



Sponsorship Opportunities

We welcome you to join us this year as a promotional partner in Saratoga County's enormously successful Winter Restaurant Week, **December 2 - 8, 2016**.

Every year, the Bureau conducts an aggressive social media, electronic, print, radio, TV and direct mail campaign to support Restaurant Week. In addition, lodging partners will offer special rates during Restaurant Week to encourage visitors to experience multiple venues & attractions during their stay and allows us to extend the geographical marketing reach and promote to a wider audience.

Dozens of Saratoga County's finest restaurants are offering indulgent prix-fixe menus that are both delectable and easy on the wallet with three course dinners for just \$10, \$20 or \$30 and "Lunch Specials" for just \$5 or \$10 (tax and tip not included). The Restaurant Week webpage received over **70,000 page views over the past year. Sponsor logos remain posted until the following year.**

Presenting Sponsor - \$2,000

- Prominent company *name and logo* displayed on ALL print and electronic advertising including television, newspaper, magazine ads, flyers, posters throughout the Capital Region.
- 50-words description (you provide) to promote your product, sale, event, etc. on webpage
- Logo inclusion on promotional posters
- Sponsor mentions on monthly Bureau e-newsletters, email blasts, social media and press releases about the event.
- Sponsor mention in all 'Thank You' online and print ads
- Cooperation of the Saratoga Convention & Tourism Bureau for assistance in contests & promotions
- Distribution of any collateral material to participating restaurants.
- Presenting Sponsor will have prominent brand position in all media & promotional material:
"Saratoga County Restaurant Week presented by " _____ "

Gold Plate Sponsorship - \$1,000

- Prominent company name and logo displayed on ALL print and electronic advertising including television, newspaper, magazine ads, flyers, posters throughout the Capital Region. (Space permitting)
- 30-words (you provide) as a company description, promote your product, sale, event, etc. on webpage
- Logo inclusion on promotional posters
- Sponsor mentions on Bureau e-newsletters, email blasts, press releases and social media outlets.
- Sponsor of the Contest on Restaurant Week page. “This contest Presented by our Gold Sponsors” (insert logos).

Silver Spoon Sponsorship - \$500

- Prominent company name and logo displayed on ALL print and electronic advertising including television, newspaper, magazine ads, flyers, posters throughout the Capital Region. (Space permitting)
- 25-words (you provide) as company description, promote your product, sale, event, etc. on webpage
- Logo inclusion on promotional posters
- Sponsor mentions on Bureau e-newsletters, email blasts, press releases and social media outlets.
- Sponsor mentions in all social media outlets.

Crystal Goblet Sponsorship - \$250

- Prominent company name and logo on Restaurant Week webpage with a hotlink to your member listing on the Bureau website.
- 20-words (you provide) as company description, to promote your product, sale, event, etc. on webpage.
- Company name on promotional posters.
- Sponsor mentions in all social media outlets.

Promotion Sponsor - \$50 (Perfect for retailers!)

- Opportunity to promote a special offer under the “**Restaurant Week Promotions**” tab on the website. For example:
 - Mention Restaurant Week and receive 10% off your entire purchase.....
 - Purchase a gift certificate for \$50 and get one for \$10 free.....
 - Spend \$50 and get \$10 off your purchase, etc.
 - Remember Restaurant Week is 3 weeks before Christmas!
- 15 word description of Sale or promotions you are running during Restaurant Week with a link to your listing on our website.

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

To participate, please complete the bottom portion of the form and return with payment to "SCTB". We appreciate the support of our sponsors.

Yes, I would like to be a sponsor of Saratoga's 11th Annual Winter Restaurant Week!

- _____ Presenting - **\$2,000** – Supply logo, web URL and 50-word description
- _____ Gold Plate - **\$1,000** – Supply logo, web URL and 30-word description
- _____ Silver Spoon - **\$500** – Supply logo, web URL and 25-word description
- _____ Crystal Goblet - **\$250** – Supply logo, web URL and 20-word description
- _____ Promotion Sponsor - **\$50** – Supply 15-word description

Company Name _____

Contact Name _____

Phone _____

Email _____

Attached please find my check _____ OR Pay by credit card _____

Card # _____ Expiration date _____

Name on card _____

Description: _____

**Please contact Connie Crudo (connie@discoversaratoga.org) with any questions.
Please email, fax (518-584-2969) or mail to
60 Railroad Place, Suite 301,
Saratoga Springs, NY 12866**