

DISCOVER
ALBANY
Destination Development Program

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!

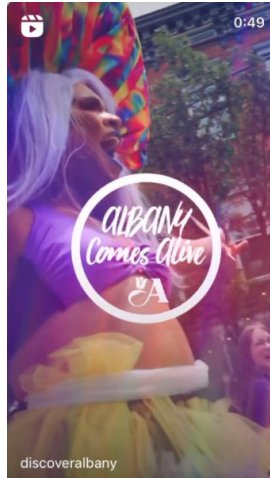
BENEFITS

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.

CONTENT MARKETING PROMOTIONS

Discover Albany offers tailored promotional strategies and extensive networks to boost visibility and attract visitors. From established social media video series to event promotion, collaboration opens doors to showcase offerings and connect with the community. Leveraging Discover Albany's expertise accelerates growth and solidifies brand identity in New York's capital region.



Sponsor a Video Series: \$850 per video

The videos will appear on @discoveralbany Instagram, Facebook and Tik Tok. Your business would be invited as a collaborator on the Instagram post and would be tagged on Facebook. The video would also include your logo and the caption would recognize you as the sponsor of this series. This will give your business access to our followers and bring more eyes to your brand.

Business Spotlight Reel (only 1 available per month): \$1,200

Our marketing team will visit your business and shoot a promotional reel. The reel will appear on @discoveralbany Instagram, Facebook and Tik Tok where we would invite your page as a collaborator and tag you on Facebook.

Blog Spotlight (only 1 available per month): \$500

Our office will interview you about your business for a post on the Discover Albany blog. The blog will then be promoted through our social media channels with your business tagged.

**Length and style of video to be discussed and mutually agreed upon based on the goals of the partner, platform(s) utilized, and current media best practices.*

3.1M+

Impressions across platforms

126.8K

Engagements

(likes, shares, comments, saves & clicks)

4.1%

Average Engagement Rate across platforms

12.8K

Post Link Clicks driving traffic to albany.org

57K+

Followers across platforms



Our largest and most active community, with 1.7M+ views and 73K+ engagements in 2024.



High impact visuals and Reels content generated 910K+ views and 33K+ engagements



A highly engaged professional audience with a 24% engagement rate, ideal for meeting & convention messaging.



Short-form video content delivered 130K+ views as we grow our reach to new audiences.

AUDIENCE DEMOGRAPHICS



TOP CITIES
Albany
New York City
Guilderland
Troy
Schenectady

AGE
18-24: 4.1%
25-34: 29.5%
35-44: 33.9%
45-54: 16.9%
55-64: 9.7%

GENDER
Men: 25.7%
Women: 52.5%
Nonbinary: 21.8%



TOP CITIES
Other: 70%
Albany: 13.4%
Schenectady: 5.7%
Troy: 3.9%
Brooklyn: 3.2%

AGE
18-24: 18.9%
25-34: 41.4%
35-44: 23.4%
45-54: 10.4%
55+: 5.9%

GENDER
Men: 28%
Women: 71%
Other: 1%

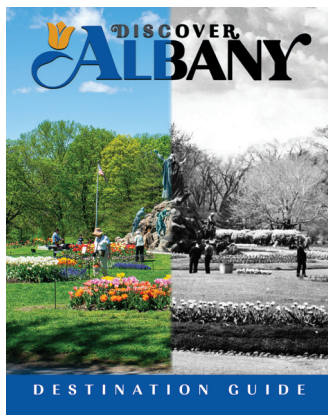


TOP CITIES
Albany
Troy
Guilderland
Schenectady
Latham
Clifton Park

AGE
18-24: 0.8%
25-34: 10.4%
35-44: 25.9%
45-54: 24.6%
55-64: 20.3%
65+: 18%

DESTINATION GUIDE (BI-ANNUAL)

The Discover Albany Destination Guide is the official printed resource for visitors to Albany County. This full-color guide will be in circulation for 2 years and more than 50,000 guides will be distributed to area hotels, restaurants, attractions, education and government institutions, the Discover Albany Visitors Center, the Albany International Airport and more. The Discover Albany Destination Guide will be distributed at all conventions and sporting tournaments and included in all meeting sales kits. Discover Albany also participates in AARP and AAA co-op advertising opportunities that generate more than 6,000 leads a year with visitor guides sent directly to consumers.



By the Numbers:

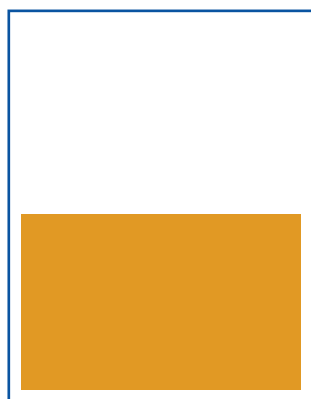
- In 2024 & 2025 there were 12,752 guides requested and direct mailed to consumers.
- 44,700 guides were bulk mailed in-market and out-of-market.
- The digital version of our guide has received 7,000 impressions with 2,700 reads. Each ad has live links sending readers directly to your website.
- Our guide is taken to more than 26 domestic and international travel shows.



