting

Bronze Sponsor - \$1,000

- Business name listed as a sponsor on marketing materials for Celebrate in Saratoga (mailers, city website, and programs)
- Business name listed on event webpage
- Booth at Christmas tree Lighting

Community Partner - \$500 or Donation In-Kind

- Business name listed as a sponsor on marketing materials for Fall Festival (mailers, city newsletter, city website and programs)
- Business name listed on event webpage