

CLINTON MARKET COLLECTIVE



2023 Sponsorship Opportunities

Help to build Clinton Market Collective!



CAPITALIZE ALBANY
CORPORATION

About Us



Award Winning, Strategy-Driven Economic Development

- For more than three decades the work of Capitalize Albany Corporation has elevated the City of Albany and the Region. It's executing action-oriented strategies and catalyzing transformation in Albany's neighborhoods, downtown and commercial districts.
- A catalyst for economic growth, Capitalize Albany Corporation facilitates transformational development projects, serving as the City of Albany's economic development arm. A registered 501(c) (3) non-profit organization implementing programs and resources to create, retain, and attract business in the City of Albany.
- Powered by investors composed of Albany's community and business leaders, Capitalize Albany manages and coordinates all local economic development functions.





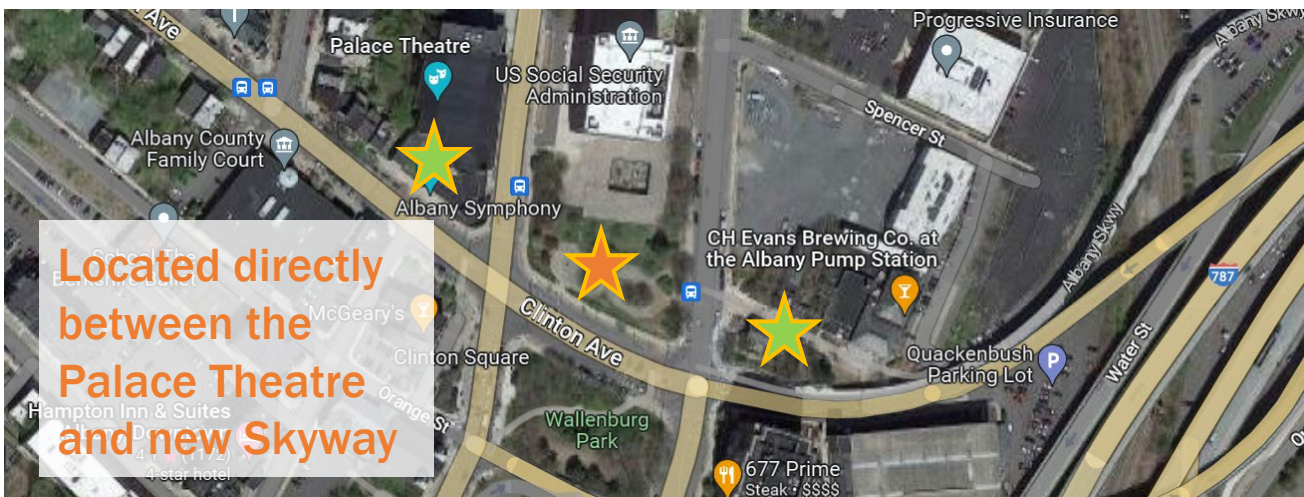
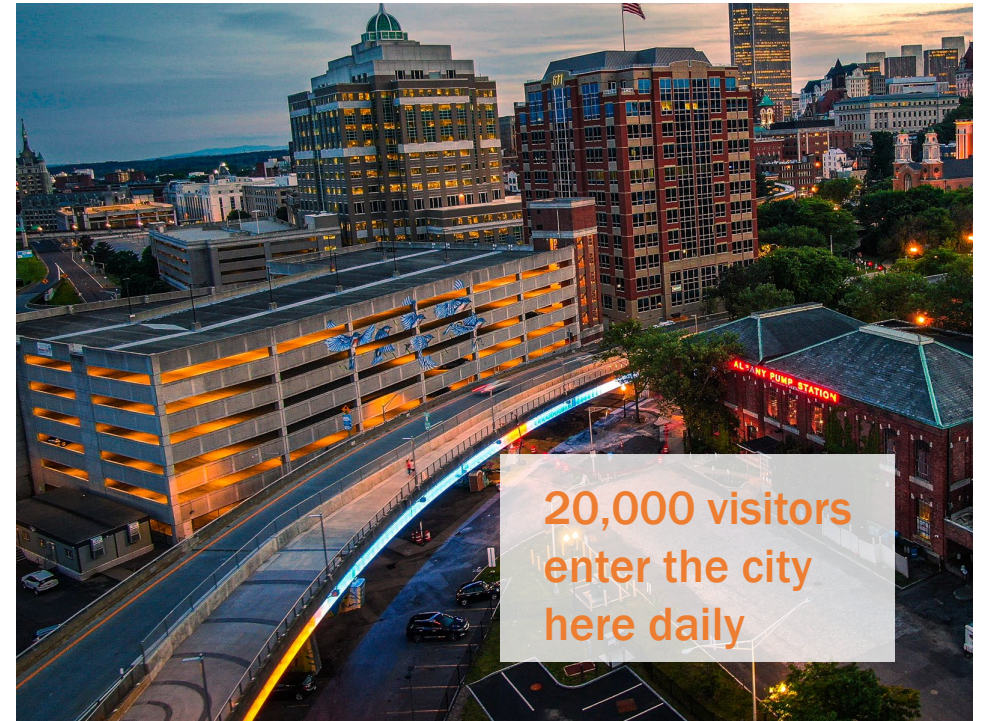
Make Your Mark, Help Build and Activate Clinton Market

