

HUDSON CROSSING PARK



Hudson Crossing Park is located within Saratoga and Washington counties, serving communities on both sides of the Hudson River, including the towns of Saratoga, Greenwich, Northumberland, and beyond.

Sponsorship

Hudson Crossing is more than a park; it is a volunteer-driven, community-based organization that is dedicated to stewarding historically and environmentally significant public land along the Hudson River. Welcoming more than 30,000 visitors each year, Hudson Crossing Park is a unique educational and recreational destination.

By supporting Hudson Crossing Park as a 2023 Sponsor, you are supporting your local community and reaching new customers within a targeted market.

For more information about Hudson Crossing Park, including partnership and educational opportunities, please contact Executive Director Kate Morse at 518-350-PARK (7275) or kmorse@hudsoncrossingpark.org.

2023

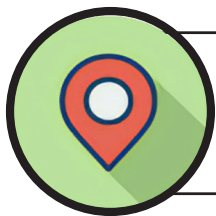
Hudson Crossing Park, Inc. is a 501(c)(3) not-for-profit corporation.

WHO WE ARE

Hudson Crossing Park offers recreation, education, and opportunities for health and wellness to more than 30,000 visitors of all ages and backgrounds each year. With an ever-growing reach and family-friendly programming all year round, Hudson Crossing Park is a cornerstone of our surrounding communities.

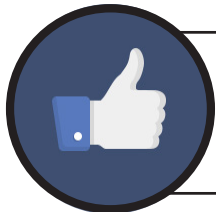
Mission

Hudson Crossing Park's mission is to tie environmental responsibility to economic revitalization, and to engage people of all ages in making informed choices for a sustainable future.



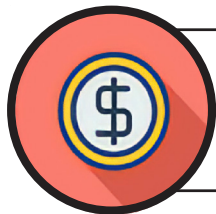
Annual Visitorship

30,000+ PEOPLE OF ALL AGES:
Families • Retirees • Individuals •
Outdoor Enthusiasts • Tourists • Empire
State & Champlain Canalway Trail
Travelers • Clubs & Groups



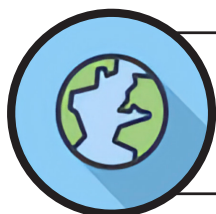
Online Presence

Website: 1,700 page views per month
Facebook Page Reach: 118,00 annually
Instagram Page Reach: 7,900 annually
Monthly Newsletter: 1,300+ subscribers



Economic Impact

Hudson Crossing Park has helped to bring \$5.5 million into the bi-county area, and established a reputation for innovative development that is sensitive to the environment while growing the local economy.



Primary Audience Locations

Saratoga Springs - 14.4%
Schuylerville - 13.4%
Greenwich - 11.6%
Gansevoort - 7.5%
Victory Mills - 3.4%
Albany - 2.1%

SIGNATURE EVENTS + PROGRAMMING

Hudson Crossing Park presents over a dozen family-friendly events and programs all year long. Visit www.HudsonCrossingPark.org/Upcoming-Events for the full list of what 2023 has in store!



K9 Easter Egg Hunt (April)

- FULL WEEKEND OF ACTIVITIES
- APPROXIMATE ATTENDANCE: 200+
- PRIMARY AUDIENCE:
DOG OWNERS
*Additional promotion by
Homestead Animal Hospital,
Lazy Dog Cookie Company*



Banquet by the Bridge (June)

- HONORING CARRIE WOERNER
- DELICIOUS LOCAL FOOD, DRINK, AND ENTERTAINMENT
- APPROXIMATE ATTENDANCE: 150+
- PRIMARY AUDIENCE:
LOCAL BUSINESS LEADERS,
GOVERNMENT OFFICIALS,
SUPPORTERS OF HCP



Annual Cardboard Boat Race (August)

- FUN ON THE HUDSON RIVER
- ATTENDANCE OF 500+
- FULL DAY OF ACTIVITIES
- PRIMARY AUDIENCE: ALL AGES, FAMILIES
*Additional promotion by
The NYS Canal Corporation, Erie Canalway
National Heritage Corridor, Saratoga County
Chamber of Commerce*



Tasting on the Hudson (September)

- PARTNERED WITH
SCHUYLERVILLE LIONS CLUB
- APPROXIMATE ATTENDANCE: 350+
- HIGHLIGHTING LOCAL FOOD AND DRINK
*Additional promotion by
The Schuylerville Lions Club*



Educational Programming (January-December)

- FREE AND LOW COST PROGRAMS FOR ALL AGES
- STEAM, ENVIRONMENTAL, AND HISTORY PROGRAMS
- APPROXIMATE ATTENDANCE: 1,500+
- PRIMARY AUDIENCE: ALL AGES
*Additional promotion by
On The Canals Program*

SPONSORSHIP

SPONSORSHIP LEVEL BENEFITS

ORGANIZATION NAME _____

as it will appear in digital and print material

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone _____

Email _____

Website _____

SPONSOR LEVELS

- Bridge Builder • Presenting Sponsor - \$1,000
- Trailblazer • Partner Sponsor- \$500
- Waterway Well-Wisher • Community Sponsor - \$250
- Friend of HCP • Individual Sponsor - \$100

METHOD OF PAYMENT

- Payment to follow
- Check enclosed (made payable to Hudson Crossing Park)
- I will pay online at www.hudsoncrossingpark.org
- Charge the following credit card

Card Number _____

Name on Card _____

Expiration Date _____ Security Code _____

Signature _____

Billing address _____
(if different than above)



Please return form to:
Hudson Crossing Park
PO Box 144
Schuylerville, NY 12871

Bridge Builder Presenting Sponsor

- Event presented by "Sponsor Name"
- Logo included on event signage and flyers
- Highly visible placement of sponsor banners
- Listing in any print advertising that may exist for the event
- 2 individual social media posts prior to the event
- Special recognition announced during the event
- Recognition in media materials including press releases and feature articles
- Information booth and opportunities for giveaways during event
- Logo and link on the park's website Supporters page as Bridge Builder sponsor

Trailblazer • Partner Sponsor

- Logo on promotional materials
- Listing in any print advertising that may exist for the event
- Recognition in media materials including press releases and feature articles
- Logo and link on the park's website Supporters page as Trailblazer sponsor

Waterway Well-Wisher Community Sponsor

- Mention in selected promotional materials
- Recognition in media materials including press releases & feature articles
- Logo and link on the park's website Supporters page as Waterway Well-Wisher sponsor

Friend of HCP Individual Sponsor

- Mention in select promotional materials
- Listing on the park's website Supporters page as Friend of HCP