

# Winter <sup>at the</sup> Plaza



## SPONSORSHIP OPPORTUNITIES

The Empire State Plaza hosts a year-round program of free, cultural and educational events, providing first rate entertainment for the entire family. Thousands of people visit the Empire State each winter to enjoy a diverse offering of activities and events, including the Empire Skate Plaza, the Holiday Tree Lighting and Fireworks Festival and the Hannaford Kidz Expo. These programs are dependent upon community-minded businesses and organizations. Show your support for your community and please consider partnering with New York State by becoming a Winter At The Plaza sponsor.

New York State Office of General Services  
**Convention and Cultural Events Office**  
[www.empirestateplaza.org](http://www.empirestateplaza.org)  
518-474-0460 · email: [sponsorships@ogs.ny.gov](mailto:sponsorships@ogs.ny.gov)

Find us on



**Andrew M. Cuomo** Governor  
**RoAnn M. Destito** Commissioner

# Winter at the Plaza

A Winter At The Plaza sponsorship is an effective way for businesses to build positive relationships with customers and increase consumer recognition, all while supporting arts and cultural activities within the local community. Make a difference this season by supporting the Empire Skate Plaza, the Holiday Tree Lighting or the Hannaford Kidz Expo. You may consider combining all 3 - the Office of General Services is committed to working with our sponsors in developing a package this is tailored to your company's goals and that maximizes sponsorship dollars. Call us today!

## Empire SKATE Plaza

OPEN DAILY 11AM - 8PM



Now in its second year, the Empire State Plaza Ice Rink is open daily December through March and skating is free. Amenities include a full-service snack bar, a skate lounge with lockers and music. Rentals are available whenever the rink is open for \$3 for children under 12 and \$4 for adults. The 2012-2013 season will feature an assorted line-up of events including instructional clinics, hockey exhibitions, children's entertainers, live music and more.



## New York State Holiday Tree Lighting and Fireworks Festival

SUNDAY, DECEMBER 2, 2012, 1PM- 6PM

Each year, OGS receives hundreds of offers for tree donations and visits many with potential before choosing two perfect New York State trees. Each tree is decorated with over 2,000 energy-efficient light emitting diodes (LEDs) scheduled to be illuminated at this heartwarming family event. The Plaza becomes a winter playground for the whole family including activities such as live music, holiday displays and activities, a holiday marketplace, visits with Santa and a fantastic fireworks display. The Empire State Plaza also hosts the Great Train Extravaganza and the New York State Museum Chocolate Expo on the same day - making it a perfect destination day at the Plaza!



## Hannaford Kidz Expo

SATURDAY, MARCH 2, 2013 10AM-5PM

Now in its 8th year, the Hannaford Kidz Expo has truly become the Capital Region's premier family-friendly event. It has grown since the beginning but the quality has remained the same; we strive to keep lines short, hands busy and smiles bigger than ever. Kids will find activities galore - many of them focusing on a healthy and active lifestyle. Parents will find information from all of their favorite vendors in one convenient location: summer camps, health care, sports clubs, photographers, dance studios and amusement parks, just to name a few.



Sponsorship and marketing opportunities are available ranging from \$250 to \$25,000 and include options such as product exclusivity, event exposure, dasher boards, semi-permanent signage, extensive media plans and more. Call us today to find the plan that works for you.

**CALL US TODAY!**



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