Construction has started which will transform 11 Clinton Avenue in Downtown Albany into a more vibrant, welcoming and redesigned park to support the Clinton Market Collective — **a new market concept and proving ground for startup businesses, diverse pop-up retail, installments by local artists, and signature events.**


With more than \$3.5 million in local, state and federal assistance — the site is getting completely reconstructed to support this concept. **However, to fulfill the community vision and maximize the potential for this space, this project needs private sector support.**



Create a powerful marketing platform at a highly-visible gateway to the Capital City.



STRATEGY-DRIVEN ECONOMIC DEVELOPMENT



WORK IS UNDER WAY...

...to reimagine 11 Clinton Avenue (Federal Park) at the foot of the Skyway — new pop-up programming, entertainment and business opportunities. Final design is completed and construction is set to begin in 2023.

www.CapitalizeAlbany.com

Albany Demographics

Population

- 98,617 City of Albany
- 315,811 Albany County
- 899,286 Albany-Schenectady-Troy MSA

Median Household Income

- \$52,583 City of Albany
- \$73,810 Albany County
- \$78,272 Albany-Schenectady-Troy MSA



Located directly across North Pearl Street from the Clinton Market Collective, the 2,800-seat historic Palace Theatre has a significant economic footprint with **over \$3.5 million in ticket sales and 180,000 patrons annually** (reported by the Palace in 2019).

ALBANY

INVEST HERE ★ GROW HERE ★ THRIVE HERE

\$1 BILLION+

in new investment catalyzed, a decade of strategy-driven economic development

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TRANSFORMING

ALBANY'S REAL ESTATE LANDSCAPE

MORE THAN \$175M

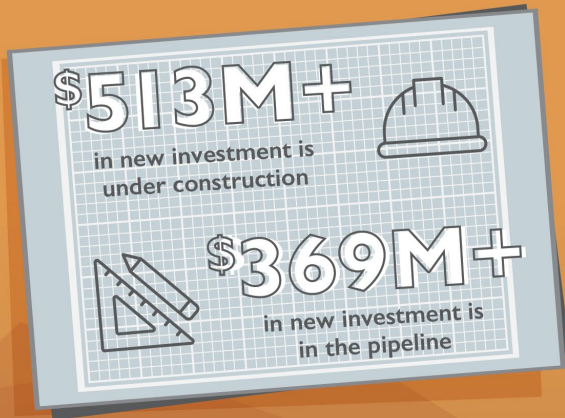
Invested in Downtown residential (887 Units) completed and more than \$225 Million underway and in the pipeline (1000+ Residential Units)

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TRANSFORMING

ALBANY'S REAL ESTATE LANDSCAPE



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ALBANY

INVEST HERE ★ GROW HERE ★ THRIVE HERE



A THRIVING DOWNTOWN WITH NEARLY

\$350M

Since Impact Downtown Plan implementation began in 2015 – momentum is building with \$225M of investment underway or in the pipeline.

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Signature Amenities Need Sponsors to Transform and Activate Clinton Market



