



2024 Sponsorship Prospectus

In Partnership with



Ithaca Loves Teachers

2024 Dates: February 16th through February 29th

Ithaca Loves Teachers celebration recognizes public and college educators, support staff, educational administrators, public school employees, school district retirees, and their guests. The celebration happens all over Tompkins County (and beyond), with **over 175 participating businesses**. In 2024, the program celebrates its 19th year and the event continues to offer: discounted lodging, dining, shopping, and activities throughout Tompkins County.

The Ithaca Loves Teachers program is important because it celebrates and honors public and collegiate educators and school employees to thank them for all the work they do, in and out of the classroom. Ithaca Loves Teachers brings together small businesses and educators in our community -- a city built on education.

“I love to visit Ithaca because of the beauty of the waterfalls and the wonderful wineries. I love Ithaca loves teachers because I am a special needs teacher that works hard and I like that Ithaca recognizes the dedication of all teachers.”

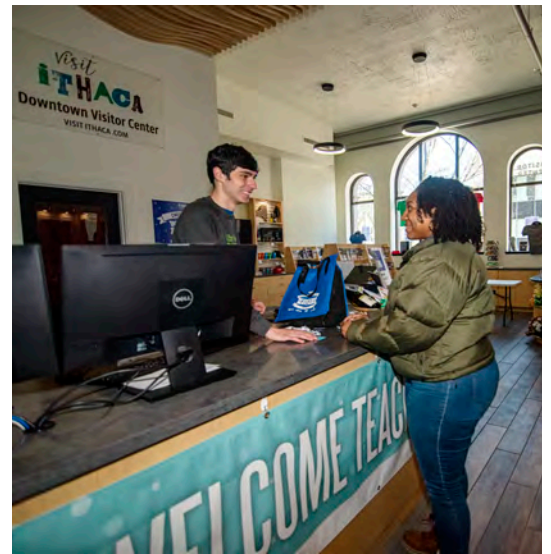
-Beth Friedberg of Medford, NJ - Special Education Teacher

About the partners

Visit Ithaca is the official destination marketing organization of Ithaca & Tompkins County, and a division of the Tompkins Chamber.

The **Downtown Ithaca Alliance** is the Ithaca Downtown Business Improvement District (BID), a State of New York chartered 501c3 not for profit organization charged with the revitalization, development, promotion, and management of downtown Ithaca.

The mission of the **Tompkins Chamber** is to foster a healthy economy, a vibrant destination, and improve quality of life in Tompkins County.



Teacher Profile

The 2023 celebration welcomed over **2,700 teachers** and their guests. There was an estimated economic impact of \$209K (estimate is lower than actual impact.)

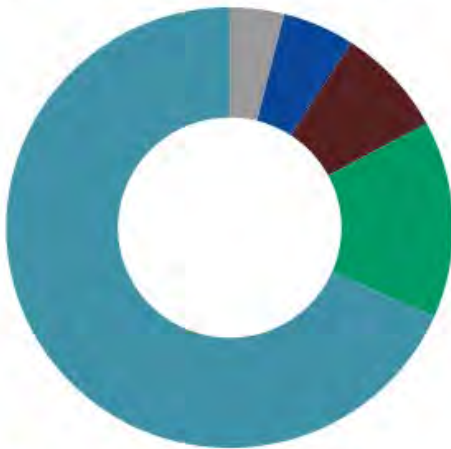


97% are from NYS

83% are from FLX Region

Top feeder states: PA, NJ, MA, CT

Role Descriptions for Attendees



● Administrator ● Paraprofessional ● Retiree ● Support Staff ● Teacher

56% report visiting a business for the first time

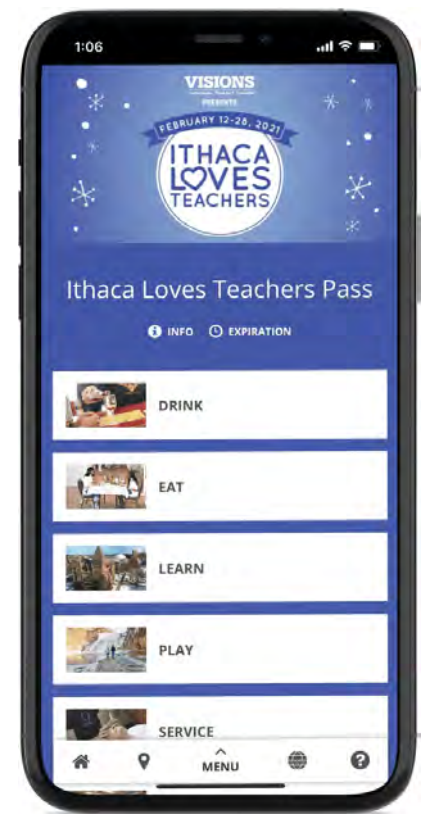
45% indicated participation for 6 years or more

305 passholders indicated staying overnight in a hotel



Teacher Participation

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



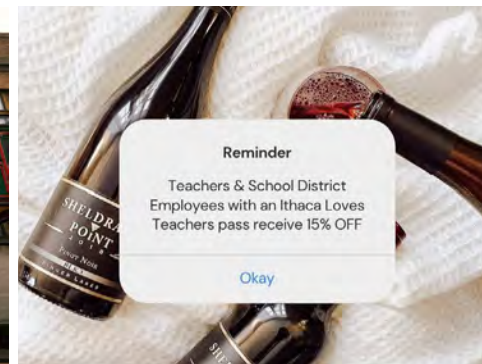
Step 2 - Receive Text



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, Ithaca Marriott on the Commons, Cayuga Radio Group, La Tourelle Hotel, Bistro & Spa, Discover Cayuga Lake.



