

# SUSTAINABILITY PARTNERS



**HUDSON RIVER PK®**

# GET TO KNOW US

Parks are vital to healthy, sustainable cities, and every day Hudson River Park brings together urban dwellers, who rise to the challenge of living a balanced New York City lifestyle.

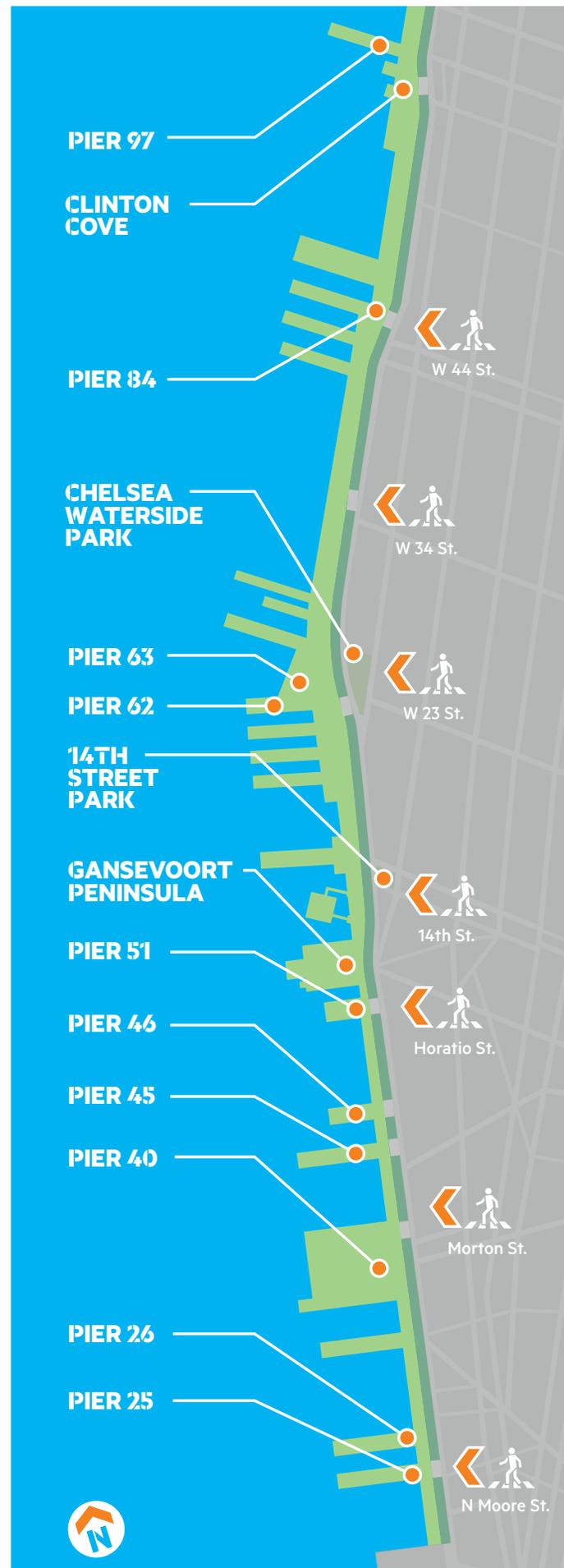
Hudson River Park (HRPK) has led the way in waterfront revitalization in NYC. From 2003 to today, the Park's 550 acres of new upland, recreational piers and protected waters provide millions of New Yorkers and visitors from around the world with a new and profound connection to the Hudson River and its wildlife.

As the largest park project in Manhattan since the creation of Central Park, HRPK runs along four (4) miles from Chambers St. to W 59th Street, connecting seven (7) vibrant neighborhoods: **Tribeca, Greenwich Village, Meatpacking District, Chelsea, Hudson Yards, Hell's Kitchen** and **Clinton**. With construction underway at Little Island at Pier 55 and Pier 57 and design proceeding for Pier 97 and Gansevoort Peninsula, the next two years will see unprecedented growth in green open space here in HRPK – bringing increased ecological, recreational and economic benefits to the entire city.

HRPK is NOT a city park and relies on private revenue and sponsorship for its daily maintenance, operations and programming. Our Sustainability Partner would support the Park's free environmental education programs and help us expand our sustainability initiatives that are included in this deck, like **Park Over Plastic** and our **Community Compost Program**.

