**A full immersion live wedding event experience, utilizing unique venues, hospitality partners, local wedding professionals, and other local businesses.**

This unique, interactive luxury event will attract engaged couples, bridal parties, destination wedding planners and industry media to Saratoga Springs from throughout New York and New England; specifically, the NYC metro area, CT, MA, NJ and neighboring areas.

Our reputable and high end venues attract more serious-minded couples with on average a higher wedding budget. This benefits our *exhibitors* by enabling them to more efficiently market their company through a full immersion experience creating a more personal LIVE approach and in a less crowded, chaotic environment.

This live event kicks off on Friday with fun, nightlife activities in downtown Saratoga, Saturday morning begins with an interactive expo at the Saratoga Springs City Center, an afternoon of tours of iconic Saratoga venues, museums & galleries (throughout the city and beyond) with live wedding vignettes within each venue and wrapping up the day with a “What’s Hot” Reception Saturday night. Event will end at the *Gazette* Bridal Show at the Hall of Springs and The Gideon Putnam on Sunday afternoon. This type of atmosphere contributes to a higher rate of post-show bookings. The ROI will last long after the event due to the on-site coverage from industry media, travel writers, local writers, and bloggers.

**Advertising/Marketing**

*Tie The Knot in Toga* will be marketed to thousands throughout the Northeast. Our target market is wedding/bridal decision makers and media within a 3 ½ hour drive distance to Saratoga Springs. Advertising includes, but is not limited to; radio, print, digital & social. In addition to targeted advertising, our event will also be featured on **TheKnot.com & WeddingWire.com.** We will also be present, promoting our event at **The Wedding Salon** at the Metropolitan Pavilion in NYC where over 2000 bridal customers are expected on Nov. 14.

**SPONSORSHIP OPPORTUNITES**

There are a number of sponsorship opportunities available; these opportunities provide an invaluable chance to increase your presence, building brand awareness in the luxury wedding market.

**Presenting Sponsor – 1 Available** **$15,000 or $20,000 with $5,000 in product**

As the presenting sponsor, you will be featured in all advertising material and editorial coverage. In addition, you will benefit from a strong presence at the live interactive event as well as our website, and onsite signage.

* Brand Association, listed as the Presenting Sponsor in all print, online social media ads, & step & repeat signage.
* Web logo banner on homepage of [www.tietheknotintoga.com](http://www.tietheknotintoga.com)
* Logo with link to website on Show Webpage
* Large Logo in all newspaper/online ads, social media, poster, flyers and banner.
* Full Page Ad published in Magazine distributed to all participants.
* Weekly personalized Social Media Blasts promoting the live event.
* List of registrants with full contact information.
* Premium promotional space for weekend.
* Materials placed in swag bag.
* Required booth visit for attendees to win prizes.

**Platinum Sponsor – $10,000 or $15,000 with $5,000 product**

* Listed as a Platinum Sponsor in all print, online social media ads.
* Large Logo in all newspaper/online ads, social media, poster, flyers and banner.
* Logo with link to website on Event Webpage
* Full Page Ad published in Magazine distributed to all participants.
* Weekly personalized Social Media Blasts promoting the live event.
* List of registrants with full contact information.
* Prime promotional space for weekend.
* Materials placed in swag bag.
* Required booth visit for attendees to win prizes.

**Gold Sponsor – $5,000**

* Listed as Gold Sponsor in all print, online social media ads.
* Medium Logo in all newspaper/online ads, social media, poster, flyers and banner.
* Logo with link to website on Event Webpage
* Half Page Ad published in Magazine distributed to all participants.
* Weekly personalized Social Media Blasts promoting the live event.
* List of registrants with full contact information.
* Promotional space for weekend.
* Required booth visit for attendees to win prizes.

**Silver Sponsor – $1,500**

* Listed as Silver Sponsor in all print, online social media ads.
* Medium Logo in all print/online ads, social media, poster, flyers and banner.
* Quarter Page Ad published in Magazine distributed to all participants.
* Logo with link to website on Event Webpage
* Weekly personalized Social Media Blasts promoting the live event.
* Promotional space for weekend.
* Required booth visit for attendees to win prizes.

**Bronze Sponsor – $1,000**

* Listed as Bronze Sponsor in all print, online social media ads.
* Small Logo in all print/online ads, social media, poster, flyers and banner.
* Business card ad in Magazine distributed throughout to all participants.
* Logo with link to website on Event Webpage
* Weekly Social Media Blasts promoting the live event.
* Promotional space at What’s Hot Reception
* Required booth visit for attendees to win prizes.