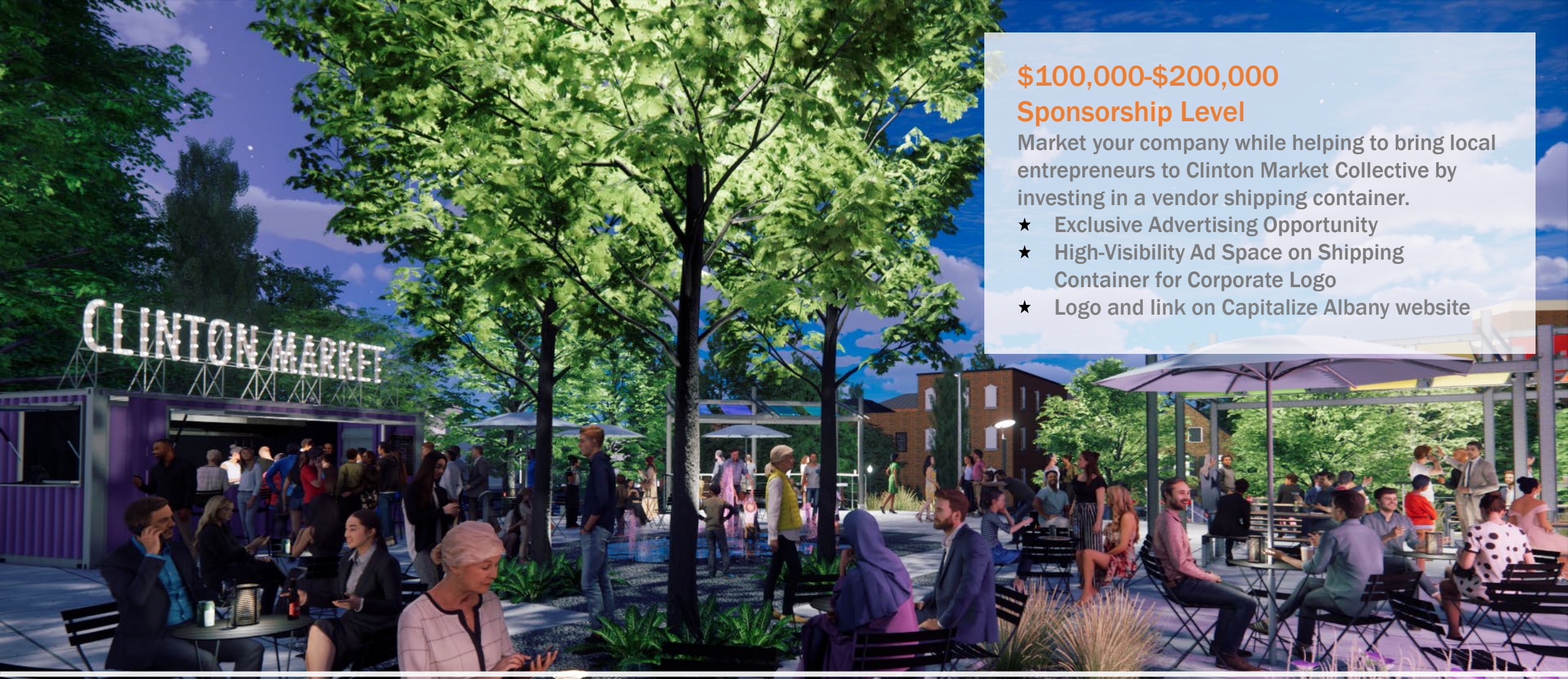
Positive Association with a High-Visibility Community Asset: More personal than just a social media post! This prime location sees thousands of visitors entering the Capital City each day and will be a destination for the community.

Our Visitors Are Your Customers: Visitors to the City of Albany come from all across the region and beyond, but a majority of our visitors live and work locally. If you do business in Albany or the Capital Region, your customers are here!

We need your help to bring Clinton Market to life. We need Regional champions that believe in the potential of this concept, corporate leaders, entrepreneurs and local businesses.

We invite you to read further and contact Capitalize Albany about the many opportunities Clinton Market Collective has available for sponsorship. These opportunities include:

- ★ ***Business in a Box Sponsor***
- ★ ***Save a Seat Sponsor***
- ★ ***Set the Stage Sponsor***
- ★ ***Activate with Art Sponsor***
- ★ ***Upcoming Opportunities to include a Naming Rights Sponsorship***



\$100,000-\$200,000

Sponsorship Level

Market your company while helping to bring local entrepreneurs to Clinton Market Collective by investing in a vendor shipping container.

- ★ Exclusive Advertising Opportunity
- ★ High-Visibility Ad Space on Shipping Container for Corporate Logo
- ★ Logo and link on Capitalize Albany website

Business In A Box Sponsor

\$75,000

Sponsorship Level

Destined to be a prime destination for residents and visitors alike, make your mark on Clinton Market Collective by furnishing the site with seating and supportive amenities.

- ★ Engraved Plaque at the Furniture Installation
- ★ Logo and link on Capitalize Albany website



Save A Seat Sponsor

\$50,000

Sponsorship Level

The Clinton Market Collective's stage will be an opportune location to advertise your business, while supporting the local arts and entertainment scene.

- ★ Exclusive Advertising Opportunity
- ★ High-Visibility Ad Space on Stage
- ★ Logo and link on Capitalize Albany website



Set The Stage Sponsor



\$25,000+ Sponsorship Level

Having engaging, well maintained sculptures, murals and other art installations – temporary and permanent – at Clinton Market is a big deal for both your business and the community!

- ★ Exclusive Advertising Opportunity
- ★ High-Visibility Ad Space on Swings
- ★ Logo and link on Capitalize Albany website

Activate With Art Sponsor