



2012

Sponsorship Opportunities

Union Square
Partnership



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The Union Square Partnership

Union Square is the ultimate neighborhood destination – home to the City’s largest **Greenmarket**, the best **restaurants** and **shops**, and an **historic park** that serves as an oasis in the midst of a bustling metropolis.

About Us

Proudly serving the neighborhood for over 30 years, the Union Square Partnership is the leading advocate for the Union Square-14th Street community, working collaboratively with area residents, businesses, and cultural and academic institutions to ensure the district’s continued growth and success.

USP’s programs include sanitation, public safety, economic development and marketing services, as well as investing in the beautification and maintenance of Union Square Park, the district’s crown jewel. Our mission is to enhance the neighborhood’s quality-of-life by creating a cleaner, safer and more enjoyable environment.

Sponsorship Opportunities

Today, with ever more information and choice, consumers make decisions based on their relationship to a brand. A company can affect purchasing decisions and strengthen its competitive edge by developing strong bonds with consumers through affinity marketing.

The Union Square Partnership offers both long and short-term sponsorship opportunities, always working closely with our sponsors for a mutually beneficial experience.



Why sponsor the Union Square Partnership

Union Square is one of the most vibrant, visited and trafficked areas of New York City.

High Traffic Neighborhood

- Daily pedestrian volumes in the the district are on average **188,000**. They range between an estimated **176,000 people** on a non-Greenmarket weekday to **200,000 people** on a Greenmarket Saturday!

Major Transportation Center

- The 14th Street/Union Square subway station is one of the largest transportation hubs in New York City, and ridership has increased an **incredible 39%** since 2000 to **34.7 million** in 2010. **Nine subway lines** converge in Union Square:



PATH trains, minutes from New Jersey, are just two blocks west of the park, making Union Square one of the most convenient destinations in the region.

Thriving Residential Community

- Union Square is home to over **67,000** residents with over **238,000** people living within a 1/2 mile radius.
- **95%** of Union Square's residents age 25 and over are high school graduated, and **71%** have finished college or hold an advanced degree.
- Upwards of **50%** of new Union Square households earn an income of **\$111,000** a year or more.

True Urban Village

- Union Square is also one of the most diversified neighborhoods in New York City. The district prides itself in its balance of residential, office, retail and leisure components.
- The approximately **12,000** businesses located within a 1/2-mile radius of Union Square employ nearly **140,000** people.

Top Ten Business Sectors by Number of Firms

Business services	2,056
Retail	1,593
Health services	1,400
Personal services	1,229
Restaurants/Bars	791
Arts, Entertainment and Recreation	533
Real Estate	522
Manufacturing	491
Wholesale trade	334
Social Services	309

2012

Summer in the Square

Summer in the Square is the Union Square Partnership's nine-week free **entertainment program** in Union Square Park.

The series includes dynamic **music** and **dance performances**, exciting **children's programming**, and outdoor **fitness classes**. Thousands of families, area employees, shoppers, students and tourists attend *Summer in the Square* each week. As a Sponsor, your organization will increase its visibility in the neighborhood as well as raise its profile as an active and generous member of the Union Square community.

2012 Schedule

Summer in the Square 2012 will take place on nine Thursdays from June 14th through August 9th. Performances and activities take place at 7:00 AM, 8:00AM, 9:00 AM, 10:00 AM, 12:00PM and 6:00PM on the South Plaza of Union Square Park and are free to the public.



Music

2012 Summer in the Square Sponsorship Package \$7,500

Includes the following:

- Your organization's logo or name will be printed on 25,000 *Summer in the Square* postcards and distributed to local businesses and concert attendees as well as by fellow event sponsors.
- Your organization's logo or name will be displayed on the event stage banner for the entire day for each event day.
- Your organization's logo or name will be promoted on the Union Square Partnership's website, in our monthly e-newsletter and weekly *Summer in the Square* designated email blasts.
- Your organization's name will be highlighted as a sponsor as part of the weekly event calendar listing (press release) sent to all area print and electronic media outlets.
- Your organization's logo or name will be included in all print advertisements purchased to promote the event.
- Your organization's promotional materials will be distributed to visitors at the Union Square Partnership information kiosk on all nine event days.
- The event emcee will acknowledge your organization as a sponsor at the beginning and end of each performance.