**“Hudson River Park is one of the most vibrant and beautiful places in the city, and it's growing greener and greater every single day.”**

*–Mayor Michael R. Bloomberg*



# SUSTAINABILITY IN HRPK

Protecting Hudson River Park's 400-acre Estuarine Sanctuary and its 70+ species of fish inform virtually every aspect of Park planning and programming. We support these protected waters with a dynamic preservation plan to enhance the Park's aquatic habitat.

Through environmental topics such as climate change, community composting, water pollution and coastline resiliency, students and adults of all ages are invited to experience the Hudson River as a living laboratory. Ongoing research projects include **oyster restoration, river conditions, micro- and macro- plastic pollution** and **environmental DNA**.

Our unique programs and events build community and promote sustainable practices and stewardship of the Hudson River and local wildlife.

**Becoming a Sustainability Partner will help us:**

**Provide accessible science education for NYC students**

**Connect communities through green practices**

**Keep HRPK a clean, green and growing four (4) mile recreational oasis**

## QUICK STATS

**22**  
**YEARS**

Benefiting Manhattan's West Side

**180+**  
**SPECIES**

of fish & birds

**550**  
**ACRES**

Including 400 acres of estuarine sanctuary

**85**  
**ENVIRONMENTAL**

Education programs

## REACH

**20 Million+**  
**ANNUAL**

Visits

**60%**  
**STUDENTS**

From Title 1 Schools

**25,000+**  
**PARTICIPANTS**

Engage with the River

**100,000+**  
**TOTAL**

Virtual program attendees

## AUDIENCE

**81,000+**  
**COMBINED**

Social media followers

**340,000**  
**UNIQUE**

Website visitors  
+ 3.8 Million views

**20,000+**  
**EMAIL**

Subscribers

**9.8 Million+**  
**DIGITAL**

Impressions  
(excluding ads)

# BECOME OUR SUSTAINABILITY PARTNER

Why? Because together we can do so much more. As our partner, you will help fuel our Community Education & Sustainability Initiatives while receiving exciting opportunities for brand exposure and employee engagement through customized experiences.

## Support

Plastic reduction, cleaner waters & free environmental programs to enliven the city

## Educate

Through accredited NYC school curriculum & broader Park visitor programs

## Participate

In exciting employee sustainability initiatives

## Promote

Your brand



# PARK OVER PLASTIC

## HUDSON RIVER PK

In 2019, the Park announced a major plastic reduction program, **Park Over Plastic**. This initiative brings together community, Park staff and vendors to help preserve the long-term health of the Hudson River and local wildlife.

Join HRPK in this journey; we can do better.  
#singleuseless

## Making remarkable strides in reducing plastic pollution by:

### INSTALLING

Drinking fountains with bottle fillers and additional recycling stations

### DISCONTINUING

The distribution of single-use water bottles at Park events

### ENGAGING

Park vendors as green partners in changing plastic consumption behaviors

### REDUCING

Single-use products and packaging among Park vendors

### EDUCATING

Through public programs, school field trips and volunteer shoreline cleanups



# EDUCATION & COMMUNITY ENGAGEMENT

HRPK's **River Project** is leading New York in marine science outreach to the next generation of sustainability enthusiasts. Partnerships with local organizations aim to fill gaps in STEM by offering workshops rooted in science, wildlife and engineering.

HRPK offers 500+ free and low cost environmental education programs to NYC schools and the public. Our programs are annually attended by 33,000 participants of all ages with the majority coming from under-resourced communities.



