



Chowderfest is celebrating its 20th Anniversary!

Saratoga's wildly popular winter event will take place at participating locations throughout Saratoga County, NY on **Saturday, February 3, 2018, 11 AM - 4 PM** DiscoverSaratoga.org/Chowderfest

2017 Highlights:

- 86 participating Chowder outlets
- Attendance was estimated at 35,000+ people
- An estimated 120,000 bowls of chowder were served in 5 hours
- Awards ceremony held at the Saratoga Springs Heritage Area Visitor Center at 6:30 PM
- Nearly 2,500 long-sleeved t-shirts were sold and the 500 hats sold out in less than an hour

For 2018:

- A "20 Years of Chowder" recipe book will be available for sale before the holiday season
- An event page will be set up on Facebook
- An additional 1,000 hats will be ordered for a total of 1,500
- 2,500 Official long-sleeve t-shirts will be available for purchase
- Increased marketing efforts through digital, social, print, radio and TV
- Free Shuttles will be available again
- Chowderfest banners will be hung on Broadway

Presenting Sponsor - \$3,500

- Logo on 12 Chowderfest banners hung for 3 weeks on Broadway
- Banner ad on Chowderfest website for 1 year
- Invitation to be a presenter at the Chowderfest Awards Reception the evening of the event
- Opportunity to set up a table inside the Springs City Center t-shirt distribution area
- "Saratoga's Chowderfest Presented by _____" on all advertising
- Logo on the commemorative long-sleeve t-shirts
- Logo included in all print advertising (space permitting)
- Logo included on all social media marketing
- Sponsor mention on all radio advertising
- Logo included on all promotional posters
- Recognition at awards ceremony
- Logo inclusion in thank you online & print ads
- Logo on 25,000 printed ballots/maps
- Logo and 100-word company description & link on www.discoversaratoga.org/Chowderfest

Gold Sponsorship - \$1,500

- Logo on commemorative long-sleeve t-shirts
- Logo included in all print & online advertising (space permitting)
- Included in all social media marketing
- Logo included on all promotional posters
- Recognition at awards ceremony
- Logo on 25,000 printed Ballots/Maps
- Logo and 50-word description & link on Discoversaratoga.org/Chowderfest

Silver Sponsorship - \$750

- Business name in text on official long-sleeve t-shirts
- Logo included on all print marketing (space permitting)
- Included in all social media marketing
- Logo included on all promotional posters
- Recognition at awards ceremony
- Business name on 25,000 printed Ballots/Maps
- Logo and 25-word description & link on Discoversaratoga.org/Chowderfest

Bronze Sponsorship - \$300

- Business name included on all print marketing (space permitting)
- Business name included in all social media marketing
- Business name included on all promotional posters
- Recognition at awards ceremony
- Logo and 10-word description & link on Discoversaratoga.org/Chowderfest

All proceeds from sponsorships are designated to the Bureau's marketing fund to offset advertising & promotional efforts. The Saratoga Convention & Tourism Bureau is a non-profit organization.

Please complete & return this form. Thank you, we appreciate the support of our sponsors!

_____ Presenting - **\$3,500** – Supply logo, website and 100-word description
_____ Gold- **\$1,500**– Supply logo, website and 50-word description
_____ Silver - **\$750** – Supply logo, website and 25-word description
_____ Bronze - **\$300** – Supply logo, website and 10-word description

Business Name _____

Contact Name _____ Phone _____

Email _____

Check Attached (payment to "SCTB") _____ OR Pay by Credit Card _____

Name on Card _____

Card # _____ Expiration _____

Description: _____

Please return to: Connie Crudo, Connie@DiscoverSaratoga.org, Phone: 518-584-1531 Fax: 518-584-2969
60 Railroad Place, Suite 301 Saratoga Springs, NY 12866