

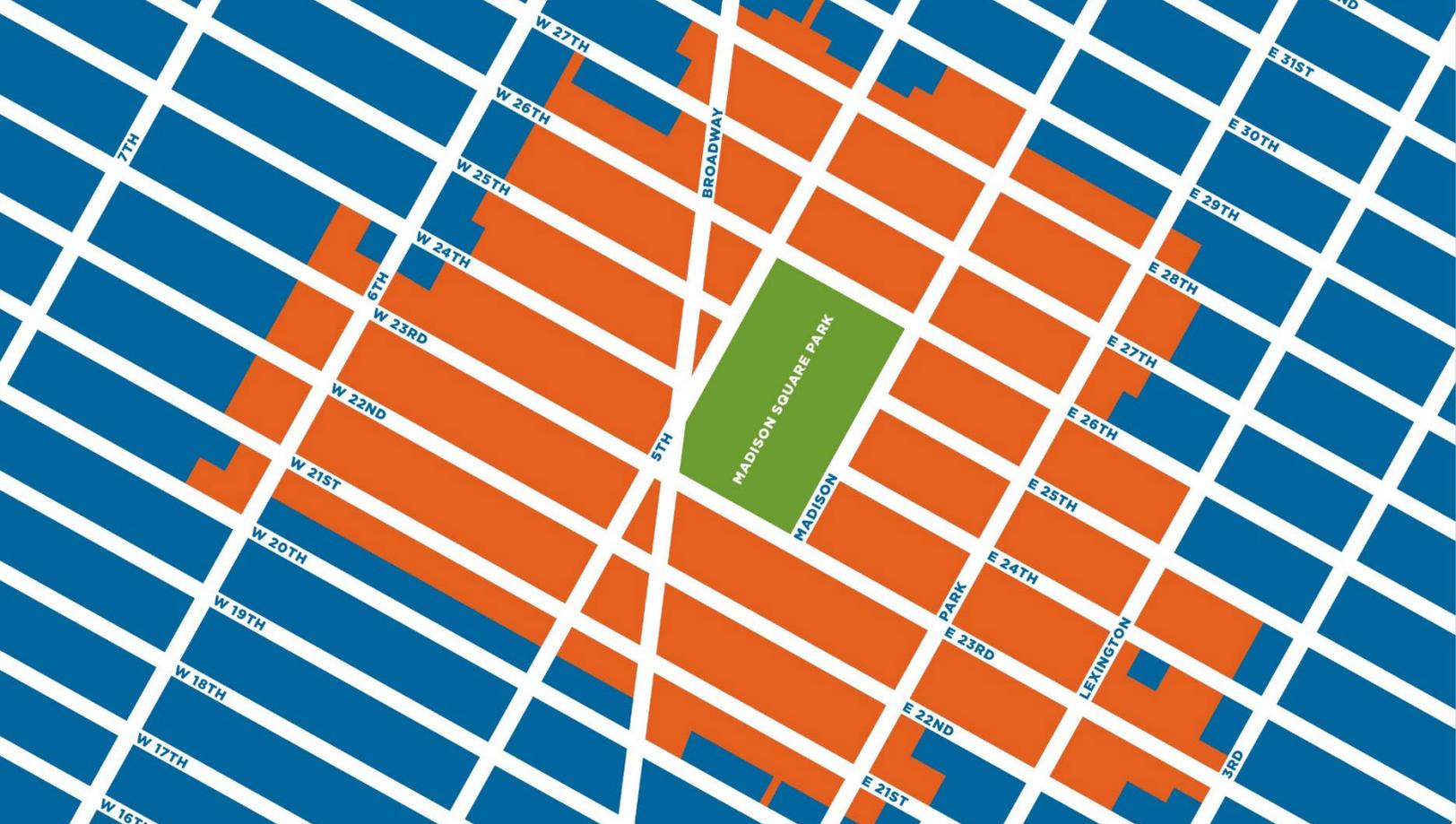
2020

Sponsorship
Catalog



Flatiron
23rd Street
Partnership





The Flatiron/23rd Street Partnership Business Improvement District, formed in 2006, is a nonprofit organization whose mission is to enhance the reputation of Flatiron and NoMad as two 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 area.



become a flatiron sponsor

2020 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 Partnership assessment revenue alone.