## Our fun-filled enrichment opportunities include:

### RIVER RESEARCH

- Oyster Restoration
- Plastic Pollution
- Microplastics Research
- Monitoring River Conditions
- Environmental DNA

### FIELD TRIPS & SUMMER CAMPS

- Maritime Voyages
- Fish Biology
- Oyster Field Lab
- Garden Adventures
- Pollution Solutions
- Plankton Ecology
- Climate & Our Coast

### EXPANDING REACH AND PARTICIPATION

- The River Project's Wetlab at Pier 40
- Science Saturdays
- STEM internships
- Roving River Tricycle: Wildlife on Wheels
- SUBMERGE Marine Science Festival
- Meet/Release of the Fishes
- Pumpkin Smash

**“Hudson River Park has been an invaluable asset to our curriculum”**

*–Claudia Rico, Gotham Professional Arts Academy*

**“The educators were engaging, organized, and very knowledgeable... It was by far the best field trip experience I have had with students”**

*–7th Grade Teacher, Manhattan*



## ESTUARY LAB

# SUBMERGE MARINE SCIENCE FESTIVAL

New York's largest marine science festival celebrates NYC's coastal waters and brings marine science to life. This day of interactive science & sustainability aims to inspire audiences of all ages and make marine science and STEM accessible and engaging for everyone.

**DATE:** September 24, 2020

**LOCATION:** Virtual, on multiple brand channels

**ATTENDANCE:** 6,000+

**ACTIVATION HOURS:** 11:00 AM–4:30 PM



# MEET THE FISHES & RELEASE OF THE FISHES

Meet the Fishes and Release of the Fishes are free events that invite visitors of all ages to experience the wildlife of the Hudson River up-close. Meet the Fishes is the kickoff event for Hudson River Park's Pier 40 Wetlab season. Release of the Fishes marks the closing of the lab for the year and attendees can choose a fish from the aquarium and accompany it as it is released into the River by staff.

**DATE:** June & November, 2019

**LOCATION:** Pier 40 Wetlab at W Houston St.

**ATTENDANCE:** 500+

**ACTIVATION HOURS:** 4:00–7:00 PM

# ENVIRONMENTAL STEWARDSHIP

HRPK's **Community Compost Program** focuses on connecting communities through green practices and Park sustainability. As the Sustainability Partner of the HRPK Community Compost Program, your brand would be recognized for helping to divert organic waste from landfills, reducing our carbon footprint and contributing to a greener NYC.

## Ten DESIGNATED

Drop-off locations throughout the Park's four-mile footprint

## 44,000 lbs. ORGANIC WASTE

Collected in 2020 from drop-off locations

## Invaluable RESOURCE

For the community and a benefit for our shared environment

## 504,000 lbs. TOTAL

Organic + horticulture waste composted in 2020

## COMMUNITY COMPOST

# PUMPKIN SMASH

**Pumpkin Smash 2020** brought together over 1,200 sustainability enthusiasts to squash more than 2,000 pounds of pumpkins! These pumpkins will become nutrient-rich compost for the Park's plant beds, helping us grow a greener HRPK.

**DATE:** November 7, 2020

**LOCATION:** Chelsea Waterside Park at 11 Ave. & W 23 St.

**ATTENDANCE:** 200 (limited due to COVID-19 restrictions)

**ACTIVATION HOURS:** 11:00 AM–3:00 PM



# PARTNERSHIP BENEFITS

## HRPK's Corporate Membership Program

helps keep the Park clean, green and growing! Corporate support is essential to our mission at Hudson River Park of providing a world class waterfront Park for the enjoyment of New Yorkers and visitors alike. By partnering with us, your company showcases its commitment to the community and contributes to the realization of the largest open space project in Manhattan since the creation of Central Park.

## HRPK Volunteer Days

are the perfect way for employees to bond and enjoy a fun, active day of giving back! Employees have the opportunity to engage in on-site volunteer projects like gardening, composting, coastal cleanups and oyster restoration and/or remote volunteer projects like curriculum translation, data tabulation, skills based consulting & more.

## Team Building

for community impact strengthens relationships while ensuring that one of NYC's largest parks remains clean, beautiful and safe.

***...A commitment to building urban communities and contribute to the completion of the remaining 25% of this essential NYC resource***



# PARTNERSHIP BENEFITS

Our Park Community and visitors from around the globe rely on key promotional materials like our Summer of Fun calendars, program guides and Park maps for the who, what, when and where.

Sustainability Partners may receive prime logo placement and/or messaging opportunities to reach Park patrons, including those visiting the many popular businesses in the Park, such as Circle Line, Intrepid Sea, Air & Space Museum and Chelsea Piers.

