



The Fort Orange General Store will celebrate its inaugural holiday season with a Holiday Market in the Arcade Building and the Fort Orange General Store in downtown Albany!

The market will feature 20 vendors (rotating each week) selling locally made and sourced goods, live entertainment, craft beverage tastings, art exhibits, restaurant promotions, and drop-in workshops at the Fort Orange General Store.

The market will kick-off on the same evening as Albany City Hall's Tree Lighting & Open House on Thursday, November 30, and will also feature vendors and exhibits at Albany City Hall, the Albany Visitors Center, and the Albany Institute of History & Art. A free shuttle will be provided to transport visitors to each of the locations. The Holiday Market will continue for the following three Friday evenings, December 8, 15, and 22 from 4 PM - 9 PM each night. Free parking in the Riverfront Garage from 4-9 PM each event night is provided by the Albany Parking Authority.

Event Dates: November 30 (Thu), December 8 (Fri), December 15 (Fri), December 22 (Fri)

Event Times: 4:00 PM - 9:00 PM

Location: Arcade Building, 488 Broadway & Fort Orange General Store, 412 Broadway, Albany, NY

ABOUT THE FORT ORANGE GENERAL STORE

Fort Orange General Store is a neighborhood shop at 412 Broadway in downtown Albany, New York. Here you'll find beautiful, hand-picked home goods and gifts, with an emphasis on handmade quality and great design. We're proud to feature the work of up and coming designers, artists and small companies from all over, and share them with our corner of the city. Fort Orange also serves as an intimate community gathering space for creative workshops and events.

OUR AUDIENCE

Our social media channels account for more than 13,000 followers throughout the Capital Region and New York State. 75% of our followers identify as females ages 25-44.

An extensive advertising, public relations, and marketing campaign is planned through mainstream print, digital, and radio channels to ensure excellent visibility and event attendance. Collaborations with other local organizations such as the City of Albany Special Events & Cultural Affairs Office and Albany Visitors Center will further expand our reach and promotional efforts.

SPONSORSHIP

We are soliciting a select number of organizations that have ties to downtown Albany or the local maker movement to sponsor this event. Sponsorship levels are detailed below and offer excellent visibility in the two-month period leading up to, and during, the event.

Sponsorship Packages:

- Presenting Sponsor: \$1,000 (One available)
 - Organization logo added beneath the "Holiday Market" banner on our logo (see above)
 - Prominent logo placement on all print and digital advertising
 - Listing on online event postings and promotions
 - Mention in press release and media attention
 - At least two (2) social media shout-outs leading up to, or following, the event
 - Complimentary 6' x 6' booth with prominent logo placement (provided by the sponsor) at the main entrance of all four market events

- Gold Sponsor: \$500 (Two available)
 - Listing on all print and digital advertising
 - Prominent logo/signage placement at market entrances (provided by the sponsor)
 - Listing on online event promotions and promotions
 - At least one (1) social media shout-out leading up to, or following, the event
 - Opportunity to place promotional materials at information booths

- Silver Sponsor: \$250 (Four available)
 - Listing on all promotional flyers
 - Listing on all online event listings
 - Opportunity to place promotional materials at information booths

Media sponsorships are also available, and benefits will be determined based on the value of the in-kind advertising. Exclusivity within the publication's primary medium (i.e. print, online, radio) will be granted once the sponsorship is confirmed.

To confirm sponsorship, please contact Schuyler Bull at fortorangegeneral@gmail.com by Friday, October 27, 2017. We appreciate your consideration!