FULL PAGE

Bleed: 8.625" x 11"
Live Area: 8.125" x 10.5"

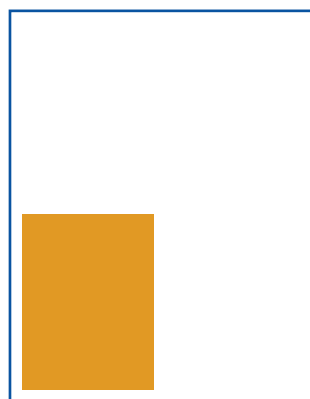
\$4,600



HALF PAGE

Horizontal
Live Area: 7.625" x 4.875"

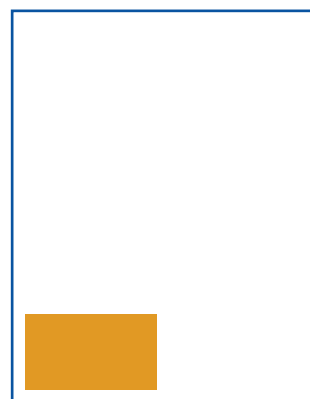
\$2,300



QUARTER PAGE

Vertical
Live Area: 3.6875" x 4.875"

\$1200



EIGHTH PAGE

Horizontal
Live Area: 3.6875" x 2.315"

\$650

PREMIUM POSITIONS AVAILABLE

INSIDE BACK COVER: **\$6,500**

INSIDE FRONT COVER: **\$6,000**

BACK COVER: **\$7,000**

Ad Submission Requirements

Photo Images: 300 dpi
Line art and raster logos: 600-1200 dpi
Logos containing type should be provided as vector art
Total ink coverage should not exceed 300%

All products are printed in CMYK. Files containing RGB or spot colors will be converted to CMYK, which may cause an undesired shift in color appearance.

PDFs should be created in the exact ad dimensions. Do NOT include extra margins, crop marks or other non-printing information.

ALL ADS MUST COME TO US PRESS READY

EVENT SPONSORSHIP

Discover Albany's Event Sponsorship offer businesses and organizations a powerful way to gain visibility and connect with the Capital Region's tourism, hospitality, and film community. Sponsors can showcase their brand at signature events such as the **Annual Meeting, All-Hallow E'en Festival, Tourism Summit, Film Industry Education Sessions and other events**. Each event provides unique opportunities for brand exposure, networking, and community engagement with industry leaders, local businesses, and visitors alike. Whether you're looking to build awareness, demonstrate support for Albany's growing tourism sector, or align your brand with creativity and innovation, our Event Sponsorships deliver meaningful connections and measurable impact.



EVENT SPONSORSHIP OPPORTUNITIES

Supporting Sponsor: \$1,000

- Name on event promotions
- Name on Facebook & Eventbrite pages
- Name on event signage
- 2 complimentary tickets to the event

Community Sponsor: \$2,500

- Logo on event promotions
- Logo on Facebook & Eventbrite pages
- Logo on event signage
- 4 complimentary tickets to the event
- Opportunity to provide branded materials or giveaways

Presenting Sponsor: \$5,000

- Presenting sponsor naming rights
- Top-tier logo placement across all promotional materials
- Spotlight feature in social and email promotions
- Stage remarks
- 6-8 complimentary tickets to the event
- Priority placement for branded activation space at the venue

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.



Destination Development Program

Thank you for your interest in Discover Albany. Please fill out the services agreement form below. **Partners who select \$10,000 or more from this form are automatically recognized as Destination Champions.**

NAME: _____ EMAIL: _____

ORGANIZATION: _____ PHONE: _____

ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____

	SELECTION	COST	INCLUDES	TOTAL
CONTENT PROMOTIONS	SPONSOR A VIDEO SERIES	\$850 per-video	Choose from proposed video series and have your business' name and logo attached to each reel as a sponsor.	
	BUSINESS SPOTLIGHT REEL (1 per business)	\$1,200	Have Discover Albany staff come to your business and film a spotlight reel to post on our social platforms.	
	BLOG SPOTLIGHT (1 per business)	\$500	Sit down with Discover Albany staff for a blog profile of your business/organization. Blogs will appear on al-bany.org and be promoted on social media platforms.	
ADVERTISING	DESTINATION GUIDE AD	\$650 - \$7,000	Purchase an ad in our upcoming Destination Guide (printed bi-annually).	
	DIGITAL ADVERTISING		NEW PROGRAM COMING SOON (if you currently advertise with DTN this will count towards your total spend)	
EVENT SPONSOR	ANNUAL MEETING	\$1,000 - \$5,000	Benefits depend on sponsorship level. Please refer to page 5 for full list of benefits.	
	ALL-HALLOW E'EN FESTIVAL	\$1,000 - \$5,000	Benefits depend on sponsorship level. Please refer to page 5 for full list of benefits.	
	FILM INDUSTRY EDUCATION SESSIONS	\$1,000 - \$5,000	Benefits depend on sponsorship level. Please refer to page 5 for full list of benefits.	
	EDUCATION PROGRAMS (4 AVAILABLE)	\$1,000 - \$5,000	Benefits depend on sponsorship level. Please refer to page 5 for full list of benefits.	
CUSTOM OPTIONS	CO-OP OPPORTUNITIES		Place an "X" in the totals column if you would like to be contacted for co-op ads, trade show opportunities and more.	
	Place an amount of additional investment in Discover Albany and the option for a more tailored benefit package for your business/organization.			

Michele L. Vennard Hospitality Grant Program of the Albany County Convention and Visitor's Bureau Fund, a fund of the Community Foundation for the Greater Capital Region

OPTIONAL DONATION \$

TOTAL DUE \$

PAYMENT INFORMATION

TOTAL AMOUNT OWED: \$ _____ ☐ CREDIT CARD ☐ CHECK

*To pay by credit card please call (518) 689-0571. Checks should be made out to Discover Albany.