



# ADIRONDACK BUYER DAYS

March 5-6, 2025

Saratoga City Center | Saratoga Springs, New York

## A Business-to-Business Trade Show

For nearly four decades, ANCA's Adirondack Buyer Days has been connecting budding and experienced artisan entrepreneurs with new markets, providing retailers a one-stop shop to source curated local gifts, and ensuring that shoppers are able to purchase handmade and locally designed products in local shops. This annual nonprofit wholesale show provides artisan businesses with professional support and retail connections to help them meet consumers' growing demand for locally made gifts.

## Empower Local Entrepreneurs

Adirondack Buyer Days Sponsors empower our region's small businesses by supporting an accessible, welcoming and rewarding trade show that accommodates creative entrepreneurs with different levels of marketing and sales experience. In contrast to other wholesale shows that are often prohibitively priced for micro-businesses and beginning wholesalers, Adirondack Buyer Days provides affordable booth fees and a welcoming, entry-level atmosphere where makers can practice wholesaling before taking bigger risks at larger shows. This makes a real difference for the wide range of artisans who exhibit their products every year. Exhibitors come away feeling connected, inspired and empowered:

*"I love that this is a show full of unique handmade items made by small businesses regionally. As a creator, it makes me feel valued, and I love that buyers are choosing us over bigger companies."*

~ 2024 Adirondack Buyer Days Vendor



2024 show vendors: Retro Sorrento, Roosevelt Grooming Company, WillisKa

## Showcase Your Business or Organization

As an Adirondack Buyer Days Sponsor, your business will be recognized as a supporter of the small businesses who are the heart of our region's creative and retail economies. Your brand will be shared with all who exhibit and shop at the two-day trade show, as well as ANCA's broad network of members, partners and donors. Your sponsorship connects you to 45-75 artisan vendors, 300+ retail buyers and over 5,000 people in ANCA's community who care deeply about the future of our region's small businesses.

# Become a 2025 Adirondack Buyer Days Sponsor

Distinguish your business or organization as a supporter of our region's creative entrepreneurs.

Share your brand with Adirondack Buyer Days businesses and ANCA's broad network of constituents and partners. Choose a sponsorship level that works best for you:

## Sponsor Levels & Benefits

### **SUPERSTAR**

**\$5,000 (2 spots)**

- All Champion benefits plus:
- Sponsorship of New Product Contest
- Logo on signage at New Product Contest booth

### **CHAMPION**

**\$2,500 (3 spots)**

- All Friend benefits plus:
- Six-foot table at the show where you can share your brand and services with a variety of small businesses

### **PATRON**

**\$1,000 (3 spots)**

- All Friend benefits plus:
- Exclusive sponsorship of a pre-show workshop for registered and prospective show vendors and others

### **FRIEND**

**\$500 (5 spots)**

- All Supporter benefits plus:
- VIP sponsor entry to the show

### **SUPPORTER**

**\$250 (unlimited)**

- Logo on Adirondack Buyer Days webpage
- Logo in show catalog
- Logo on signage at the show
- Recognition on ANCA's social media channels
- Recognition in ANCA's monthly e-newsletter

For more information about Adirondack Buyer Days or sponsorship opportunities, please contact ANCA Event & Engagement Coordinator Caitlin Bottcher at [cbottcher@adirondack.org](mailto:cbottcher@adirondack.org) or 518.891.6200 x120.

[www.adirondack.org/adirondack-buyer-days](http://www.adirondack.org/adirondack-buyer-days)



ANCA is an independent, nonprofit corporation with a transformational approach to building prosperity across northern New York. Using innovative strategies for food systems, clean energy, small businesses, and equity and inclusion, ANCA delivers targeted interventions that create and sustain wealth and value in local communities.