**25,000**  
**EVENT CALENDARS**

**45,000**  
**EVENT POSTCARDS**

**1,000–5,000**  
**WATER BOTTLES**

**50,000**  
**PARK MAPS**

**12,000**  
**PROGRAM GUIDES**

**1,000**  
**TOTE BAGS**



# PARTNERSHIP BENEFITS

With Park-wide signage opportunities, your brand will be in high-traffic areas and at Park events and programs through various branding options:

## Light pole banners

With vivid colors and eye-catching positioning, Park banners will attract passer-by attention and keep your company in mind.

## Hydration stations & recycling bins

Portable hydration stations throughout the Park encourage people to bring their own water bottles. Plus, we've added more recycling bins to accommodate the shift away from non-recyclable products. Prime placement of logo and/or messaging available on these resources.

## Welcome signs

Our (42) welcome signs do more than greet Park goers. They provide visual consistency as well as information about the Park's diverse locations and features.



# PARTNERSHIP SUMMARY

Sponsorship Benefits – applicable to each event program and investment

## Sponsorship Benefits & Opportunities

### Sponsor Recognition

- Signage at participating events
- Brand category exclusivity
- Dedicated website & social media integration
- Brand integration across events
- Opportunities for custom programming with HRPK
- Customized event recognition opportunities

### Activation Space

- Physical activation space at participating events

### Your Logo

- Brand logo inclusion in HRPK campaigns
- Brand logo on HRPK promotional materials and in-Park signage
- Sponsor designation in event names

## Entry Level Corporate Membership

### Volunteer Day

- One (1) Volunteer Day Experience for up to 25 participants either in-Park or virtually
- Digital Photo Album capturing Volunteer Day highlights

### Seedling Level Membership

- Complimentary Seedling Level Membership for all participating company volunteers

### Recognition

- Brand recognition on digital channels social media, HRPK website and donor materials

# OUR WEST SIDE STORY

## The Original New Yorkers

Before New York, before New Amsterdam—there was Lenapehoking, the land of the Lenape, the original inhabitants. The Lenape people farm tobacco and conduct trade along the lower Hudson River.

## All Aboard!

Some of the world's most celebrated ships—the *Lusitania*, *Carpathia*, and the *Normandie*—came and went from piers in Chelsea and Hell's Kitchen, transporting soldiers, celebrities, immigrants and more to and from Europe.

## A Catchy Tale

New York State and New York City halt plans for Westway due to political pressure and community concerns, including impacts to juvenile striped bass. The State and City begin discussing alternative solutions for Manhattan's West Side waterfront and piers.

## 20 Years Young

Hudson River Park celebrates its 20th Anniversary, attracting 20 million visits each year. With 75% of the Park's 4-mile footprint complete, HRPK offers over 800 cultural, educational and family programs annually. HRPK's Estuary Lab conducts original research on oyster restoration and microplastics.

## There's More to This Story

With Hudson River Park's Pier 26 opening in Sept. 2020, Little Island at Pier 55 and Pier 57 opening in 2021 and Gansevoort Peninsula and Pier 97 opening in 2022—the completion of HRPK is now in sight!

Pre-European Contact

19th Century

Early 20th Century

1973

1985

1998

2018

2019

2020 & Beyond

## Canal Era

Hudson River waterfront transforms into one of the world's busiest working waterfronts due in part to the opening of the Erie Canal and the advent of the steamship. Oyster barges proliferate along the shoreline and oyster carts are as plentiful as current day hot dog stands.

## West Side Highway Collapses

A section of the elevated West Side Highway collapses, bringing attention to NYC's deteriorated infrastructure and leading to plans for a never-built project called "Westway" that would have filled in a portion of the Hudson River to create an underground interstate highway.

## A Park is Born

The Hudson River Park Act is signed into law—designating approximately 150 acres of land and piers and 400 acres of water as a major, new park and Estuarine Sanctuary—happy news for New Yorkers and the 70+ species of fish in HRPK.

## #singleuseless

HRPK launches Park Over Plastic, a multi-year initiative to rid the Park of single-use plastics.

## The River Project Merger

A pioneer in river research and educational programming, The River Project, merges with the Estuary Lab making the Pier 40 Wetlab an integrated part of HRPK's wildlife education.

# SUSTAINABILITY PARTNERS

## Thank you

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# HUDSON RIVER PK<sup>®</sup>