Sponsor Exposure

Marketing and PR efforts for the Ithaca Loves Teachers Celebration reaches a highly engaged audience. The program connects with people from all of the partner audiences as well as its own Ithaca Loves Teachers channel.

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

Past Media Coverage has included:

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

Websites

A landing page is created on VisitIthaca.com along with the dedicated digital pass.
Ithacalovesteachers.com had 4,500 sessions in 2023

Email Marketing

Ithaca Loves Teachers Email List -- 5,000 subscribers
ILT Average Open Rate -- 53%
Combined consumer/Partner List -- 39,000K subscribers



2023 TC3 advertisement

Social/Digital Advertising

Program partner channels are leveraged with organic content, along with targeted paid campaigns. **#ithacalovesteachers** -- 500+ posts shared
Visit Ithaca Facebook -- 43,000 followers

Visit Ithaca Instagram -- 19,600 followers
Downtown Ithaca Facebook -- 24,000 followers
Downtown Ithaca Instagram -- 12,600 followers
Tompkins Chamber Facebook -- 3,800 followers
Ithaca Loves Teachers Facebook -- 2,100+ followers

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

Radio Advertising

Cayuga Radio Group event promotion

Print Advertising

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



2023 Ithaca Loves Teachers advertisement

2024 Opportunities

	Presenting Sponsor	District Sponsor	Head of the Class	Media Sponsor	Gold Star Sponsor	Silver Star Sponsor	Extra Credit Sponsor
	\$15,000	\$10,000	\$5,000	\$5,000	\$2,000	\$1,000	\$350
Digital Ads	1 available	1 available	2 available	2 available	2 available	4 available	6 available
<i>Featured Deal on Digital Pass</i>	x	x	x	x	x	x	x
<i>Dedicated Social Media Post(s)</i>	x	x	x	x	x	x	x
<i>Advertising with Cayuga Radio Group</i>	x	x	x	x	x	x	
<i>Business/offering listed in at least one teacher email</i>	x	x	x	x	x	x	
<i>Feature on landing page</i>	x	x	x	x	x		
<i>Deal/offering highlighted in one teacher email with image</i>	x	x	x	x	x		
<i>Logo'd Festival Promotional Item Ordered & Included in Giveaway</i>	Tier 1	Tier 2	Tier 3				
<i>Logo in all teacher email communications</i>	x	x		x			
<i>Logo on Print Marketing Materials & Teacher Gift Giveaway</i>	x						

For more information, please contact
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 Jodi@visitithaca.com
 607.351.3629



2024 Ithaca Loves Teachers Opportunities Sponsorship Order Confirmation

The Ithaca Loves Teachers Celebration takes place February 16-29, 2024. Sponsorship of the Ithaca Loves Teachers Celebration will give your business exposure through our expansive marketing efforts:

- Dedicated ithacalovesteachers.com website with over 60,000 pageviews
- Radio advertising through Cayuga Radio group
- Boosted Facebook posts
- Email marketing to Ithaca Loves Teachers, Visit Ithaca, Downtown Ithaca Alliance and Tompkins Chamber consumer, merchant and partner email lists.
- Multiple social media mentions through Ithaca Loves Teachers, Visit Ithaca, Downtown Ithaca and Tompkins Chamber Facebook, Instagram and Twitter feeds.
- Media coverage
- **And much more**

This is a great opportunity to expose your business and show your support to NYS public school teachers, administrators and support staff. Please mark the level of sponsorship you would like to commit to below.

Sponsorship Levels:

Presenting	\$15,000
Media	\$5,000
District	\$10,000
Head of the Class	\$5,000
Gold Star	\$2,000
Silver Star	\$1,000
Extra Credit	\$350

"I Love Teachers" program donation:

\$

Contact Info:

(Date)

(Business)

(Contact Name)

(Billing Address - To Invoice)

(Billing City, State, Zip)

(Email/Phone)

(Signature)

Please mark your payment preference:

INVOICE ME | CHECK ENCLOSED
| CREDIT CARD |

Please make checks payable to:

Visit Ithaca
124 Brindley St.
Ithaca, NY 14850

For CC payment, you may call to arrange processing over the phone: 607.351.3629. Email: jodi@visitithaca.com

For inclusion in sponsorship opportunities, deadline to receive the best exposure is as soon as possible or by 1/5/2024. Depending on package, some benefits may not be able to be fulfilled after 1/5/2024. Payment for sponsorship is due at time of commitment.