

SPONSORSHIP OPPORTUNITIES



HUDSON RIVER PK®

GET TO KNOW IJS

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 1998 to today, the Park's 550 acres of 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 59 St., connecting 7 vibrant neighborhoods: **Tribeca, Greenwich Village, Meatpacking District, Chelsea, Hudson Yards, Hell's Kitchen** and **Clinton**. With the recent openings of Pier 26, Little Island at Pier 55 and Pier 76, HRPK is bringing increased ecological, recreational and economic benefits to the entire city. What's more, during the next two years, HRPK will see unprecedented growth in green open space with construction underway at Pier 57, Chelsea Waterside Park, Pier 97 and Gansevoort Peninsula.

HRPK is NOT a city park and relies on private revenue and sponsorship for its daily maintenance, operations and programming. Our Sponsorship Partners support the Park's free public programs included in this deck, such as **SUBMERGE Marine Science Festival, Blues BBQ Festival, Healthy on the Hudson** and our beloved music and dance series.

"And as New Yorkers took heroic measures to keep their neighbors safe, outdoor spaces like Hudson River Park became even more important for mental health breaks and rediscovering time with family. Everybody deserves access to open space, whether you live in a rural area or in the heart of New York City."

- Governor Kathy Hochul



SPONSORSHIP INTRODUCTION

Our sponsorship program helps to keep the Park clean, green and growing. HRPK partnerships feature exciting opportunities for brand exposure and employee engagement through customized experiences.

Support

Free public programming to enliven the city

Educate

With hands-on NYC school curriculum & broader visitor programs

Participate

In corporate social responsibility initiatives

Give

Back to the community

Promote

Your brand in a meaningful way

QUICK STATS

24

YEARS

Benefiting Manhattan's West Side

550

ACRES

Including 400 acres of Estuarine Sanctuary

4 Miles

OF RIVERFRONT

Views and bike path

16

PUBLIC

Fields, courts and skateparks

REACH

17 Million+

ANNUAL

Visits

450,000

ANNUAL

Field users

350+

FREE

& low cost programs

170,000+

EVENT

Attendees

AUDIENCE

100,000+

COMBINED

Social media followers

24,000+

EMAIL

Subscribers

340,000

UNIQUE

Website visitors

+ 3.8 Million views

9.8 Million+

DIGITAL

Impressions

(excluding ads)

100,000+

DIGITAL

Program views

ACTIVATION OPPORTUNITIES

Marketing Programs

Engage CONSUMERS

with pop-up activations and digital engagement at your choice of hundreds of HRPK events as well as high-traffic areas in the Park

Promote YOUR BRAND

to Park patrons with the opportunity to sample products or promote services at HRPK events and online through digital platforms

Experiential Programs

Partnering WITH HRPK

offers unique venue rental opportunities

Host PRIVATE OR PUBLIC

events on HRPK's available piers and open spaces

Past Events

INCLUDE:

World Pride, 9/11 Memorial & Museum 5k, AVP: Gold Series NYC Open, Citi Olympic Village, Directv Super Bowl XLVII Party, Amex US Open activation, Google Android O launch, NYCWFF, NY Fashion Week, Sailor Jerry's Fleet Week, Tonehouse Games, Amazon's Treasure Truck Pup Fest





EVENTS

Hudson River Park continues to offer free programming, in-person and new since 2020, online. We are proud to bring opportunities to learn, move and discover HRPK all year long.

Our cultural, educational and science-focused events bring the world to Hudson River Park and we cannot wait to share more with you, all along our four-mile footprint.

Our 2022 season brought the best performances, festivals, behind-the-scenes looks into our Estuarine Sanctuary, at-home learning and more to our audience. With safety in mind, HRPK monitors City and State safety guidelines and adapts as needed. In addition, we offer sponsors the opportunity for in-Park and virtual engagement.

All of our events, both in-person and virtual, allow your brand to reach new and existing audiences. In-Park events feature sampling opportunities; virtual connections including giveaways and direct-to-consumer outreach are possible!



MUSIC

JAZZ AT PIER 84

In partnership with the Jazz Foundation of America, we are pleased to bring legendary jazz musicians to HRPK for free concerts each month during the summer.

