

# 2024 SPONSORSHIPS AT MABEE FARM

Each year, **tens of thousands of people** visit the Mabee Farm, a 501(c)(3), for community events. Join in our vision of providing a vital community destination by becoming a Corporate Sponsor!

Sponsorship means your business is highlighted as making a meaningful difference in our community. Together, we can contribute to making Schenectady County a great place to live!



## PLATINUM \$5,000

Top billing for **all** events

Address audience at **all** events

Your logo displayed on 8' banner, event marketing materials, & event signage

Your name & logo on SCHS website, social media, email blasts, & newsletter for 1 year

10 event tickets and 10 admission passes for employees

Invitations to exclusive events

## GOLD \$1,000

Top billing for one event

Address audience at one event

Your logo displayed on 8' banner, event marketing materials, & event signage

Your name & logo on SCHS website, social media, email blasts, & newsletter for 1 year

4 event tickets and 10 admission passes for employees

Invitations to exclusive events

## SILVER \$500

Recognized supporter of all SCHS event: your logo & name on 8' banner, event marketing materials & event signage

Your name & logo on SCHS website, social media, email blasts, & newsletter for 1 year

2 event tickets and 6 admission passes for employees

Invitations to exclusive events

## BUSINESS \$150

Your name & logo on website and SCHS signage for 1 year

Choice of your name & logo in newsletter or your business profile on wedding vendor list for 1 year

Invitations to exclusive events

## WHY SPONSOR?

**EXPOSURE:** Over 25,000 people visit us each year, and our online reach includes 1.5 million impressions annually. That's a LOT of potential customers! Our highly attended events and wide social media impact provide tons opportunities to get your name out.

**EXCELLENT COST-TO-BENEFIT RATIO:** Our sponsorship opportunities are tailored to your marketing goals and budgets. At a small cost to you, we offer affordable opportunities get you face-to-face with thousands of customers.

**GOOD PR:** Align your organization with values of diversity, professionalism, and community engagement. By sponsoring Mabee Farm events, you're supporting exploration, education, and discovery in a highly visible way.

**GOODWILL:** Provide unique opportunities for your employees and their families to attend exclusive, private events!



MABEE FARM HISTORIC SITE

part of the Schenectady County Historical Society

32 Washington Ave, Schenectady, NY 12305 | [WWW.SCHENECTADYHISTORICAL.ORG](http://WWW.SCHENECTADYHISTORICAL.ORG) | 518.374.0263

# 2024 SPONSORSHIP EVENTS



**4TH ON THE 3RD** is our biggest event, bringing together thousands of families for an Independence Day celebration complete with live music and fireworks. It's an evening of pure American pride!  
*Wednesday, July 3, 2024 | 4,000+ people*

**ARTS AND CRAFTS FESTIVAL** features the region's most talented artisans in a celebration of all things handmade. This event attracts over a thousand motivated, enthusiastic customers, eager to spend.  
*Saturday, August 24, 2024 | 1,200+ people*

**FALLFEST** reaches thousands of local families with pony and boat rides, a petting zoo, live music, and fall crafts and treats all under autumn's resplendent foliage.  
*Sunday, October 13, 2024 | 3,000+ people*

**FESTIVAL OF TREES** - the whole community comes together to turn our galleries into an enchanting winter forest, aglow with the season. Presented alongside YWCA NorthEastern NY  
*December 2024 | 2,000+ people*

**HOWLIN' AT THE MOON CONCERT SERIES** attracts lovers of Americana and local music, with melodies spilling out of the Mabee Barn and drifting up to the night sky.  
*Throughout 2024 | 1,000+ people*

## MABEE FARM BY THE NUMBERS

Geographic reach is Schenectady County + Greater Capital Region

1.5 million social media impressions annually

Social media following: 22,000+ followers on social media

25,000+ annual visitors

5,500+ on our email distribution list

## READY TO SPONSOR?

Contact Caroline Brown at 518-374-0263 x7 or  
[DEVELOPMENT@SCHENECTADYHISTORICAL.ORG](mailto:DEVELOPMENT@SCHENECTADYHISTORICAL.ORG)

*Have other creative ways to partner with us? Reach out!*