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



flatiron facts & figures

In December 2019, **1.9M** pedestrians were counted in the North & South Flatiron Plazas.

The Flatiron District is home to 29,870+ residents and the median household income is \$121,000+.

The District welcomes 84,927+ daytime employees, with a high concentration in technology, new media, creative design, marketing/PR, insurance, finance, and apparel.

Flatiron includes over 200 commercial office buildings and 550+ ground floor businesses.

Flatiron commercial real estate has a low vacancy rate (11.4%) averaging \$67.50/square foot vs. a \$64.10 Manhattan average.

In 2018, the ridership from the seven local subway stations in and around the District was 39.5 million (2.3% of all rides).

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

flatiron partnership digital reach:

Weekly e-newsletter with over **11,100** subscribers

FlatironDistrict.NYC attracted over **76,000** visitors in 2019

@FlatironNY reaches over **38,300** followers via Instagram, Twitter and Facebook



banners

Quantity	Price
1	\$2,300
2	\$4,300
3	\$6,325
4	\$8,250
5	\$9,900
6	\$12,150
7	\$13,875
8	\$15,525
9	\$17,175
10	\$18,775
15	\$27,500

Banners, available on 80 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 Partnership.

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

Banner placements are for one full year commencing on June 1, 2020.

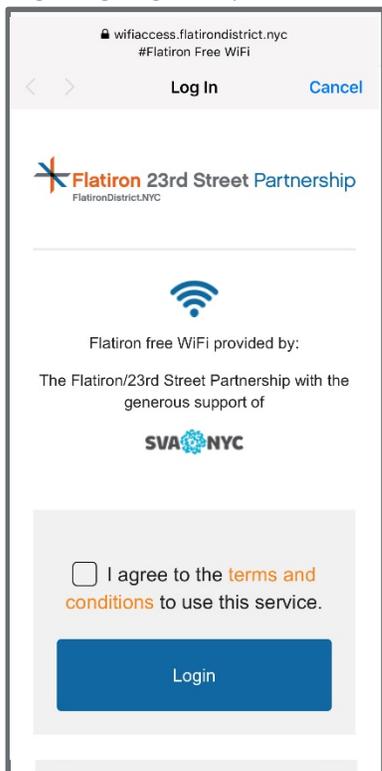


Prominent logo placement just below banner design.



flatiron district free wifi

Log-in Page Logo Example



The Partnership provides free wifi internet access in the heart of the district in and around the Flatiron Public Plazas. In 2019, users logged on to our network over 190,000 times.

