

Benefits

	*Basic Free	Standard \$150	Non-Profit Promotional \$250	Promotional \$500
A basic listing on Albany.org and the Discover Albany App (1-2 sentences, no photos)	X			
Ability to add visitor friendly events to Albany.org and Discover Albany App	X	X	X	X
Invitation to Discover Albany Annual Celebration of Hospitality Excellence	X	X	X	X
Help with industry advocacy efforts and updates on the federal, state and local levels	X	X	X	X
A full listing on Albany.org and the Discover Albany App (Full description, photos)		X	X	X
Will receive monthly Discover Albany Partner Newsletter		X	X	X
Inclusion in Discover Albany Partner and Consumer Newsletters (where appropriate)		X	X	X
Access to the Partner Portal to manage your listing and photos, post visitor-friendly events and add special offers to Albany.org and the Discover Albany App		X	X	X
Preferential inclusion in Discover Albany blog (where appropriate)		X	X	X
Preferential inclusion in Discover Albany social media (where appropriate)		X	X	X
Brochure distribution at Discover Albany Visitors Center and Albany International Airport Information Center		X	X	X
Inclusion in community programming (where appropriate)		X	X	X
Invitations to Director of Sales Meetings			X	X
Invitations to partner networking, and education events			X	X
Ability to participate in the Discover Albany Convention Special Offers program			X	X
Access to Discover Albany Convention Calendar Report and other exclusive destination research			X	X
Ability to submit press releases to the Discover Albany PR team to be shared on Discover Albany social media channels			X	X
Priority inclusion in the Discover Albany blog (where appropriate)			X	X
Priority inclusion in the Discover Albany social media promotions (where appropriate)			X	X
Priority access to promotional opportunities such as gifts bags or local product requests			X	X
Preferential business and visitor referrals, including vendor referrals for Film Albany			X	X
Access to incoming travel/media writers to participate in Discover Albany FAM Tours			X	X
Opportunity for trade/travel show participation			X	X

Promotional Partner Add-On Benefits**

Ability to send messages to convention attendees through the Discover Albany App
Ability to send a geofenced message to Discover Albany App users
Convention sponsorship opportunities
Partner Spotlight (Includes: Instagram story, on-site visit for photos, Q&A to be featured on a blog post)
Albany.org digital advertising through Destination Travel Network (DTN)
Visitor Guide advertising

*Available to Albany County businesses only

**Available for an additional cost, contact Community Engagement Manager Maeve McEneny-Johnson at mmceneny@albany.org for details