

ITHACALOVESTEACHERS.COM

2027

ITHACA LOVES TEACHERS

2027 SPONSORSHIP PROSPECTUS

In partnership with

Visit ITHACA

TOMPKINS CHAMBER

DOWNTOWN ITHACA ALLIANCE





Ithaca Loves Teachers

Celebrating 22 years!
February 12-28, 2027

About

Ithaca Loves Teachers is an annual celebration to honor K-12 educators, thanking them for their hard work, while connecting them with local businesses in our education-driven community.

The Ithaca Loves Teachers celebration attracts educators, support staff, administrators, school employees, retirees, and their guests with discounts on lodging, dining, shopping, and activities across Tompkins County. In 2026, 150 businesses & attractions across Tompkins County (and beyond) offered deals on the digital pass.

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

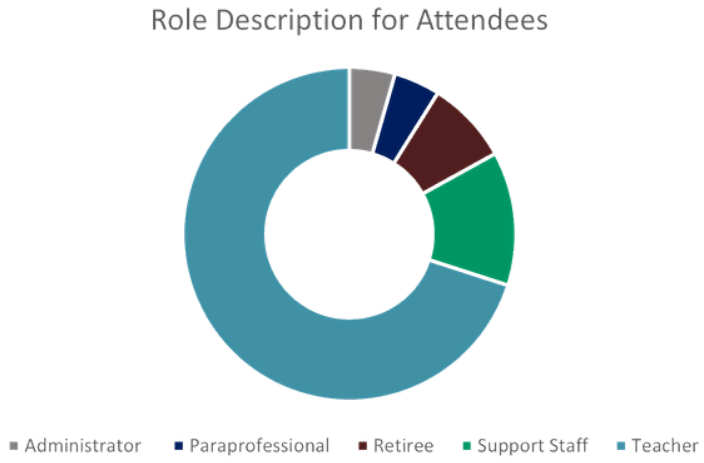
TEACHER PROFILE

The 2026 celebration welcomed nearly 1,000 teachers from over 421 schools – with an estimated economic impact of at least $226K!

80% from the Finger Lakes region

45% from Tompkins County

Educators from 17 different states



- **327 teachers indicated they stayed at least 1 overnight**
- **44% of attendees have participated for 6 years or more**
- **68% report visiting one or more businesses for the first time**

Photos by @WildPreciousNow



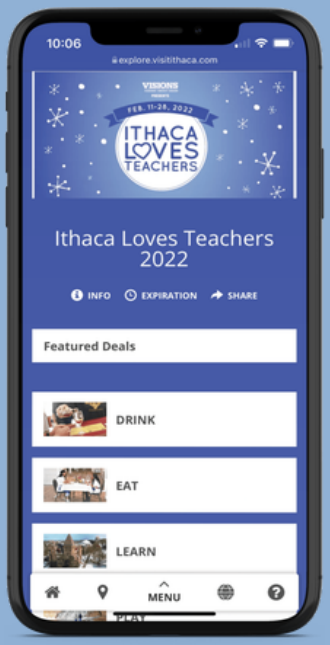






How it works

Participants sign up for their free digital savings pass for Ithaca Loves Teachers on their mobile devices, unlocking access to 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?

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. This is a great way to bring attention to your business or attraction in February!

Event 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



Website
A landing page is created on visitithaca.com along with dedicated digital pass. **Ithacalovesteachers.com had over 22,000 impressions in 2026**

Past Media Coverage has included
Tompkins Weekly
Ithaca Voice
Life in the Finger Lakes Magazine
Spectrum News



Social/Digital Advertising
Program partner channels are leveraged with organic content, along with targeted paid campaigns.
#ithacalovesteachers - 500+ posts shared

Visit Ithaca Instagram - 28.2K followers
Visit Ithaca Facebook - 45K followers
Downtown Ithaca Facebook - 25K followers
Downtown Ithaca Instagram - 14.5K followers
Tompkins Chamber Facebook - 4.2K followers
Tompkins Chamber Instagram - 2.8K followers
Ithaca Loves Teachers Facebook - 2.2K followers

Digital marketing snapshot
- Event email campaign - 7,000+ email list of teachers and past participants
- Life in the Finger Lakes e-news banner - estimated 40,000+ impressions monthly
- ExploreFingerLakes.com

Print Advertising
(Presenting sponsor level)
15,000 postcards direct-mailed to previous attendees and school districts

Radio Advertising
WXPN Public Media
WRVO Public Media

Photos by: @WildPreciousNow

ITHACA LOVES TEACHERS FEB. 12-28, 2027

SPONSORSHIP OPPORTUNITIES

	Presenting Sponsor $15,000	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(s)	4	2	2	1	1	
Banner ad on Digital Pass	❄	❄	❄	❄		
Deal/Offer listed in at least one teacher email	❄	❄	❄	❄	❄	❄
Featured on Event Landing Page	❄	❄	❄	❄	❄	
Deal/ Offer highlighted in one teacher email with image	❄	❄	❄	❄	❄	
Logo in all teacher email communications	❄	❄	❄			
Logo on the signature teacher gift, given out at the Visitor Center	❄					
Logo on all print marketing materials	❄	❄				

ITHACA LOVES TEACHERS

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The Ithaca Loves Teachers celebration attracts educators, support staff, administrators, school employees, retirees, and their guests with discounts on lodging, dining, shopping, and activities across Tompkins County (and beyond).

- 150 businesses & attractions across Tompkins County offer deals on the digital pass
- In 2026 nearly 1,000 teachers from 420 different schools participated – with an estimated economic impact of at least $226K!
- 22,000+ impressions to IthacaLovesTeachers.com
- Organized by Visit Ithaca, Tompkins Chamber, and Downtown Ithaca Alliance