

It's Better In BALLSTON

WHERE SHARING CREATES CONNECTION

WHY BUSINESSES PROMOTE WITH US

Your message reaches a local audience that already trusts the Ballston Business Improvement District (BID) - employees, visitors, and residents who are ready to engage.

- High visibility promotion across trusted channels
- Target local audience
- Content that feels authentic and relevant

GET YOUR BUSINESS AMPLIFIED

CURATE

Create your event, promotion, or announcement with images and a short description that highlights what makes it special.

SUBMIT

When you submit, our marketing team reviews and schedules your content.

PUBLISH

We publish it across our newsletter, website, social media, and event calendar.

AMPLIFY

Your message is amplified to Ballston BID's highly engaged local audience.

CONNECT WITH US

WEBSITE: ballstonva.org/submit-an-event

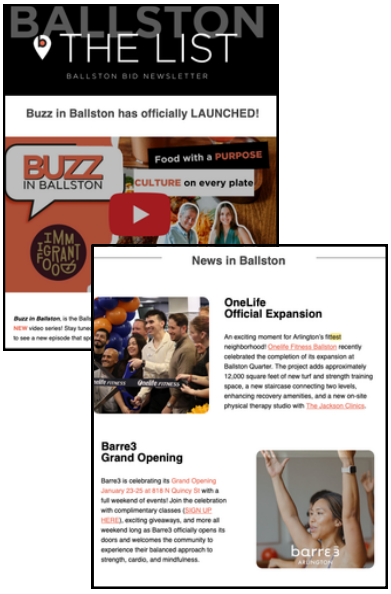
EMAIL: Marketing@BallstonBID.com

HOW WE ELEVATE YOUR BUSINESS

Ballston BID offers brand advertising opportunities designed to build awareness, engagement, and visibility within the Ballston community.

- Multi-channel digital exposure across BID platforms
- Alignment with BID events and seasonal campaigns
- Consistent visibility within trusted neighborhood storytelling

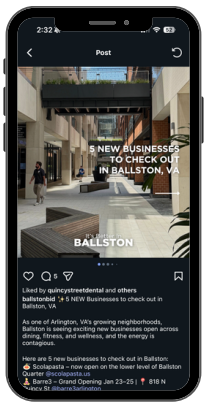
Opportunities can be tailored to support grand openings, expansion news, event promotions, seasonal offers, or ongoing brand awareness.

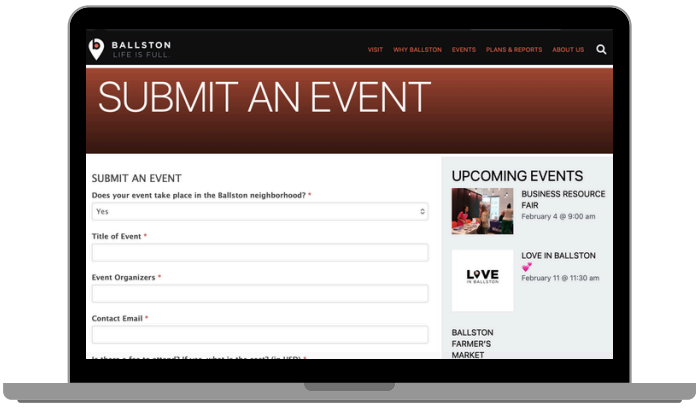


Ballston BID Newsletter: The List goes out every 3rd Thursday of the month

STRATEGIC POSITIONING

Ballston BID strategically positions businesses within a broader district narrative, connecting individual promotions to Ballston's identity as a vibrant place to live, work, and explore. By aligning your message with neighborhood storytelling and district-wide initiatives, we help your business gain recognition and meaningful engagement within the community.





10K+
Newsletter Subscribers
Highly engaged, hyper-local audience

8.7K+
Instagram Followers
Visual storytelling and discovery

6.2K+
Facebook Followers
Community driven reach for events & offers

600+
LinkedIn Followers
Professional and commercial visibility