WHAT: Free monthly concerts

WHEN: June–September

WHERE: Pier 84 at W 44 St.

ATTENDANCE: 400 people per performance

SUNSET ON THE HUDSON

Activate at our weekly concerts in Greenwich Village—a popular gathering place for Park patrons starting their weekends.

WHAT: Free weekly concerts

WHEN: June–September

WHERE: Pier 45 at Christopher St.

ATTENDANCE: 2,000–4,000 people per performance

SAMPLING/SALES HOURS: 6:00–8:30 PM

BLUES BBQ FESTIVAL

HRPK's Blues BBQ Festival is a celebration and the highlight of the summer season. Create a larger sampling or sales activation footprint as a festival ground highlight.

WHAT: Free concert

WHEN: August 13

WHERE: Pier 76 at W 34 St.

ATTENDANCE: 6,000 people

SAMPLING/SALES HOURS: 1:00–8:30 PM



FITNESS

HEALTHY ON THE HUDSON

Led by fitness professionals from across New York City, Healthy on the Hudson offers a variety of classes in different categories, multiple nights a week. All workouts are adaptable to any fitness level.

WHAT: Free live workouts

WHEN: June–September

WHERE: On-site

ATTENDANCE: Up to 200 people per workout





DANCE DANCE IN HRPK

Learn new steps in one of the most unique dance spaces in the world! Whether you want to salsa dance with a partner, learn new disco moves, or Bollywood & Bhangra choreography, there is something for everyone. Led by world-renowned dancers and teachers, these classes are easily adaptable for all levels and abilities. Join us – the heat goes up when the sun goes down over the Hudson River.

WHAT: Free live instructional classes & open dance

WHEN: June–August

WHERE: Pier 45 at Christopher St. + streaming

ATTENDANCE: 1,500–2,000 people per week

SAMPLING/SALES HOURS: 5:00–9:00 PM

HUDSON RIVER DANCE FESTIVAL

Today's most exciting dance companies perform together at two spectacular free shows, presented in partnership with the Joyce Theater. Featuring world-renowned dancers, this is a festival to remember! Join us to celebrate free dance, in a unique venue.

WHEN: Two (2) nights in June

WHERE: Pier 63 Lawn Bowl at W 23 St.

ATTENDANCE: 2,000+ people per night

SPECIAL EVENT: VIP Sponsor & Reception

SAMPLING/SALES HOURS: 5:00–9:00 PM





FAMILY HUDSON RIVERKIDS

This program brings together hands-on learning and entertainment with a multitude of interactive programs and performances all made especially with kids in mind.

WHAT: Free family entertainment

WHEN: Twice per week, June–September

WHERE: Pier 25 at N Moore St. and Pier 63 at W 23 St.

ATTENDANCE: 500+ people per week

SUBMERGE MARINE SCIENCE FESTIVAL

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

WHAT: Free marine science festival

WHEN: October 14–15

WHERE: Pier 84 at W 44 St.

ATTENDANCE: 8,500 people

PUMPKIN SMASH

Get ready for a smashing good time! HRPK's annual event gives guests the opportunity for hands-on participation, while contributing to the Park's sustainability efforts.

WHAT: Free composting event

WHEN: November 5

WHERE: Pier 84 at W 44 St.