**Vignette Participant Sponsor – $500 per or $750 for two - vendor/company**

**15% discount for current Saratoga Convention & Tourism Bureau members.**

Vignette Participants will include; Caterer, Décor, Entertainment, Floral, Hair/Makeup, Officiant , Photo/Video, Planner, Stationer, Transportation, etc.)

* Given exclusive space within one of our live, interactive vignette’s to showcase your talents to our captive audience.
* Listed as Vignette Sponsor in all print, online social media ads.
* Listed in all print/online ads, social media, poster, flyers and banner.
* Listed in Magazine distributed throughout to all participants.
* Weekly Social Media Blasts promoting the live event.
* Promotional space Saturday evening at What’s Hot Reception from 6-9PM

**Vignette Venues include:**

* + Hall of Springs
  + National Museum of Dance
  + Saratoga National Golf Club
  + Salt & Char
  + The Lodge
  + The Mansion Inn
  + Universal Preservation Hall (2 available, 1 upstairs & 1 down)

**Swag Bag Sponsor – 1 Available $2,000**

One of the most effective ways of making your brand stand out at the show is by sponsoring the *Swag Bag*; the *Swag Bag* is distributed to every visitor at the show.

* Logo on one side of the Swag Bag
* Logo with link to website on Show Webpage

\*Please note that one side of the bag will feature *Tie The Knot in Toga* logo along with our Presenting Sponsor.

**Fashion/pop-up boutique – 6 Available $200**

**Local Product Alley – 10 Available $200**

Expand your exposure by providing a here today, gone tomorrow fashion/pop-up boutique for couples to see it here, and buy it here. Pop-up shop space will be at the City Center Saturday evening 6:00PM-9:00PM during the *What’s Hot Reception.*

**Entertainment at What’s Hot Party**

**Two Available – One Band, One DJ - $750 each or $1000 for two.**

Sponsoring entertainment at the What’s Hot Party offers a fantastic opportunity to increase your presence at the event and build your brand awareness. In addition, you will be heavily featured in our advertising campaign in the run up to this live interactive event.

**Friday, January 27**

Arrive/Stay overnight at one of Saratoga's finest hotels. Enjoy the safe, walkable and award-winning downtown.

Exclusive kick off event at the Visitor Center for out-of-town guests!

The event features hors d'oeuvres and drinks, a 'passport' for the downtown bars & restaurants w/drink & food specials, a 10% discount card to participating establishments, live music from DJ Trumastr, swag bags with the official program/magazine.

**Saturday, January 28**

10:00 AM – 11:30 AM: Coffee and breakfast at The Saratoga Springs City Center, featuring local & regional wedding industry professionals—guest celebrity industry speaker as well as local wedding planners.

Noon – 4:00 PM: Shuttles will bring groups to featured wedding venues around Saratoga.  
  
The Venues: Hall of Springs, National Museum of Dance, Saratoga National Golf Club, Salt & Char, The Lodge, The Mansion Inn and Universal Preservation Hall  
  
At each venue, you will witness a variety of creative wedding vignettes along with samples of food and drink tastings. Each vignette includes a Florist, Music Entertainment, Wedding Planner, Photo/Video, Decorator, Caterer, etc. There will be a couple’s choice contest in which guests will vote on their favorite team and a prize granted to the winners!

6:00 PM – 9:00 PM: Evening “What’s Hot” Reception at The Saratoga Springs City Center including local consumable fashion pop-up boutiques, free drink tastings and heavy hors d'oeuvres from local caterers, live music entertainment from a band and DJ Trumastr!

**Sunday, January 29**

11:00 AM– 3:00 PM- The Gazette Wedding Show at The Hall of Springs & The Gideon Putnam

For more information on sponsorship opportunities or vendor registration contact:

Tonya Pellegrini  
[tonya@pellegrinievents.com](mailto:tonya@pellegrinievents.com)  
518-928-5808

For general information contact:  
  
Kayla Kreis  
[Kayla@discoversaratoga.org](mailto:Kayla@discoversaratoga.org)   
518-584-1531 (x108)

Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Company \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Email \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Phone \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Sponsorship Level \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

If you are signing up to become a Vignette Participant, what is your Category \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What is your preferred Venue\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ 2nd Option \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Total $ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Mail Check \_\_\_\_\_\_\_\_\_\_\_ Pay by Credit Card \_\_\_\_\_\_\_\_\_\_\_\_\_ Call to Pay: 518-584-1531

Card Type\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Card #\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Expiration Date \_\_\_\_\_\_\_\_\_\_\_ Name on Card\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Mailing Address:  
Pay to: SCTB, Saratoga Convention & Tourism Bureau  
60 Railroad Place, Suite 301, Saratoga Springs NY

Please e-mail digital high resolution (300 DPI) files of your logo to [Angela@DiscoverSaratoga.org](mailto:Angela@DiscoverSaratoga.org)