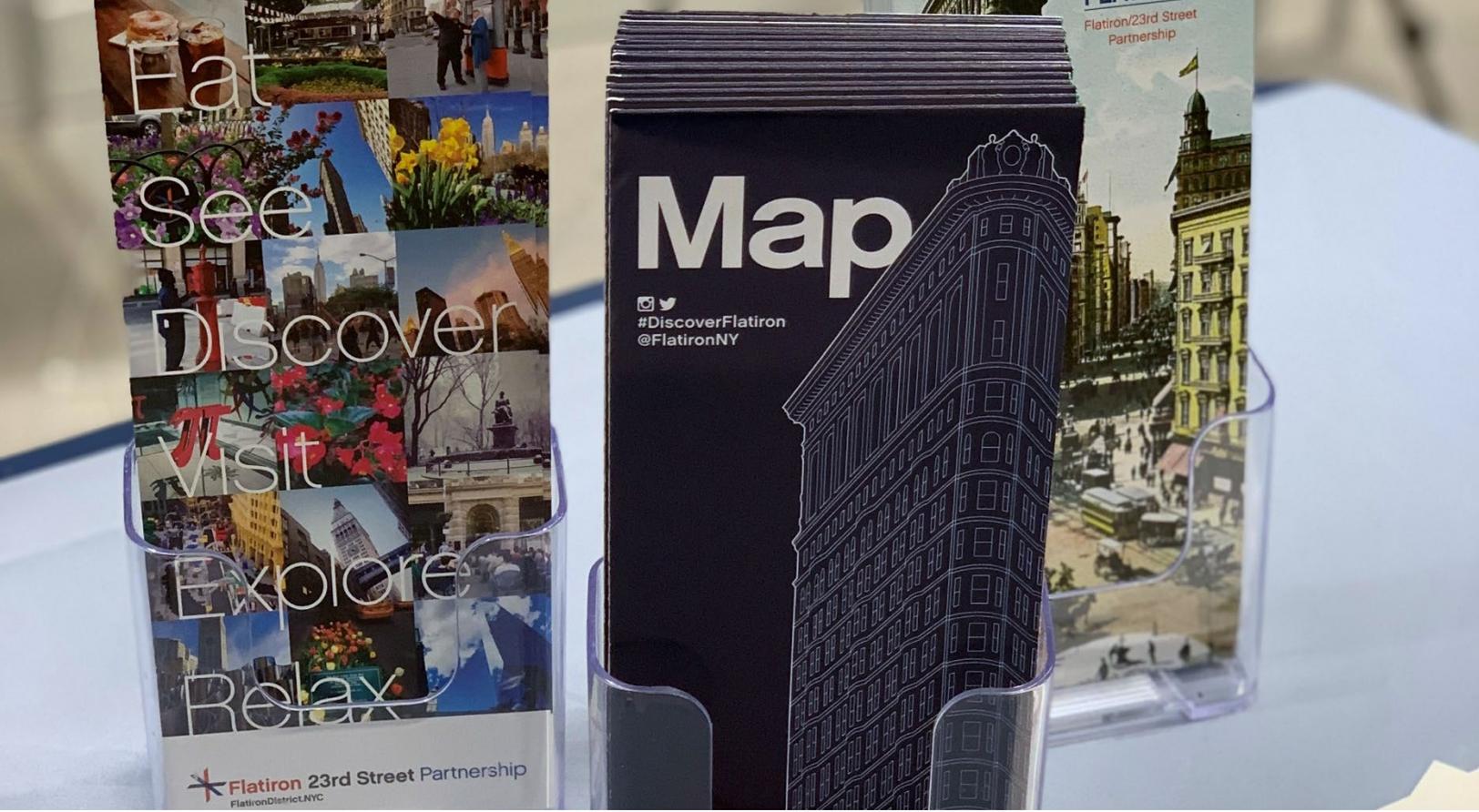
Your business or organization can help the Partnership continue to provide this free service and reach thousands of wifi users by sponsoring the wireless service.

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 Partnership for more information and pricing.

Packages Start at \$10,000



district map

Map Ad Examples

Take it from a company that's been here since 1928: there's a lot of good stuff in the neighborhood.

NEW YORK LIFE Life Insurance. Retirement. Investments.

©2016 NEW YORK LIFE INSURANCE COMPANY, 51 MADISON AVENUE, NEW YORK, NY 10010.

FUSE BOX MANHATTAN NYC

This is not a skyline. This is a human interchange of ideas, dreams and productivity. And it is connected, through technology, infrastructure and relationships to others in the ways that advanced commerce requires. At Colliers, our commercial real estate team is wired for opportunities—from hubs like New York City.

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NY MARKET **GFP**

The Discover Flatiron Map provides an opportunity to reach 75,000 potential customers through the Partnership's most widely distributed and highly utilized piece of marketing collateral.

The 2020 edition is the fourteenth version of this popular map found throughout the Flatiron District at hotels, residences, commercial office buildings, tourism centers, schools, and retailers.

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 Partnership for more info.

Ad	Size	Price
Med	1/6 panel	\$2,750
Large	1/3 panel	\$5,000
X-Large	1/2 panel	\$6,750
Full	Full panel	\$9,000





co-branded receptacles

Co-Branded Receptacles, placed throughout the district, 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.

