The Flatiron/23rd Street Partnership Business Improvement District, formed in 2006, is a nonprofit organization whose mission is to enhance the area's reputation as one of New York's most vital and exciting neighborhoods. This is accomplished by maintaining a clean and safe environment for the district's businesses, residents, and visitors; by spearheading area improvement projects; and by marketing the diverse business and retail options in this vibrant and historic neighborhood.
become a flatiron sponsor

2018 Sponsorship Opportunities

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Your sponsorship supports continued funding of key Flatiron/23rd Street Partnership marketing and streetscape beautification projects, above and beyond what is possible with the BID assessment revenue alone.

As a sponsor, your company enjoys logo brand recognition on items not available to the general public—these are possible only through partnership with the BID. This allows for unique opportunities to strengthen neighborhood brand awareness where your customers live, work and play.

Participation in the sponsorship program is also an ideal way to show your company’s support for the community and commitment to neighborhood improvement in a hyper-local way.

This catalog presents detailed information on the various items and programs available for sponsorship.
The Flatiron District is home to 252,000+ residents and the median household income is $111,000+.

The District welcomes 756,000+ daytime employees in technology, new media, creative design, publishing, marketing/PR, insurance, finance, and apparel.

Flatiron includes over 200 commercial office buildings and 570 ground floor businesses.

Flatiron commercial real estate has a low vacancy rate (4.0%) averaging $70.35/square foot vs. a $68.38 Manhattan average.

In 2016, the ridership from the seven local subway stations in and around the District was 46.3 million (2.64% of all subway rides). Ridership at the 28th Street W/R station showed the most notable increase: 3.1%.

Citi Bike, NYC’s bike share system, has 13 stations with 500+ docking spaces in and around Flatiron.

**Flatiron Partnership Reach:**

Weekly e-newsletter with over 10,300 subscribers

FlatironDistrict.NYC attracted over 151,000 visitors in 2017

@FlatironNY reaches over 25,400 followers via Twitter, Instagram and the BID & Flatiron District Facebook pages
new for 2018: small business social amplification

Flatiron District: 4,000+
BID: 1,300+
Twitter: 7,200+
Instagram: 12,900+

A Focus On Awareness
For 2018, the BID is launching a new program designed specifically for small businesses. With a focus on awareness, frequency and extended reach, we’ve created a digital marketing enhancement program to amplify the messaging of your small business, above and beyond our general district support.

This program is strategically priced for both high accessibility and value for business owners. Packages are available at two levels on an annual basis:

Social Media Boost: $500
• 6 posts on BID’s Twitter feed, bi-monthly
• 6 posts on the Flatiron District Facebook feed, bi-monthly
• 3 of the above Facebook posts to be boosted via the Flatiron District page, using paid promotion

Digital Media Boost: $1,000
Includes above social media boost package, plus:
• 2 features in our weekly e-newsletter
• 2 accompanying articles posted with permalink on FlatironDistrict.NYC

Please Note: Packages are limited and available on a first come first served basis. Contact the BID for more information.
Banners, available on 90 streetlamps throughout the Flatiron District, are an excellent way to keep your brand top of mind while showcasing your commitment to the district. These colorful 24 square foot banners, designed by world-renowned design firm Pentagram, provide sponsors with prominent logo placement throughout the district in a format only available to the BID.

The colorful banners help create awareness of the BID and its programs while adding to the vibrant streetscape of the Flatiron District.

Banner placements are for one full year commencing on June 1, 2018.

<table>
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The BID provides free high-speed internet access in the heart of the district including on the Flatiron Public Plazas, along 23rd Street between Sixth Avenue and Park Avenue South, and other district corridors. In 2017, users logged on to our network over 565,000 times.

Your business or organization can help the BID continue to provide this free service and reach thousands of wifi users by sponsoring the wireless service.

**Benefits include:**
- company branding on the Flatiron Public Plaza WiFi signage
- branded wifi-in log in and landing pages
- social media campaign promoting your sponsorship
- dedicated newsletter feature announcing your sponsorship

Please contact the BID for more information and pricing.

Packages Start at $10,000
Through its Public Improvement Program, the BID seeks to enhance the physical environment and aesthetic of the neighborhood by coordinating and implementing a variety of beautification and streetscape initiatives.

The Park Avenue South Median Malls
Extending through the district from 21st to 28th Streets, the Park Avenue South Median Malls are beautifully planted and maintained by the BID through generous annual support of our sponsors.

Sponsorships are available at two levels:
Co-sponsorship of median mall: $4,000
Full median mall sponsorship: $6,500

Greening the District
Greening the District is an ongoing, wide-ranging effort to enhance the aesthetic appeal of the neighborhood through projects like hanging flower baskets, tree-pit plantings with custom guards, and seasonal plantings in the Flatiron Public Plazas. Sponsorship is an opportunity to show your organization’s pride and commitment to a greener, more beautiful Flatiron District.

Sponsorships are available at two levels:
Green Leaf Sponsor: $3,500
Gold Leaf Sponsor: $5,500

public improvement program
The Discover Flatiron Map is a unique opportunity to reach 75,000 potential customers through the BID’s most widely distributed and highly-praised piece of marketing collateral.

