

GENERAL PARTNERSHIP: FREE

Discover Albany partnership is **FREE** and designed to connect your business or organization with Albany County's vibrant visitor economy. By joining, you'll receive a **business listing on albany.org, invitations to educational and networking events and the ability to promote your events on our Calendar of Events**. Partnership ensures your business benefits from Discover Albany's extensive marketing reach, ensuring that you are part of the region's tourism network, all while fostering collaboration and growth within our destination community.

- Partners receive a **business listing** on albany.org, complete with photos, descriptions, and contact information.
- **Provide performance analytics, so you can see how your listing is reaching potential customers and driving engagement.**
- Invitations to exclusive **educational sessions and networking events** that bring together local businesses, organizations, and industry professionals.
- Take advantage of the **Discover Albany Calendar of Events**—the most visited page on Albany.org, drawing over **400,000 views annually** and accounting for **25% of total website traffic**.



WHY PARTNER WITH DISCOVER ALBANY?

As the official destination marketing organization for Albany county, Discover Albany promotes the region to travelers, meeting planners, and national and local media, driving economic impact while helping visitors discover the best of what Albany has to offer. By partnering with us, you'll gain marketing exposure, networking opportunities, and access to valuable tools and insights that support your growth. Together, we create a stronger visitor experience, foster community pride, and showcase the authentic stories that make Albany a destination worth exploring.

CO-OP OPPORTUNITIES

Discover Albany's Co-Op opportunities are designed to help your business or organization expand its reach through collaborative marketing efforts. Partners can participate in shared advertisements, group trade show appearances, content features, and other joint promotional initiatives that amplify visibility while reducing costs.

