



Albany Barn x Electric City Barn
Friday, January 22nd, 2021 @ 6pm
518-935-4858

2020 Sponsorship Opportunities

\$10,000 Innovator Sponsorship

Art Experience Perks

- We'll bring Fusion to you!: The Barn team will come to your home or business conference room & set up a party to remember for you and 20 of your guests, including cocktails, food, and activities to take you through all Fusion has to offer. This will be held concurrently with {dif}FUSION.
- Partnership opportunity with Albany Barn artist-in-residence to design & create one custom, large-scale artwork piece for corporate office (with opportunity for original social media content of artistic process to be created and shared for promotional purposes)
- Creative workflow: We'll work with you to customize a package of 80 hours of meeting and co-working time to be used through 2021 in any of our locations by your company or clients.
- Spotlight your leadership: Lead a live virtual breakout room discussion or presentation during FUSION and/or share your expertise with our creative community with a branded "Meet the Experts" profile on Albany Barn website.

Logo & Branding Exposure

- Company banner displayed at {dif}FUSION Pre-Event Pickup at Albany Barn prior to event.
- Company logo Included on all table signage at {dif}FUSION Pre-Event Pickup.
- Company logo on Sponsor Display at {dif}FUSION Pre-Event Pickup
- Company logo included on virtual frame on {dif}Fusion virtual Event Main Stage
- Albany Barn & Electric City Barn website & event pages: logo with hyperlink.
- Save the Date: Logo inclusion*.
- Exhibition Program (digital): full page ad .
- Company print material included in all honorary committee gift bags.
- Introduction of Company Executive at event to be broadcast in the main room with opportunity to create a brief recorded video package.
- Logo on all promotional material for Gifted Spring Market

Additional media exposure:

- Social media event page banner & posts to 4700+ followers: logo inclusion;
- (8) Dedicated Facebook posts from the ABI/ECB account with your company provided graphics;
- Inclusions in all Event E-blast campaign to 5000+ recipients: logo with link ("above the fold");
- (4) Ad Inclusions on Event E-blast campaign, your company to provide graphics;
- Recognition in all press releases and media advisories as "Innovator Sponsor".
- Listing as "Major Sponsor" with logo & hyperlink on ABI/ECB website for 12 months
- "Major Sponsor" recognition on all media releases for 12 months

Logo artwork must be received by November 15th, 2020 to be included in 'Save the Date'



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\$5,000 Early Adopter Sponsorship

This sponsorship can be dedicated to and named for your choice of Hospitality or any other the event “Experiences”.

Art Experience Perks

- Battle of the Brands: Sponsor one of three artists competing in a head-to-head live painting challenge, incorporating your company logo into a design that highlights their creativity and your company in an 18” x 20” canvas that’s yours to keep!
- Creative workflow: We’ll work with you to customize a package of 50 hours of meeting and co-working time to be used through 2021 in any of our locations by your company or clients.
- Spotlight your leadership: Share your expertise with our creative community with a branded “Meet the Experts” profile on Albany Barn website.

Logo & Branding Exposure

- Company banner displayed at {dif}FUSION Pre-Event Pickup at Albany Barn prior to event.
- Company logo Included on all table signage at {dif}FUSION Pre-Event Pickup.
- Company logo on Sponsor Display at {dif}FUSION Pre-Event Pickup
- Company logo anchored on your selected “Experience” page on event hosting platform.
- Host a branded booth in the Expo area of virtual event
- Albany Barn & Electric City Barn website & event pages: logo with hyperlink.
- Save the Date: Logo inclusion*.
- Exhibition Program (digital): full page ad .
- Company print material included in all honorary committee gift bags.
- Logo on all promotional material for Gifted Spring Market

Additional media exposure:

- Social media event page banner & posts to 4700+ followers: logo inclusion;
- (6) Dedicated Facebook posts from the ABI/ECB account with your company provided graphics;
- Inclusions in all Event E-blast campaign to 5000+ recipients: logo with link (“above the fold”);
- (2) Ad Inclusions on Event E-blast campaign, your company to provide graphics;
- Recognition in all press releases and media advisories as “Early Adopter Sponsor” or listing as specified sponsor of an experience.
- Listing as “Major Sponsor” with logo & hyperlink on ABI/ECB website for 12 months
- (8) limited edition art prints
- (8) Tickets to {dif}FUSION Virtual Anti-Gala

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\$2,500 Community Sponsor

Art Experience Perks

- Creative workflow: We'll work with you to customize a package of 20 hours of meeting and co-working time to be used through 2021 in any of our locations by your company or clients.