Scenes from *Summer in the Square*



2012

Harvest in the Square

Harvest in the Square is the Union Square Partnership's annual fundraising event which attracts support from **high-profile New Yorkers** who have a commitment to the revitalization of Union Square Park.

Now entering its 17th year, *Harvest in the Square* is Manhattan's premier **food and wine tasting** celebration. Guests enjoy unlimited tastings and wine pairings from over **fifty** of the Union Square district's best restaurants. And *Harvest in the Square* supports an excellent cause – the Union Square Partnership's ongoing efforts to beautify and revitalize Union Square Park.

This year *Harvest in the Square* will take place on **Thursday, September 20th** in Union Square Park.



2012 Harvest in the Square Sponsorship Package Options

Includes the following:

Platinum Leaf \$20,000

- Twenty (20) Friends of Union Square Park VIP Tickets
- Opportunity to participate at the pre-Harvest Chef's Breakfast
- Corporate logo or family name listed on five (5) event banners*
- Corporate logo or family name listed in the event day program
- Premium position for corporate logo or family name on event webpage
- Corporate logo or family name listed on promotional materials including invitation, media advertisements, and press releases
- Corporate logo or family name listed on tent banner and staff T-shirt (day of event)

Gold Leaf \$10,000

- Fifteen (15) Friends of Union Square Park VIP Tickets
- Opportunity to participate at the pre-Harvest Chef's Breakfast
- Corporate Logo or family name listed on three (3) event banners*
- Corporate logo or family name listed in the event day program
- Corporate logo or family name listed on event webpage
- Corporate logo or family name listed on promotional materials including invitation, media advertisements, and press releases
- Corporate logo or family name listed on tent banner (day of event)

* Banners are located on 14th Street from 1st to 6th Avenues, and surrounding Union Square Park and will be up for no less than 90 days.

Silver Leaf \$7,500

- Ten (10) Friends of Union Square Park VIP Tickets
- Corporate logo or family name listed on event webpage
- Corporate logo or family name listed on invitation
- Corporate logo or family name listed on tent banner (day of event)

Bronze Leaf \$5,000

- Five (5) Friends of Union Square Park VIP Tickets
- Corporate logo or family name listed on event webpage
- Corporate logo or family name listed on invitation
- Corporate logo or family name listed on tent banner (day of event)

VIP Tickets \$400

- One (1) Friends of Union Square Park VIP Ticket



Scenes from *Harvest in the Square*



2012

Greening and Beautification Initiatives

Over the past three decades, Union Square Partnership has spearheaded a number of **park improvement** projects which have ultimately led to the **renaissance** of the neighborhood.

Funds raised go to support a wide-range of projects including **landscaping, lawn maintenance,** and ongoing maintenance of our largest capital project to date: the **North End Project**, which included tripling the play space, repaving the plazas, rehabilitating the Pavilion, and adding restroom facilities. Join us in our ongoing efforts to keep Union Square Park **beautiful, clean** and **green**.



Art in the Park



Park Bench



Beautification

2012 Greening and Beautification Package Options

Your organization's tax deductible contribution can be earmarked towards:

Bistro Furniture \$1,000

Bistro table and set of two chairs.

Beautification \$2,500 *(minimum)*

Park beautification efforts which include: bulb planting, lawn and sprinkler maintenance, planting of flower beds with shrubs, perennials and annuals and hanging flower baskets along 17th Street between Broadway and Park Avenue South. Sponsorship includes acknowledgement on the Partnership's website and in the annual report.

