

**2023**

**SPONSORSHIP  
OPPORTUNITIES**



**25 YEARS**



**HUDSON RIVER PK<sup>®</sup>**

# Celebrating 25 Years of Hudson River Park

Hudson River Park has led the way in waterfront revitalization in NYC since 1998. 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.

2023 will be a hugely eventful year in the Park. We look forward to welcoming eight acres of new parkland with the openings of Gansevoort Peninsula and Pier 97. Plus, many more exciting public projects, from a food hall curated by James Beard Foundation to new and refurbished sports fields and courts.

The opportunities below include signature event sponsorships, light pole banners and special merchandise:

## Blues BBQ Festival

- › **DATES:** Saturday, August 19
- › **LOCATION:** Pier 76 at W 34 St.
- › **ATTENDANCE:** 13,000+
- › **ACTIVATION HOURS:** 1:00–9:00 PM

## SUBMERGE Marine Science Festival

- › **DATES:** Saturday, September 30
- › **LOCATION:** Pier 84 at W 44 St.
- › **ATTENDANCE:** 8,500+
- › **ACTIVATION HOURS:** 11:00 AM–4:00 PM

## Hudson River Dance Festival

- › **DATES:** Thursday, June 8 & Friday, June 9
- › **LOCATION:** Pier 63 Lawn Bowl at W 23 St.
- › **ATTENDANCE:** 2,000+ per night
- › **ACTIVATION HOURS:** 5:00–7:00 PM

## Sunset on the Hudson

- › **DATES:** Twelve (12) Friday nights, June–August
- › **LOCATION:** Pier 45 at Christopher St.
- › **ATTENDANCE:** 1,500+ per concert
- › **ACTIVATION HOURS:** 5:00–9:00 PM

## Jazz at Pier 84

- › **DATES:** Ten (10) Wednesday nights, July–August
- › **LOCATION:** Pier 84 at W 44 St.
- › **ATTENDANCE:** 600+ per concert
- › **ACTIVATION HOURS:** 6:00–9:00 PM

## Sunset Salsa

- › **DATES:** Twelve (12) Thursday nights, July–August
- › **LOCATION:** Pier 76 at W 34 St.
- › **ATTENDANCE:** 3,000+ per night
- › **ACTIVATION HOURS:** 5:00–9:00 PM

## Healthy on the Hudson

- › **DATES:** Monday–Friday
- › **LOCATIONS:** Various piers throughout the Park
- › **ATTENDANCE:** 16,000 throughout season
- › **ACTIVATION HOURS:** 5:30–8:00 PM
- › **SPONSOR EXCLUSIVITY:** Supporting Partnerships available

## Employee Volunteer Projects / Corporate Membership

- › Benefits and activations commensurate with investment level.

# Celebrating 25 Years of Hudson River Park

## TOTES

Our 25th anniversary tote sponsor will receive prime logo placement on totes; distribution depends on investment.

## VOLUNTEER SHIRTS

The shirt sponsor will have prime logo placement on the uniforms of our Neighborhood Gardeners and Green Team volunteers. In 2022, our 2200 Volunteer Program participants made an unprecedented impact, dedicating more time than ever before — 7,000 volunteer hours.

## WATER BOTTLES

Our sustainability-minded water bottle sponsor will receive prime logo placement on water bottles; distribution depends on investment.



## LIGHT POLE BANNERS

Light pole banners are available along HRPK's four (4) mile footprint. Grab the attention of Park visitors as well as cyclists using the bike path adjacent to the Park, which is reportedly the busiest bikeway in the United States. The banners can also be seen by 100,000 cars along the West Side Highway every day. Rental flights of banners will be in the Park until the end of the 2023 calendar year.



Hudson River Park is NOT part of NYC Parks — programming, maintenance and operations of our west side backyard rely on private support. Hudson River Park Friends is a nonprofit charitable organization in partnership with the Hudson River Park Trust that is dedicated to the completion, care, enhancement and sustainability of the Park.

# 2023 SPONSORSHIP OPPORTUNITIES

## Thank you

For more information, contact:

### **KIRA LEVY**

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