



ADIRONDACK BUYER DAYS

March 26-27, 2024

Saratoga Springs City Center, Saratoga Springs, N.Y.

Since 1986, Adirondack Buyer Days — ANCA's nonprofit wholesale trade show — 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 artisan products in local stores.

Adirondack Buyer Days provides artisan businesses with professional support and retail connections to help them meet our region's growing demand for locally made gifts.

SHOWCASE YOUR BUSINESS

As an **Adirondack Buyer Days Sponsor**, your business will be recognized as a supporter of the variety of 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 between 45 and 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 business economy.



Marjorie Randles of Argyle Cheese Farmer in Hudson Falls, NY at ANCA's 2023 Adirondack Buyer Days trade show.

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 small 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 bigger shows.

This makes a real difference for the wide range of artisans who exhibit their products every year. Adirondack Buyer Days vendors come away feeling connected, inspired and empowered:

"We love it here. We love the camaraderie and learning from each other. If you want to get your feet wet with wholesaling, this show is for you. It's such a friendly place, and people are insanely supportive."

*~ Juli Webster, The Mustard Seed,
Herkimer, New York*

Learn more: bit.ly/adkdbd

Become an Adirondack Buyer Days Sponsor Today

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:

Superstar: \$5,000 (2 available)

- All **Champion** level benefits plus:
- Sponsorship of opening reception Tuesday, March 26
- Logo on signage at reception

Champion: \$2,500 (3 available)

- All **Friend** level benefits plus:
- Six-foot table at the show where you can share your brand with attendees

Patron: \$1,000 (5 available)

- All **Friend** level benefits plus:
- Exclusive sponsorship of one of our pre-show virtual workshops for registered and prospective show vendors and interested community members

Friend: \$500 (10 available)

- 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
- VIP sponsor entry to the show



Top: Lauren Weliczka, owner of WillisKa in Gansevoort, NY, at the 2023 Adirondack Buyer Days
Bottom: products by Solitude Soapworks of Keene, NY and Cedar + Pearl of Glens Falls, NY displayed at the 2023 show

We want to work with you! If there are other ways you'd like to promote your business with ANCA or at Adirondack Buyer Days, please contact Caitlin Bottcher at cbottcher@adirondack.org or (518) 891-6200.

** ANCA's social media platforms engage 4,000+ followers, and our newsletter reaches nearly 5,000 members, constituents and partners. The ANCA Community is made up of small business owners, local food producers and community leaders who are growing the New Economy in the Adirondack North Country.*



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.