Solar Compactors \$3,500

Co-Branded BigBelly® Solar Compactors: BigBelly is a patented compacting trash receptacle that is currently being used by USP. BigBelly uses solar power for 100% of its energy needs. The unit takes up as much space as the "footprint" of an ordinary receptacle but its capacity is five times greater. Increased capacity reduces collection trips and can cut fuel use and greenhouse gas emissions by 80%. BigBelly would be "wrapped" with the client's logo and branding. The Sponsor would have the exclusive "wrap" for a period of two (2) years. With the approval of UPS, the Sponsor may change the wrap advertising at any point during the two years at their own expense and would be required to replace all damaged wraps as needed. Orders require 4-6 week lead-time. [\$3,500 – per BigBelly® for initial first wrap/\$500 - per unit for wrap replacement.]

Park Bench \$7,500

Park bench inscribed with your company name or personal message.

Art in the Park \$25,000 *(minimum)*

Art in the Park: This customized opportunity allows a Sponsor to seek out and provide a public work art for display in the Triangle Park, upon USP's approval. The Sponsor would cover all costs associated with the loaned work of art, including installation and insurance costs, as well as a \$25,000 sponsorship fee.



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Lamppost Banner Programs

The Union Square Partnership has placed branded lamppost banners throughout the district to **increase awareness** of the Partnership and its programs as well as to **highlight the businesses** and companies who are vested in our community.

Sponsors will receive brand recognition and logo placement, which will be **visible** throughout the Union Square district, creating a **beautiful** and **vibrant** streetscape in the neighborhood. Placement is for three (3) month terms and offered for both Spring and Winter, with a discount offered for purchasing for both seasons now.



2 Banners *4 faces*

Spring:	\$800	<i>three months</i>
Winter:	\$800	<i>three months</i>
Full Year:	\$1,500	<i>six month</i>

5 Banners *10 faces*

Spring:	\$1,975	<i>three months</i>
Winter:	\$1,975	<i>three months</i>
Full Year:	\$3,800	<i>six month</i>

10 Banners *20 faces*

Spring:	\$3,900	<i>three months</i>
Winter:	\$3,900	<i>three months</i>
Full Year:	\$7,500	<i>six month</i>

15 Banners *30 faces*

Spring:	\$5,625	<i>three months</i>
Winter:	\$5,625	<i>three months</i>
Full Year:	\$10,500	<i>six months</i>

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Other Sponsorship Opportunities

WiFi Portal Page \$35,000

Presenting Sponsor

Upgrade existing hardware system to create a wireless network that provides quality, high speed Internet access throughout Union Square Park – including a local Union Square community portal sponsored solely by Sponsor. Sponsorship includes a branded splash page, interactive map of the neighborhood with local businesses and points of interest as well as events. Branded lamppost banners surrounding Union Square Park may also be included, upon approval of the NYC Department of Parks and Recreation. The network supports a capacity of approximately 250 simultaneous casual users.

Union Square Walking Tour \$25,000

Presenting Sponsor

The Union Square Partnership has teamed with Big Onion Walking Tours to create a free 90-minute walking tour called *Union Square: Crossroads of New York*.

The tour explores the social and political history of the Union Square neighborhood through discussions of the people, history, architecture, and forces that have shaped this community. You'll hear how Union Square got its name, see where the legendary Tiffany & Co. once stood, and learn how to read the clock (yes, it's a clock!) on "The Metronome" sculpture and so much more.

The tour takes place once a week, all year long, except on holidays.

Visibility online and onsite (via tour handouts) for duration of sponsorship.



2012

Other Sponsorship Opportunities

Visitor Map & Guide \$15,000

Presenting Sponsor

Due to the success this past year of our popular Visitor Map & Guide, we will be reprinting and distributing another 50,000 copies to local businesses, at neighborhood events, and in mailings to the community.

This is a unique opportunity to reach thousands of potential customers on our most popular piece of marketing collateral!

The Presenting Sponsor will receive the back panel on the map for their message and ad. The size of the back panel is, 9" H x 4 1/4" W.



Advertising space in the guide is also available, contact us to learn more.

Annual Sponsorships \$75,000+

In addition to the a la carté sponsorship opportunities, organizations may also sponsor the Union Square Partnership as an Annual Sponsor. Tailored to a company's marketing position, these overarching sponsorships provide visibility and integration across numerous USP activities. Annual sponsors become an integral part of the Union Square community, ensuring brand loyalty.



Contact Us!

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