



THE SARATOGA FORUM



Event Overview

Join the Upstate Capital Association of New York for the Saratoga Forum and an afternoon at the Saratoga Race Course! Connect with leaders from New York's private capital ecosystem during an exclusive trackside experience featuring networking, engaging programming, and insights from a featured handicapping expert.

The Saratoga Forum is Upstate Capital's signature summer event, bringing together board members, major sponsors, members, and invited guests. Since 2003, Upstate Capital has fostered connections among investors, advisors, and companies to support capital access and deal flow across the state. This two-day event will be held July 23–24, 2025, at the Saratoga Hilton in downtown Saratoga Springs and will welcome over 100 attendees.

Draft Agenda

Wednesday, July 23

- 12:30PM: Registration at Hilton hotel
- 12:30PM: Lunch and networking
- 1:00 PM: VC Roundtable (by invitation)
Upstate Capital Board Meeting
- 3:00 PM: Programming
- 5:30 PM: Networking Reception
- 7:00 PM: Hospitality Dinners

Thursday, July 24

- 8:00AM: Breakfast and Saratoga Hilton
- 9:00AM: Morning Programming
- 12:00PM: Upstate Capital Day at the Races
at Spa Veranda Suites 6+7,
Saratoga Race Course
- 1:00 PM: Race Day Handicapping sponsored by
Bluehenge Capital
- 5:45 PM: Event concludes

Thank you to our annual sponsors



New York
Ventures



Contact Shelby Schneider, President & CEO, at shelby@upstatecapital.org



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Event Sponsorships

Whitney Sponsor - \$5,000 or more

- 🕒 Company recognition video as a major sponsor. Corporate promotion online before, during, and after the event via website, email, social media, and in-person
- 🕒 Speaking opportunity for designated representative
- 🕒 Early access to guest list to host hospitality dinner for select event attendees
- 🕒 Five passes to the event

Travers Sponsor - \$3,000 or more

- 🕒 Company recognition video as a major sponsor. Corporate promotion online before, during, and after the event via website, email, social media, and in-person
- 🕒 Co-branded event activity or early access to guest list to host hospitality dinner
- 🕒 Early access to guest list to host hospitality dinner for select event attendees
- 🕒 Two passes to the event

Jim Dandy Sponsor - \$1,500 or more

- 🕒 Corporate promotion online before, during, and after the event via website, email, social media, and in-person
- 🕒 Visual and verbal recognition during the event
- 🕒 Two passes to the event

Additional Sponsorship Opportunities

Upstate Capital Race Day Sponsor - \$5,000

- 🕒 Official corporate host of Spa Veranda suites
- 🕒 Corporate branding at the suite

Handicapping Sponsor - SOLD



- 🕒 Sponsor of race day handicapping expert

Branded Lanyard Sponsor - \$3,000

- 🕒 Your corporate branding on all attendee lanyards

Walking Tour Sponsor - \$1,500

- 🕒 Sponsor historic walking tour of downtown Saratoga Springs

Lunch Sponsor- \$2,500

- 🕒 Corporate brand recognition at lunch

Reception Sponsor - \$3,000

- 🕒 Corporate brand recognition at reception

Breakfast Sponsor - \$2,500

- 🕒 Corporate brand recognition at breakfast

Session Sponsors - \$1,500 (3 available)

- 🕒 VC Session roundtable sponsor
- 🕒 Corporate brand recognition at day 1 sessions
- 🕒 Corporate brand recognition at day 2 sessions