Logo & Branding Exposure

- Company banner displayed at {dif}FUSION Pre-Event Pickup at Albany Barn prior to event.
- Company logo Included on all table signage at {dif}FUSION Pre-Event Pickup.
- Company logo Included on step & repeat at {dif}FUSION Pre-Event Pickup.
- Company logo on Sponsor Display at {dif}FUSION Pre-Event Pickup
- Company logo anchored on the event hosting platform footer.
- Albany Barn & Electric City Barn website & event pages: logo with hyperlink.
- Save the Date: Logo inclusion*.
- Exhibition Program (digital): half page ad .
- Static information presented in Expo area of virtual platform
- Company listing on all promotional material for Gifted Spring Market

Additional media exposure:

- Social media event page banner & posts to 4700+ followers: logo inclusion;
- (4) Dedicated Facebook posts from the ABI/ECB account with your company provided graphics;
- Inclusions in all Event E-blast campaign to 5000+ recipients: logo with link ;
- (1) Ad Inclusion on Event E-blast campaign, your company to provide graphics;
- Recognition in all press releases and media advisories as "Community Sponsor".
- Listing as "Major Sponsor" with logo & hyperlink on ABI/ECB website for 12 months
- (6) limited edition art prints
- (6) Tickets to {dif}FUSION Virtual Anti-Gala

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\$1,000 Arts Sponsor

- Company banner displayed at {dif}FUSION Pre-Event Pickup at Albany Barn prior to event.
- Company logo Included on all table signage at {dif}FUSION Pre-Event Pickup.
- Company logo on Sponsor Display at {dif}FUSION Pre-Event Pickup
- Company logo anchored on the event hosting platform footer.
- Albany Barn & Electric City Barn website & event pages: logo with hyperlink.
- Save the Date: Logo inclusion*.
- Exhibition Program (digital): half page ad .
- Static information presented in vendor booth area of virtual platform

Additional media exposure:

- Social media event page banner & posts to 4700+ followers: listing;
- (2) Dedicated Facebook posts from the ABI/ECB account with your company provided graphics;
- Inclusions in Event E-blast campaign to 5000+ recipients: listing with link ;
- Listing as “Corporate Sponsor” listing on ABI/ECB website for 12 months
- (4) limited edition art prints
- (4) Tickets to {dif}FUSION Virtual Anti-Gala

\$500 Creative Sponsor

- Name on Sponsor Display at {dif}FUSION Pre-Event Pickup
- Albany Barn & Electric City Barn website & event pages: listing.
- Save the Date: listing*.
- Exhibition Program (digital): quarter page ad .
- Static information presented in vendor booth area of virtual platform

Additional media exposure:

- Social media listing to 4700+ followers;
- Inclusions in Event E-blast campaign to 5000+ recipients: listing;
- Listing as “Corporate Supporter” listing on ABI/ECB website for 12 months
- (2) limited edition art prints
- (2) Tickets to {dif}FUSION Virtual Anti-Gala

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SPONSORSHIP INFORMATION

Company Name (as it should appear): _____

Contact Name: _____

Address: _____

Phone: _____

E-Mail: _____

Sponsorship Level: _____

Event Attendee Names: _____

Thank you!

Artwork Specifications

(please keep this page for your records)

Logo Specifications

- **Full page:** 5.125 in w x 8.125 in h
- **Half page:** 5.125 in w x 3.9688 in h
- **Quarter page:** 2.4688 in w x 3.9688 in h
- **Eighth page:** 2.4688 in w x 1.84 in h

Size/Resolution: minimum 3", 300 dpi **Acceptable formats:** Hi res 300 dpi, B&W, .PDF, jpg, or .eps

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