Registration

☐ Yes! We’d like to participate as a:

☐ Platinum Sponsor $1,000

☐ Gold Event Sponsor $500
  Choose one:
  ☐ Howlin’ at the Moon concert series
  ☐ July 3 Fireworks
  ☐ CanalFest
  ☐ Arts & Crafts Festival
  ☐ Mabee Farm to Fork
  ☐ Fall Foliage Festival

☐ Business Sponsor $150

Company name: ____________________________
Address: ____________________________
________________________________________

Email: ____________________________
Phone: ____________________________

Please mail this form (with a check made out to Schenectady County Historical Society) to:

SCHS
32 Washington Ave
Schenectady NY 12305.

Invoices are available. Questions? Contact Mary Zawacki at director@schenectadyhistorical.org.

Why Sponsor?

Tons of Exposure!
Over 20,000 people visit Mabee Farm and the Schenectady County Historical Society each year, and our online reach includes 1.5 million impressions annually. That’s a LOT of potential clients and customers! Our events are always highly attended, and our social media presence is wide-reaching. Between signage at major events, print advertising, and social media tags, that’s a lot of opportunity and repetition to get your name out, and make an impact!

Goodwill and Good PR!
By sponsoring Mabee Farm events, you’re contributing to the vibrancy of our community. It’s an opportunity for the people of Schenectady County to see your business highlighted as making a meaningful difference in our community. Together, we can contribute to the ongoing revitalization of Schenectady County!

Excellent Cost to Benefit Ratio!
Our sponsorship opportunities are tailored to different marketing goals and budgets. At a small cost to you, we offer affordable opportunities that allow you to get face-to-face with thousands of customers from a variety of backgrounds and interests.

The Mabee Farm Historic Site is part of the Schenectady County Historical Society, a 501 (c) (3) nonprofit. To learn more about what we do, visit us at www.schenectadyhistorical.org or @schenectadyhistorical and @mabeefarm.

Mabee Farm Historic Site is the flagship property of the Schenectady County Historical Society, welcoming tens of thousands of visitors each year. The Mabee Farm (a 501 (c) (3) non-profit) brings to life the region's dynamic history through a variety of educational programs, aimed at people of all backgrounds.

We offer hundreds of programs each year that connect people to history -- and to each other. Please join us in our vision of strengthening our community, and providing a vital destination for exploring history. Together, we can make Schenectady County a great place to live and visit!

schenectadyhistorical.org/sponsor
Sponsorship Packages at Mabee Farm

**Platinum Sponsors** of the Mabee Farm and SCHS for $1,000 will be recognized all year, and at all major events, with logo displayed on:
- An 8-foot, color banner
- The frontpage of our website, for the full year
- All major events’ flyers and posters, distributed throughout Schenectady
- All major events’ social media posts and email blasts

**Gold Sponsors** of one event for $500 will be recognized with logo displayed on:
- The frontpage of our website, for the full year
- The event’s flyers and posters distributed throughout Schenectady
- The event’s social media posts and email blasts

**Business Sponsors** for $150 will receive:
- Your logo on the frontpage of our website, for the full year
- Your logo featured in our newsletter, with signage at all SCHS sites
- Passes for your employees to visit SCHS sites
- Invitations to private members-only events

**About our Events**

The **Independence Day Celebration** features live music and a stunning fireworks display over the Mohawk River. Over 3,000 people attend this beloved event. Highlight your business at **CanalFest** as we showcase one of Schenectady’s greatest assets: the Mohawk River. Over 2,000 people attend this family-friendly event, including hundreds of tourists participating in the Cycle the Erie bike ride.

**Fall Foliage Festival** is our largest event of the year (over 3,000 people). This event is a great way to reach a wide variety of families from the Schenectady area. The **Howlin’ at the Moon concert series** presents Americana and craft beer each month. It’s a great way to reach hundreds of people interested in local music. The **Arts and Crafts Festival** features region’s most talented artisans in a celebration of all things handmade. This event attracts over 1,000 motivated, enthusiastic customers, eager to spend.

**Mabee Farm to Fork** is great way to show the community your commitment to Schenectady food and farmers.

schenectadyhistorical.org