Quantity	Price
1	\$450
2	\$700
3	\$1,050
4	\$1,400
5	\$1,750
6	\$2,100
7	\$2,450
10	\$3,500



public improvement program

Through its Public Improvement Program, the Partnership 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 Partnership 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



event sponsor

celebrate flatiron partnerships

Each fall the Partnership hosts a our largest networking event of the year: Celebrate Flatiron Partnerships (CFP)

This event brings together the Flatiron District's business and residential communities for a night of mingling at an exciting local venue, while enjoying light bites and a drink or two. Approximately 200 stakeholders and district decision-makers attend this event each year.

\$10K Sponsorship includes:

- Logo and brand exposure on all print materials and signage
- Name inclusion on event press release, Eventbrite registration, and website.
- Collateral placement and distribution
- Representation in event gift bags
- Speaking opportunity to welcome attendees
- 5 VIP CFP tickets to attend the event.

\$10K Investment



event sponsor

flatiron summer series

The Flatiron Summer Series consists of eight weeks of free community programming 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 Partnership for more information and pricing.

Sponsorships & In-kind Opportunities



event sponsor

holiday programming

The Partnership's annual holiday programming on the Flatiron Public Plazas includes a large-scale holiday art installation on the North Public Plaza and consumer-facing interactive prizes and engagements. 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 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 Partnership for more information and pricing. Sponsorship packages start at \$10,000.

Sponsorships & In-kind Opportunities



flatiron event gift bags

Types of Gift Bag Items

Beauty Samples

Individually Wrapped Food or Beverages

Branded Swag

Small Retail Gifts

The Flatiron Partnership hosts a variety of neighborhood events that bring together various stakeholders in the neighborhood, such as Flatiron-based businesses, workers, residents, and visitors.

Three of these community events include gift bags for attendees that provide an opportunity for you to locally promote your business with an in-kind donation or voucher offers.

Annual Meeting:

- A year in review community meeting that highlights growing trends in the Flatiron District.
- 200 attendees on average

Celebrate Flatiron Partnerships

- Our biggest networking event of the year held every fall
- 200 attendees on average



friends of the flatiron partnership

 Facebook: 6,800+
 Twitter: 7,700+
 Instagram: 23,700+

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 Partnership’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 Partnership social media networking efforts
- Opportunity to participate as a sponsor or partner at Partnership events
- Ability to submit deals and events to the Partnership website
- A one time “new neighbor” or similar article to be featured on FlatironDistrict.NYC and in our weekly newsletter.

\$1,000 Annual Membership



corporate planting partner

The Partnership invites organizations and corporate offices in the neighborhood to become a Corporate Planting Partner to support our district greening and beautification services provided throughout the district.

Becoming a Corporate Planting Partner is an investment in the neighborhood where your employees spend their time through both direct contributions and volunteer support.

Sponsorship benefits may include:

- Volunteer opportunities for employees
- Official team photo
- Branded volunteer day T-shirts for the team

Please contact the Partnership for more information and pricing. Sponsorship packages start at \$5,000

Volunteer Opportunities



core services

The Partnership's Core Service programs include Sanitation, Public Safety, and Social Services.

The Clean Streets Program is the Partnership'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 Partnership's Public Safety Team patrols the neighborhood, rain or shine, seven days per week.

The Partnership'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.

Partnership sponsors can help offset the cost of these vital programs. Please contact the Partnership for more information and pricing.



sponsorship packages

In addition to the individual sponsorship opportunities listed, the Partnership offers tailored Sponsorship Packages that are a great way to maximize your organization's exposure and participation at a significant discount.

The Partnership 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 2020 Discover Flatiron Map

Gold Sponsor \$13,000

- 5 streetlamp banners
- Co-sponsorship, Park Avenue South Median Mall
- Medium advertisement in the 2020 Discover Flatiron Map

Silver Sponsor \$10,000

- 4 streetlamp banners
- Co-sponsorship, Park Avenue South Median Mall

Commercial Plaza Activations

- Permitted by SAPO and the Partnership, showcase your brand in the world class Flatiron Public Plazas
- In December 2019 over 1.9 Million people moved through the Flatiron Public Plazas
- Contact the Partnership for pricing and details

Contact Us

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