



2026 Sponsorship & Marketing Partnership

Partner with one of the Capital Region's most attended community events!

The Altamont Fair is a long-standing regional tradition celebrating agriculture, entertainment, and community. As the **only tri-county fair in New York State**, it draws families and visitors from Albany, Schenectady and Greene counties for live music, grandstand events, agricultural exhibits, and family attractions.

In 2025, fair attendance **exceeded 71,000**, with **thousands of visitors on-site each day**, making the Altamont Fair one of the area's most visible and engaging community events.

Sponsorship of the Altamont Fair is not a donation. It's a **strategic marketing partnership** designed to deliver meaningful exposure, positive brand association, and direct access to a highly engaged, multi-generational regional audience. Rather than offering preset tiers, we work with our partners to create custom sponsorships aligned with specific business goals and measurable outcomes.

Audience & Reach:

- 71,000+ attendees during fair week
- Thousands of daily in-person impressions
- Facebook: 38,000+ followers
- Instagram: 3,800+ followers
- 15,000-copy Altamont Fair Magazine distributed before and during the fair

This reach provides sponsors with repeated exposure both on-site and online before, during and after the fair.

Why Sponsor the Altamont Fair:

- High-visibility exposure to a diverse, multi-generational audience
- Positive brand alignment with a trusted, historic community institution
- Opportunities for direct consumer interaction and engagement
- Cost-effective regional marketing compared to traditional advertising
- Strong goodwill and community recognition



2026 Sponsorship & Marketing Partnership Form

Business/Organization: _____

Contact Person: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **Email:** _____

Website: _____

Social Media Handles: _____

Rather than offering fixed tiers, we design custom partnerships with our partners based on objectives and budget. The questions below help us understand your goals so we can tailor a package that makes sense for you.

PARTNERSHIP OBJECTIVES

(Check all that apply)

- Increase brand visibility
- Engage directly with fairgoers on-site (10x10+ booth)
- Showcase products or services
- Support community involvement and goodwill
- Drive traffic to a location or website
- Support a specific event or attraction at the fair
- Employee/client engagement perks
- Other: _____

What audience(s) are you most interested in reaching?

- Local families
- Tourists/ visitors
- Agriculture/ farming community
- Young adults/ students
- Seniors
- Regional business professionals
- Other: _____

Additional Opportunities:

(Let us know what you're interested in)

- On-site booth/ Sampling
- Event sponsorship (e.g., demolition derby, circus, live music)
- Product giveaways or branded experiences
- Naming rights for one day of the fair
- Digital advertising on fair website or social media
- Hospitality packages for employees/clients
- Multi-event partnership discussion (Altamont Fair, Harvest Festival, Very FAIRy Christmas)

Preferred method for follow up:

- Email
- Phone
- In person meeting
- Video Call

Estimated Investment Range

- \$500 - \$1,500
- \$1,500 - \$4,000
- \$4,000 - \$8,000
- \$8,000+

Below are illustrative examples of benefits we commonly include. Your custom package may include a mix of these, redesigned to match your goals.

Budget-Based Benefit Examples

\$500 - \$1,500	<ul style="list-style-type: none"> • Website Recognition • Listing in daily activity flyer • 1/8 page ad in fair magazine • On-site signage placement (2x2)
\$1,500 - \$3,500	<ul style="list-style-type: none"> • Website Recognition • Listing in daily activity flyer • ¼ page ad in fair magazine • On-site signage placement (3x6)
\$3,500 - \$6,000	<ul style="list-style-type: none"> • Exclusive sponsorship of a selected event or attraction • On-site banner placement • Intercom recognition during sponsored event • Logo on website and promotional materials • ½ page ad in Altamont Fair Magazine
\$6,000 - \$10,000	<ul style="list-style-type: none"> • Naming rights for one major attraction • 40 General Admission Day Passes (no rides) • Prominent signage at main entrance • Intercom recognition at event times • 10x10 booth space for on-site engagement • Full Page ad in Altamont Fair Magazine • Social Media Recognition
\$10,000+	<ul style="list-style-type: none"> • Category exclusivity • Fair day named for sponsor • 50 General Admission Day Passes (no rides) • Top-tier entrance and event signage • Intercom recognition throughout sponsored day • Premium 10x10 booth space for on-site engagement • Full page ad in Altamont Fair Magazine • Additional visibility for Harvest Festival (September) and Very FAIRy Christmas (December)
Friend of the Fair - \$100 - \$500	<p>Cause-Based Community Support</p> <ul style="list-style-type: none"> • 4-H Awards • Historic Preservation • Agricultural Education Programs

Please contact us with any questions 518-861-6671 or info@altamontfair.com