The 2018 edition is the twelfth version of this popular map found throughout the Flatiron District at hotels, residences, commercial office buildings, tourism centers, schools, and retail establishments. The map is printed three times a year including a special edition for the holiday season.

Advertising space is available on the directory side in various sizes and prices. Presenting sponsorship receives the back panel for brand message and ad, plus additional benefits. Contact the BID for more info.

<table>
<thead>
<tr>
<th>Ad</th>
<th>Size</th>
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<tr>
<td>Med</td>
<td>1/6 panel</td>
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<tr>
<td>Full</td>
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</table>

Presenting Sponsor: $15,000
The Flatiron Summer Series consists of eight weeks of free community programming – fitness classes, tech courses, games and entertainment – on the Flatiron Public Plazas in the shadow of the iconic Flatiron Building.

The Flatiron Summer Series is made possible through partnerships with local businesses and organizations as well as through financial or in-kind support from area businesses and property owners.

Please contact the BID for more information and pricing.
The BID’s annual holiday programming on the Flatiron Public Plazas includes a large-scale holiday installation on the North Public Plaza and 23 Days of Flatiron Cheer from December 1 – 23. The program’s goal is to enliven and activate the Flatiron Public Plazas and promote the neighborhood as a shopping, dining, and cultural destination throughout the holiday season.

The holiday program and 23 Days of Flatiron Cheer is made possible through partnerships with local businesses and organizations as well as through financial or in-kind support from area businesses and property owners.

Please contact the BID for more information and pricing. Sponsorship packages start at $10,000.
events & b2b opportunities

The BID hosts a variety of events throughout the year. These events bring together the Flatiron District’s business and residential communities.

Sponsorship includes:
• Speaking opportunities
• Collateral placement and distribution
• Logo and brand exposure

Events include:
• Intersection Speaker Series
• Networking Events
• Business Assistance Forums
• Food, History & Architecture Events
• Weekly Historic Walking Tours – New! Presenting Sponsorship Opportunity

Please contact the BID for more information and pricing. In-kind partnerships may also be available.
Co-Branded Receptacles, placed throughout the BID, are serviced by the Clean Streets Team and available for sponsorship. Sponsorship of receptacles demonstrate to all who pass that your organization is dedicated to maintaining a clean, healthy environment for the Flatiron community.

Sponsors receive logo placement on the co-branded receptacles and may request specific locations in proximity to their property or business. Sponsorship is through the life of the receptacle. An additional $100 maintenance fee for the upkeep of the receptacles’ decals, liners and other components is billed yearly.

Co-Branded Ash Urns
Designed to match the custom receptacles, co-branded ash urns are also available. Contact the BID for pricing.

Please note, the ash urns are not serviced by the BID’s Clean Streets Team.

<table>
<thead>
<tr>
<th>Quantity</th>
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<tbody>
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<td>7</td>
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</tr>
<tr>
<td>10</td>
<td>$3,500</td>
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</table>
The Friends of the Flatiron Partnership Marketing Affiliate Program is an opportunity for businesses outside the defined BID boundaries, but in close proximity, to access and benefit from the BID’s marketing program in exchange for an annual fee.

**Benefits include:**
- Editable business listing on website district guide
- Location indicator and listing on the directory of the Discover Flatiron Map
- Inclusion in BID social media networking efforts
- Opportunity to participate as a sponsor or partner at BID events
- Ability to submit deals and events to the BID website

Flatiron District: 4,000+
BID: 1,300+
Twitter: 7,200+
Instagram: 12,900+

$1,000 Annual Membership
The BID’s Core Service programs include Sanitation, Public Safety, and Social Services.

The Clean Streets Program is the BID’s largest – and first – program, and its importance continues to be evident throughout the neighborhood. The Clean Team can be seen in full force throughout the district and on the Public Plazas all year – in all weather conditions.

The BID’s Public Safety Team patrols the neighborhood, rain or shine, seven days per week.

The BID’s Homeless Outreach Team, comprised of a two-person team of trained outreach workers, offers ongoing assistance, program referrals, and shelter and housing options to those in need throughout the district, year-round.

BID sponsors can help offset the cost of these vital programs. Please contact the BID for more information and pricing.
In addition to the individual sponsorship opportunities listed, the BID offers tailored Sponsorship Packages that are a great way to maximize your organization’s exposure and participation at a significant discount.

The BID also offers discounts for nonprofit organizations and can customize packages to meet your organization’s marketing and sponsorship goals.

**Platinum Sponsor $25,000**
- 10 streetlamp banners
- Full sponsorship, Park Avenue South Median Mall
- Large advertisement in the 2018 Discover Flatiron Map

**Gold Sponsor $13,000**
- 5 streetlamp banners
- Co-sponsorship, Park Avenue South Median Mall
- Medium advertisement in the 2018 Discover Flatiron Map

**Silver Sponsor $10,000**
- 4 streetlamp banners
- Co-sponsorship, Park Avenue South Median Mall

**Small Business Social Amplification**
- New for 2018. See page 3 for details.
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