

PARTNERSHIP OPPORTUNITIES

The logo graphic for Hudson River Park, featuring a blue horizontal bar with four white vertical bars of varying heights extending downwards from its center.

HUDSON RIVER PK[®]



Sunset Salsa



Sunset on the Hudson



Healthy on the Hudson



Blues BBQ Festival

OPPORTUNITIES

Hudson River Park has led the way in waterfront revitalization in New York City since 1998. The Park's 550+ acres of upland, recreational piers and protected waters provide an unparalleled way to experience New York City.

17 MILLION+

VISITS PER YEAR

REGIONALLY FOCUSED

**75% VISITORS
MANHATTAN RESIDENTS**

\$150,000+

AVERAGE INCOME

NEIGHBORHOODS

**TRIBECA, WEST VILLAGE, MEATPACKING DISTRICT,
CHELSEA, HUDSON YARDS & HELL'S KITCHEN**



Event Sponsor

Put your name on some of the most popular free events in New York City.

Brand Activations

Create a bespoke experience to highlight your brand.



Tabling

Sample your product in front of existing audiences in the Park.

Signage

Brand placement throughout the Park and along the West Side Highway bike path.

BLUES BBQ FESTIVAL

AUGUST 10, 2024
PIER 76 AT W 34 ST.

Hudson River Park’s Blues BBQ Festival is a highlight of the Park’s event season – beloved for more than 20 years. The festival brings together a varied audience from all five boroughs of New York City and the tri-state area, providing a unique opportunity to reach potential customers.

Areas to Customize & Activate

Create a bespoke branded experience within the Festival at any of these areas on the pier:

- › Lounge
- › Picnic tables
- › Games spot
- › Dance floor

ATTENDANCE

16,500+

AUDIENCE

**MUSIC LOVERS OF ALL AGES,
80% AGED 21+**

Past Sponsors

- › Ben & Jerry’s
- › Coca-Cola
- › Budweiser
- › Sixpoint
- › Pacifico
- › Blue Point
- › Modelo
- › Glenfiddich
- › Wild Turkey
- › KIND
- › WBGO
- › WFUV
- › Depends
- › CrowdRX



SUBMERGE MARINE SCIENCE FESTIVAL

MAY 18, 2024
PIER 84 AT W 44 ST.

A free, two-day interactive science festival that celebrates marine science and builds awareness of conservation and restoration solutions for our connected waterways. Support sustainability and showcase your brand as we kick off our event season.

ATTENDANCE

6,500+

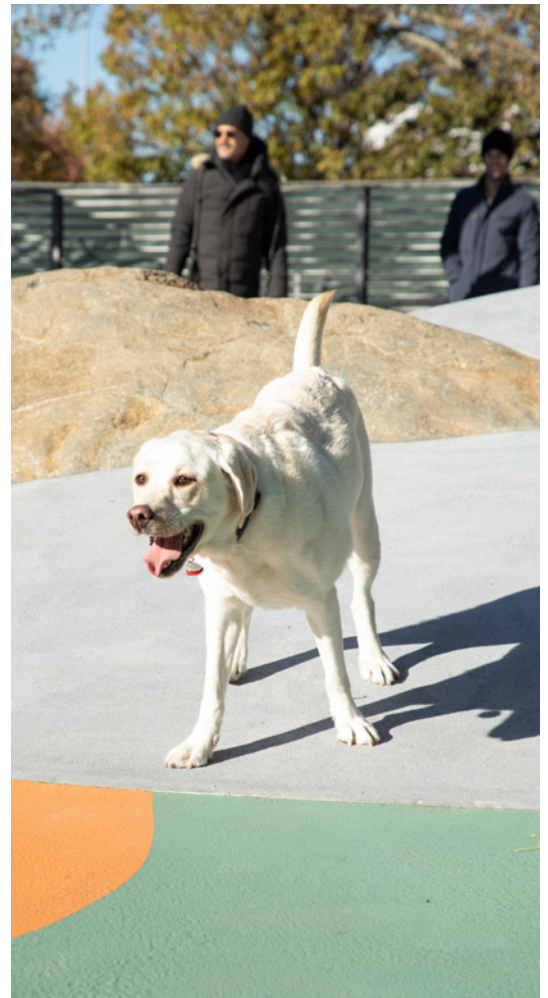
AUDIENCE

FAMILIES WITH SCHOOL-AGED CHILDREN



SPORTS FIELDS & DOG PARKS

See your company's messaging on large-scale signage around our sports fields or dog parks.



CORPORATE MEMBERSHIP

Participate in volunteer projects in the Park, among other exclusive experiences.



BRAND EXPOSURE

Event Attendance

> 45,000+ attendees

In-Park Posters

> 650,000+ visits per week

Web

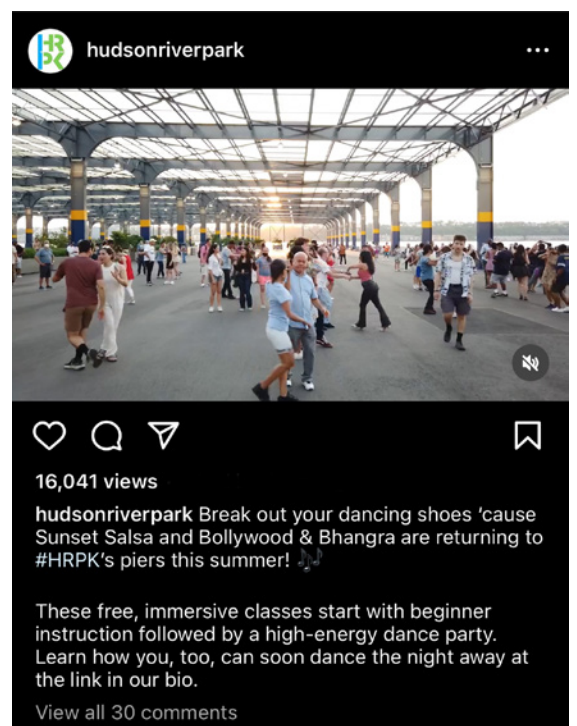
> 1.9 million viewers

E-Newsletter

> 32,000+ recipients

Social Channels

> 100,000+ followers





FOR MORE INFORMATION, CONTACT:

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