



2025 SPONSORSHIP PROSPECTUS

In partnership with



Ithaca Loves Teachers

Celebrating 20 years in 2025!
February 14-28th

About _____

The Ithaca Loves Teachers celebration recognizes educators, support staff, administrators, school employees, retirees, and their guests with discounts on lodging, dining, shopping, and activities across Tompkins County. In 2025, the program celebrates its 20th year, featuring over 120 participating businesses all over Tompkins County (and beyond).

The Ithaca Loves Teachers program celebrates and honors educators, thanking them for their hard work both in and out of the classroom, while connecting them with local businesses in our education-driven community.

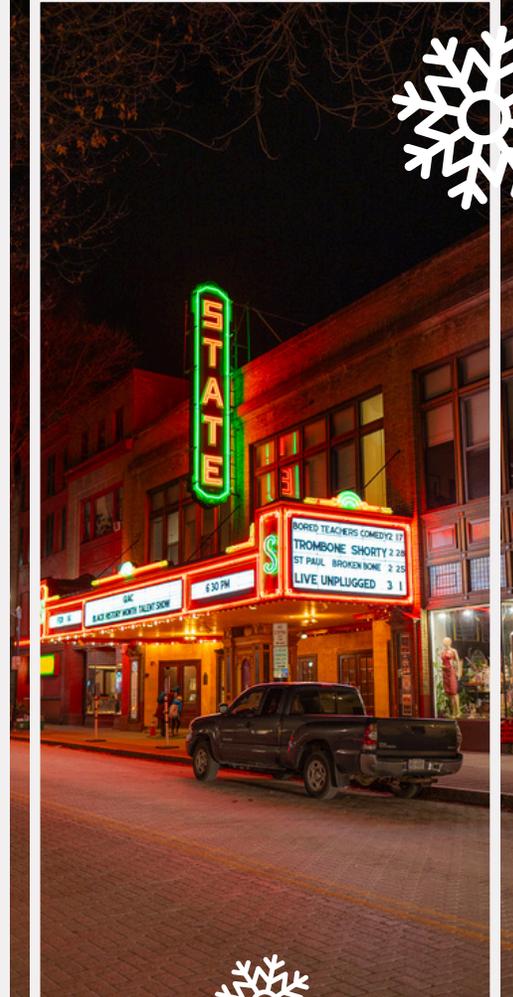
Quote from a teacher _____

“What a great way to build appreciation and to get businesses some extra publicity! I definitely went to a few new places just because I saw them on the list for this event.”

The Partners _____

visitithaca.com
downtownithaca.com
tompkinschamber.org

Photos by @WildPreciousNow



TEACHER PROFILE

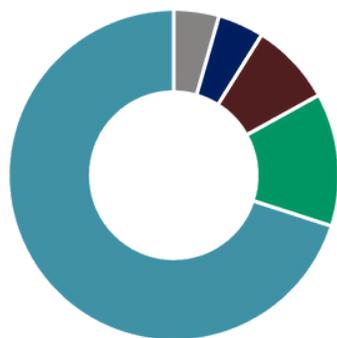
The 2024 celebration welcomed over 2,600 teachers and their guests. There was an estimated economic impact of at least \$209K!

89% are
from NYS

77% are from the
Finger Lakes
region

Top feeder
states:
NY, PA, NJ, CT

Role Description for Attendees



- 52% of attendees participated for 6 years or more years
- 62% report visiting one or more businesses for the first time

■ Administrator ■ Paraprofessional ■ Retiree ■ Support Staff ■ Teacher

Photos by @WildPreciousNow

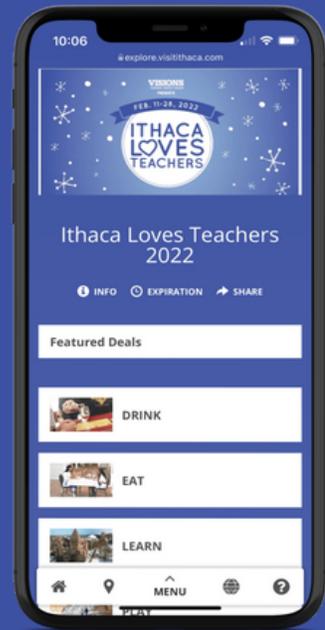


ITHACA LOVES TEACHERS!



How it works

Participants sign up for their digital savings pass for Ithaca Loves Teachers on their mobile devices, unlocking their digital savings pass full of exclusive deals, discounts and things to do throughout the celebration. After redeeming two deals, teachers are eligible to redeem a gift at our Downtown Visitor Center.



Step 1- Get your pass



Step 2- Receive Text



Step 3- Check-In & Redeem



Who Sponsors the Ithaca Loves Teachers Celebration?

YOU! The celebration is a partnership between Visit Ithaca, the Downtown Ithaca Alliance and the Tompkins Chamber. Additional sponsors are needed to make this festival the best it can be. Some previous sponsors include: Visions Federal Credit Union, Z95.5, Tompkins Cortland Community College, Cayuga Radio Group, Discover Cayuga Lake.



Sponsor Exposure



Marketing and PR for Ithaca Loves Teachers Celebration reaches a highly engaged audience across partner networks and its own channels.

The celebration is promoted through a strategy combining earned media, organic media, and paid advertising



Past Media Coverage

Tompkins Weekly
Ithaca Voice
Life in the Finger Lakes Magazine
Spectrum News

Website

A landing page is created on visitithaca.com along with dedicated digital pass. Ithacalovesteachers.com had over 18,000 impressions in 2024



Social/Digital Advertising

Program partner channels are leveraged with organic content, along with targeted paid campaigns.

#ithacalovesteachers - 500+ posts shared

Visit Ithaca Instagram - 22,400 followers

Visit Ithaca Facebook - 44,000 followers

Downtown Ithaca Facebook - 24,000 followers

Downtown Ithaca Instagram - 24,600 followers

Tompkins Chamber Facebook - 3,400 followers

Tompkins Chamber Instagram - 2,200 followers

Ithaca Loves Teachers Facebook - 2,200 followers

Radio Advertising

Cayuga Radio Group event promotion
WRVO Public Media

Print Advertising

15,000 Postcards direct mailed to previous attendees and school districts

Digital marketing snapshot

Event email campaign - 60% ave. open rate

Life in the Finger Lakes enews banner - estimated 40,000+ impressions monthly



Photos by: @WildPreciousNow

2025 OPPORTUNITIES

Digital Ads	Presenting Sponsor \$15,000 SOLD	District Sponsor \$10,000	Head of the class Sponsor 5,000	Gold Star Sponsor \$2,000	Silver Star Sponsor \$1,000	Extra Credit Sponsor \$350
Featured Deal on Digital Pass						
Dedicated Social Media Post						
Advertising with Cayuga Radio Group						
Business Offer listed in at least one teacher email						
Feature on Landing Page						
Deal/ Offering highlighted in one teacher email with image						
Logo in all teacher email communications						
Your logo on a promotional item ordered & included in giveaway from Visitor Center	Tier 1	Tier 2				
Logo on Print Marketing Materials & Teacher Gift Giveaway						

1 AVAILABLE 2 AVAILABLE 2 AVAILABLE 4 AVAILABLE 6 AVAILABLE

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