ATTENDANCE: 500+ people

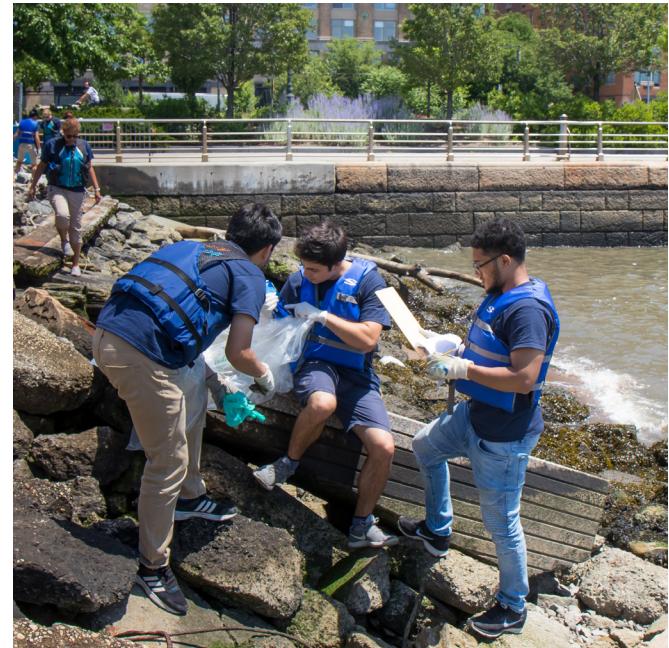


BUILDING A SUSTAINABLE FUTURE TOGETHER

Hudson River Park plays a critical role in protecting the Hudson River ecosystem and is committed to educating residents on the local habitat and wildlife.

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 river research projects include oyster restoration, river conditions, micro- and macro- plastic pollution and environmental DNA.

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



Interested in becoming a valued Sustainability Sponsor?

Contact **Tom Lindon** to learn about the available opportunities.

LIGHT POLE BANNER PROGRAM

Light Pole Banners are available along HRPK's four (4) mile footprint. Rental flights start at three month runs.

**Highlight
YOUR COMPANY
along the West Side Highway**

**100,000
CARS**
see your message each day

**100+
BANNERS**

are available along HRPK's four (4) mile footprint

**3 month
INITIAL
flight runs**

**6 month+
FLIGHTS WELCOME
subject to availability**

**Connecting
SEVEN VIBRANT
NEIGHBORHOODS**

Tribeca, Greenwich Village,
Meatpacking District, Chelsea,
Hudson Yards, Hell's Kitchen
and Clinton



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.

Sponsorship 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.

15,000
EVENT CALENDARS

25,000
EVENT POSTCARDS

1,000–5,000
WATER BOTTLES

20,000
PARK MAPS

4,000
PROGRAM GUIDES

1,000
TOTE BAGS



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 nearing completion of the remaining 25% of this essential NYC resource



HRPK FRIENDS' SIGNATURE FUNDRAISING EVENTS

Hudson River Park Friends is the nonprofit organization dedicated to the completion, care and enhancement of Hudson River Park, and is the Park's designated advocacy and fundraising partner.

GALA

Our annual Gala is a premier New York City event and our biggest fundraiser of the year. The event joins myriad communities and all facets of business and industry. **Special Guests include:** Kevin Bacon, Mayor Mike Bloomberg, Tyler Cameron, Mario Cantone, David Chang, Kristin Chenoweth, Andy Cohen, Alan Cumming, Claire Danes, Lea DeLaria, Lucy Liu, Robert De Niro, Will Ferrell, Hugh Jackman, Padma Lakshmi, Jay Leno, Seth Meyers, Janelle Monáe, Julianne Moore, Aidan Quinn, Sarah Jessica Parker, Susan Sarandon, Brooke Shields, Martha Stewart and Christy Turlington.



The HRPK Playground Committee is a dedicated group of parents working to promote and support all aspects of keeping Hudson River Park safe, clean and green with a special focus on children and family. The group annually hosts two premier charitable events: the Playground Committee Luncheon and Backyard BBQ.

LUNCHEON

The Playground Committee celebrates an Annual Luncheon, where over 300 committee members and their celebrity and fashionable guests gather to celebrate Hudson River Park.



“The chicest Mom’s day out”

– Vogue

BACKYARD BBQ

HRPK Friends Playground Committee hosts the annual Backyard BBQ where families enjoy the Hudson River's sparkling waterfront with exhilarating kids' entertainment.



“New York City’s most stylish BBQ”

– Town & Country

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 the Park nearing completion, HRPK offers over 400 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 the recent openings of Pier 26, Little Island at Pier 55 and Pier 76 and construction underway at Gansevoort Peninsula, Pier 57, Chelsea Waterside Park and Pier 97 – HRPK continues to see unprecedented growth in green open space.

Pre-European Contact

19th Century

Early 20th Century

1973

1985

1998

2018

2019

2022 & 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 85+ 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 HRPK making the Pier 40 Wetlab an integrated part of HRPK's wildlife education.

SPONSORSHIP OPPORTUNITIES

Thank you

For more information, contact:

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