

# Sponsorship Packet



## ILLUMINOCITY

S C H E N E C T A D Y



**ILLUMINOCITY** was created in 2021 with a mission to unite community leaders, businesses, and residents in a holiday festival of illumination to celebrate the rich history of Schenectady and support the county's brightest lights, our not-for-profit organizations. It is also designed to attract additional visitors and revenue for Schenectady's many local businesses during the holiday season.

Our first year of **ILLUMINOCITY** was a huge success! In 2021-2022, **ILLUMINOCITY** had 28 businesses and 27 not-for-profits come together to showcase their community spirit. This information sheet provides more details including last year's sponsors, participant testimonials, and event prize winners.

## MISSION STATEMENT

The mission of ILLUMINOCITY is to unite community leaders, businesses, and residents in a holiday festival of illumination to celebrate the rich history of Schenectady and support the county's brightest lights, our not-for-profit organizations.

## VISION

ILLUMINOCITY will become a highly recognized annual attraction during the holiday season that serves as an important economic driver for Schenectady. Businesses will benefit from increased customer activity throughout the month-long celebration, and not-for-profit organizations will receive recognition and funding support for their mission. Participation by businesses, not-for-profits, and the public will continue to grow year after year, resulting in a long-established tradition or "Season of ILLUMINOCITY" that creates ongoing pride in our community.

## TESTIMONIAL PAGE

Here are some testimonials from the host businesses and not-for-profits who had participated in IlluminoCity's event.



"We were very glad that all that hard work paid off and that our non-profit partner (Create Community Studios), benefited financially to help their mission."

- **Amanda Magnetta from Bear and Bird Boutique + Gallery**



"I became involved because I loved the mission of Illuminocity. I think it is very important everyone in the community works together. Unity makes a community strong and flourish."

- **Michelle Davis from PioneerNY**



"We love being involved in our community and being part of great events like these that bring groups together and highlight our community pride and all the great work that we all do regularly in the city."

- **Haley Viccaro from Schenectady Greenmarket**




"We are very excited to get involved again. We hope that the buzz created last year brings even more businesses and non-profits together this year."

- **Kerrie Wolf-Piechota from Habitat Restore Schenectady**



"I was very happy to be able to provide for a good cause."

- **Dawn Taylor from Wedgeway Barber Shop**

<b>Offerings</b>	<b>\$15000</b> <b>Guiding light</b>	<b>\$7500</b> <b>Beacon light</b>	<b>\$4000</b> <b>Spotlight</b>	<b>\$2500</b> <b>Fairy light</b>	<b>\$1000</b> <b>Nightlight</b>	<b>\$250</b> <b>Twinkle</b>
<b>You Will be Credited</b>	Presenting Sponsor taken by: 	Tree Sponsor	Reveal Party Sponsor			
<b>Participant Window Flyer (expecting 40)</b>	Presenting with Logo	Preferred Logo	Prominent Logo			
<b>Mayor Official Press Conference</b>	Stand with the mayor and acknowledged with <b>5-minute</b> speaking time	Stand with the mayor and acknowledged with <b>2-minute</b> speaking time				
<b>Recognition on Website (Nov 15 - Jan 31)</b>	Logo and <b>250-</b> word statement	Logo and <b>175-</b> word statement	Logo and <b>100-</b> word statement	Logo and <b>75-</b> word statement	Logo and <b>25-</b> word statement	Name Listing on the website
<b>Social Media Recognition**</b>	Logo and <b>weekly</b> company highlight spot	Logo and <b>bi-weekly</b> company highlight spot	<b>2</b> Company highlight spots	<b>1</b> Company highlight spot	<b>1</b> Company highlight spot	
<b>Print Media **</b>	Presenting Logo	Preferred Logo	Prominent Logo	Logo	Prominent Name recognition	Name Recognition
<b>DSIC, Discover Sch'dy &amp; City of Sch'dy E-newsletter</b>	Presenting Logo in IlluminoCity Section	Preferred Logo in IlluminoCity Section	Prominent Logo in IlluminoCity Section	Logo Recognition in IlluminoCity section	Name Recognition	
<b>Vendor Table Prize Reveal Party in January</b>	✓	✓	✓	✓	✓	
<b>Present Awards to Winners at Prize Reveal Party</b>	<b>5-minute</b> speaking opportunity	<b>3-minute</b> speaking opportunity	<b>2-minute</b> speaking opportunity			
<b>Tickets to Prize Reveal Party</b>	10	8	6	4	2	
<b>Official IlluminoCity Event Shirts (No sponsors listed)</b>	6	5	4	3	2	1

\*\*Social Media(For you and your not-for-profit): Facebook and Instagram

\*\*Print Media: Daily Gazette, The Recorder, Your Niskayuna, and Leader-Herald



## **SPONSORSHIP COMMITMENT FORM**

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Email this commitment form along with a high-resolution digital logo to us at [illuminocity@downtownschenectady.org](mailto:illuminocity@downtownschenectady.org) with the subject line “ILLUMINOCITY 2022” no later than November 1, 2022. If you are using **checks** make it out to Downtown Schenectady Improvement Corporation(DSIC). If you are **mailing** the address is: 143 State Street, Schenectady, NY 12305.

**Sponsor Name (As you wish it to appear):**

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**Address:**

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**Sponsorship Level:**

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**Contact person:**

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**Phone:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Email commitment form or any sponsorship questions you have to [illuminocity@downtownschenectady.org](mailto:illuminocity@downtownschenectady.org). We will reach out to you personally to go through your questions and review the benefits of sponsoring. An invoice will be sent separately. **Thank you for supporting IlluminoCity 2022**

