



International Spa Heritage Festival

Saratoga Spa State Park

CONFERENCE & EXPO

October 8-10, 2024

Sponsor Package

Contact

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The SPA in Spa City

Celebrate

Celebrate America's first true Spa for the **100th** anniversary of the NYS Park System.

Join dignitaries of the **Great Spa Towns of Europe** as we honor **Saratoga Spa State Park** as their North American Legacy.

Learn

Join International civic and business leaders in dynamic discussions about the value of Eco-Cultural tourism and how we can learn from one another.

Lead

Be recognized as a leader in an effort to re-center Saratoga's **heritage** as a Spa City. Join us as a founder of an **annual** capstone event focused on the **heritage**, **wellness** and **waters** of Saratoga Springs.

The Festival is free and open to the public!



Festival Highlights

Signature International VIP welcome reception at the **CANFIELD CASINO**

Full-Day Guest Speaker Series & Conference
SPA LITTLE THEATER

Community Festival with Tours and Spa City Farmer's Market
Evening Jazz Bar
HALL OF SPRINGS

Business to Business Conference
Health and Wellness Expo
European Spa Showcase
GIDEON PUTNAM





**New York State
Parks, Recreation and
Historic Preservation**

We'll see you out there

The New York State Office of Parks, Recreation, and Historic Preservation is celebrating 100 years of dedicated stewardship of our State's rich natural, historic, and cultural resources. Since the 1924 founding of the State Council of Parks, we have grown to over 250 diverse and distinctive destinations.



**European Historic
Thermal Towns Association**

Cultural route
of the Council of Europe
Itinéraire culturel
du Conseil de l'Europe



The European Historic Thermal Towns Association, certified as a cultural route of the council of Europe was formed in 2009 to preserve, promote, and celebrate the Thermal Heritage of Europe. Today, EHTTA has 50 members in 18 European countries and two international partners including Saratoga Spa State Park, the host of EHTTA's first conference in the U.S.

Our Partners



**Natural
Heritage Trust**



Event Overview

**08
OCT**

VIP Welcome Reception

Join dignitaries, politicians and business leaders from Europe, Canada, and the US at an exclusive welcome event hosted at the historic Canfield Casino
Location : Canfield Casino Parlor

**09
OCT**

Conference & Community Festival

Full day conference and guest speaker series

- Find out what it means to be a Spa Town
- Learn about European Spa heritage and its connection to Saratoga Spa State Park
- Discover Saratoga Spa State Park's place in New York State Park System

Family-friendly Community Festival

- Spa City Farmer's Market and Artisan Fair
- Guided Tours
- Food trucks
- Live entertainment

Catered Evening Jazz Bar at the Hall of Springs

Location : Spa Little Theater, Reflecting Pool, and Hall of Springs

**10
OCT**

Water & Wellness Spa Tourism Expo

Morning Business to Business Information Sessions

Networking Lunch with Industry Professionals

Afternoon European Spa Town Showcase

Location : Gideon Putnam Hotel



Sponsorship Levels

Join Us as One of Ten Exclusive Sponsors



Founder

\$15,000

Top-tier Logo Placement
on all promotional materials

Speaking opportunity at Jazz
Bar Event

(14) Tickets to VIP Reception

(14) Tickets to Jazz Bar

Table at Expo

Table at Community Festival



Benefactor

\$10,000

Mid-level Logo Placement
on all promotional materials

(12) Tickets to VIP Reception

(12) Tickets to Jazz Bar

Table at Expo

Table at Community Festival



Preservationist

\$5,000

Logo Placement on
Conference & Expo Materials

(6) Tickets to VIP Reception

(6) Tickets to Jazz Bar

Table at Expo

Table at Community Festival



Patron

\$2,500

Business Listing on
Conference & Expo Materials

(4) Tickets to VIP Reception

(4) Tickets to Jazz Bar

Table at Expo

Table at Community Festival



THANK YOU!

Please reach out with any questions.

