

2025 SPONSORSHIPS AT MABEE FARM

In 2025, **tens of thousands of people will 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!



PLATINUM \$3,000

Top billing and signage for **four** events

Address audience at **all** events

Your logo displayed on event marketing materials, & event signage

Your name & logo on website, SCHS signage, email blasts, and newsletter for one year

20 admission passes

GOLD \$1,000

Top billing and signage for **one** event

Address audience at **one** event

Your logo displayed on event marketing materials, & event signage

Your name & logo on website, SCHS signage, email blasts, and newsletter for one year

10 admission passes

BUSINESS \$150

Your name & logo on website, SCHS signage, email blasts, and newsletter for one year

4 admission passes

WHY SPONSOR?

EXPOSURE: Over 40,000 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 | 518.374.0263

2025 SPONSORSHIP EVENTS



ARTS AND CRAFTS FESTIVAL

Featuring the region's most talented artisans in a celebration of all things handmade. This event attracts over 1,200 motivated, enthusiastic customers, eager to spend.

*-Saturday, August 23, 2025
-1,200+ 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 2025
-1,000+ people*

FALLFEST

Reaches thousands of local families with pony and boat rides, petting zoo, and live music, all under autumn's resplendent foliage.

*-Sunday, October 12, 2025
-3,000+ people*

FESTIVAL OF TREES

The whole community comes together to turn our galleries into an enchanting winter forest, aglow with the season.

*-December 2025
-2,000+ people*

MABEE FARM BY THE NUMBERS

Geographic reach is Schenectady County + Greater Capital Region

1.5 million social media impressions annually

Social media following: 25,000+ followers on social media

40,000+ annual visitors

6,000+ on our email distribution list

READY TO SPONSOR?

Contact Mary Zawacki Graves at
DIRECTOR@SCHENECTADYHISTORICAL.ORG



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