



# SPONSORSHIP OPPORTUNITY

A *Summer 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 *New York State Summer At The Plaza* series of free festivals and events. The Office of General Services is committed to working with our sponsors in developing a package that is tailored to your company's goals and maximizes sponsorship dollars—call us today!

## EVENTS AT A GLANCE

### July 4th

**Thursday, July 4th** Did you know that the first fireworks display at the Plaza took place on July 4, 1976 in honor of America's bicentennial? Ever since, the Fourth of July celebration is recognized as the biggest and best fireworks display in the Capital District. Each year, over 30,000 people gather to enjoy the day at the Plaza, which includes dozens of food and craft vendors and an evening of live entertainment leading up to the big show. Nobody does fireworks like *Summer At The Plaza*—your support will continue this longstanding celebration of our nation's independence.

### Kids Day

**Sunday, July 7th** Kids Day is this area's largest "kid-centric" outdoor event—beloved by thousands of Capital District kids and their families. Nowhere else can children enjoy live music, theater, and dance, in addition to an array of favorites, such as face painting, puppet shows, arts and crafts, animals, and amazing stilt walkers and unicyclists all in one place. Kids Day is the perfect opportunity to market to young families of the Capital Region.

### Outdoor Movie Nights At The Plaza

**Dates To Be Determined** *Summer At The Plaza* is excited to offer outdoor movie nights, featuring classic films suitable for the entire family. After the sun goes down, experience the magic of the Plaza under the stars. Your sponsorship will help establish a new tradition in downtown Albany and create lasting memories for Capital District families.



# Wednesday Night Concerts

**Dates To Be Determined** The best way to beat those mid-week blues is to join us at the Plaza for our Wednesday Concert Series - a series that crosses all populations and musical tastes. *Summer at the Plaza* prides itself on presenting world-renowned artists, as well as homegrown talent, to the Capital Region. Past highlights include: Grand Funk Railroad, Blue Oyster Cult, Blake Shelton, Robert Randolph and the Family Band, Arrested Development, and The Charlie Daniels Band.



# African-American Family Day

**Saturday, August 3rd** Underlying the five community principles of family, love, peace, respect, and unity, African-American Family Day is a celebration of the Capital District's rich cultural diversity. In recent years, as many as 20,000 have come to enjoy the line-up of local performers in addition to world-class entertainment such as the Temptations and Chi-Lites. The day also features ancestry research, health and safety awareness, food, and crafts. Both enriching and educational, African-American Family Day is the perfect event to sponsor if your company is seeking to provide critical community outreach.



# Food Festival

**Wednesday, August 14th** With nearly 100 food vendors to choose from, over 15,000 people annually flock to the Plaza Food Festival for lunch, dinner, or both! They come for the food and stay for a day of live musical entertainment, capped off by a major headline performer such as past favorites Tonic, Eddie Money, The Gin Blossoms, KT Tunstall, and Dickey Betts. The Food Festival also showcases Pride of New York producers and products, and the popular Farmers' Market. Without a doubt, your sponsorship of this popular event has the potential to reach thousands!



# Hispanic Heritage Celebration

**Saturday, September 14th** Celebrate Hispanic Heritage month with this official close to the *Summer At The Plaza* series. Rich in tradition, the Hispanic community comes together to celebrate Latin culture in a colorful pageantry of live music, dance, food, and crafts. With over 7,000 attendees each year, sponsoring the Hispanic Heritage Celebration is a great way to honor diversity in the Capital District and observe the end of summer.

