



HOLIDAY PARTY + Awards Night

Date: December 10 2025

Location: Strathallan City View Ballroom, Rochester, New York

About the Event: Celebrate the holiday season with Upstate Capital at our annual Holiday Party + Awards Night — the premier networking event for investors, dealmakers, and business leaders from across New York State. We'll toast the year's top deals and dealmakers in seed, venture, private equity, and M&A, while enjoying great company, festive cheer, and new connections. Join 150–200 guests from across the Upstate ecosystem for an evening of celebration, community, and opportunity.

EVENT SPONSORSHIP	Award	Supporter	Member Bundle
Top-level billing for the event	✓		
Opportunity to announce one award winner and hand out an award	✓		
Host a table for clients & colleagues	✓	✓	
Sponsor highlight in email and LinkedIn marketing	✓	✓	
Access to the list of event registrants	✓	✓	✓
Brand exposure on the event website	✓	✓	✓
Visibility and verbal recognition during the event	✓	✓	✓
Attendee passes	8	8	2
Upstate Capital annual membership(s) (Capital Providers + Professional Advisors)			2

\$5,000

\$2,500

\$2,000

Contact Shelby Schneider at Shelby@upstatecapital.org to discuss sponsorship opportunities.

UPSTATECAPITAL.ORG



HOLIDAY PARTY + *Awards Night*

EXCLUSIVE AWARD SPONSORSHIP

Award Sponsor: Gain exposure to more than 200 investment ecosystem professionals from New York and beyond. Position your organization as an expert in one of the following categories:

- Seed Investment of the Year: raised from \$500,000 up to \$5M in early-stage funding
- Venture Investment of the Year: raised between \$5M and \$20M in equity investment
- Growth investment of the Year: raised more than \$20M in equity investment
- PE Investment of the Year: significant private equity transactions for well-established companies
- Exit of the Year: had a significant transaction where a VC/PE-backed founder has sold to strategic or financial buyers and where substantial value was created and generated for the company's owners and investors.

Benefits:

- Opportunity to have one award named for your organization, e.g. "The [your organization] Seed Investment of the Year Award".
- Opportunity to announce award winner and hand out an award on stage
- Host a table (your logo on one of the tables), including eight attendee passes
- Sponsor highlight in pre-event email and LinkedIn marketing
- Access to the list of event registrants
- Brand exposure on the event website and visibility and verbal recognition at event
- Cost: \$5,000

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