

DESTINATION PARTNERSHIP

A Community-Benefit Approach

WHY PARTNER WITH DISCOVER ALBANY?

Discover Albany is more than a tourism organization, we are a community-benefit engine. Our work strengthens Albany's economy, enhances quality of life, elevates our story, and boosts the visibility of every organization that calls Albany home.

A Stronger Albany Benefits Everyone

When Albany is seen as vibrant, welcoming and exciting, every sector benefits:

- Employers & Corporations: Improved talent recruitment and retention
- Hospitals & Healthcare: Stronger community image helps attract specialized staff
- Universities & Colleges: A more appealing destination draws students and faculty
- Developers & Property Owners: Increased demand and rising district vitality
- Arts, Culture & Nonprofits: More attendance, awareness and engagement

WHAT YOUR PARTNERSHIP SUPPORTS

Your collaboration helps Discover Albany:

- Market Albany as a top-tier place to visit, live, work and learn
- Attract events that bring visitors, media exposure, and economic impact
- Spotlight local businesses, neighborhoods, and cultural assets
- Strengthen Albany's reputation statewide and nationally
- Diversify funding to ensure long-term stability for our destination

DESTINATION CHAMPION

Support the work that supports the community. As a Destination Champion, your organization receives premium recognition, strategic collaboration opportunities, and exclusive access to data, insights, and high level networking with community and industry leaders. This investment positions your business as a leader in Albany's visitor economy.

Businesses investing \$10,000 or more with Discover Albany can customize a partnership package tailored to their goals. All Destination Champions receive prominent year-round recognition on Albany.org.

Become a Destination Champion and help us build a stronger, more competitive Albany...together.

Read on to find out how partnering with Discover Albany can support your organization. Whether you choose our free general partnership or build a customized portfolio of promotional opportunities—there's an option for everyone!

BENEFITS

In addition to the benefits of each individual program that your organization has chosen, together earning you the designation of "Destination Champion", this level of engagement will provide you with:

- Special Recognition in our Annual Report as a Destination Champion.
- Acknowledgment in person at our Annual Meeting and Awards Ceremony, thanking you publicly for your commitment to our destination.
- Logo included in a Destination Champion sign at all Discover Albany events.
- Logo included in a prominent location in Destination Champion listing on Albany.org with a link to your website.
- A framed certificate of appreciation which you can proudly display at your business designating your organization an Albany Destination Champion.