

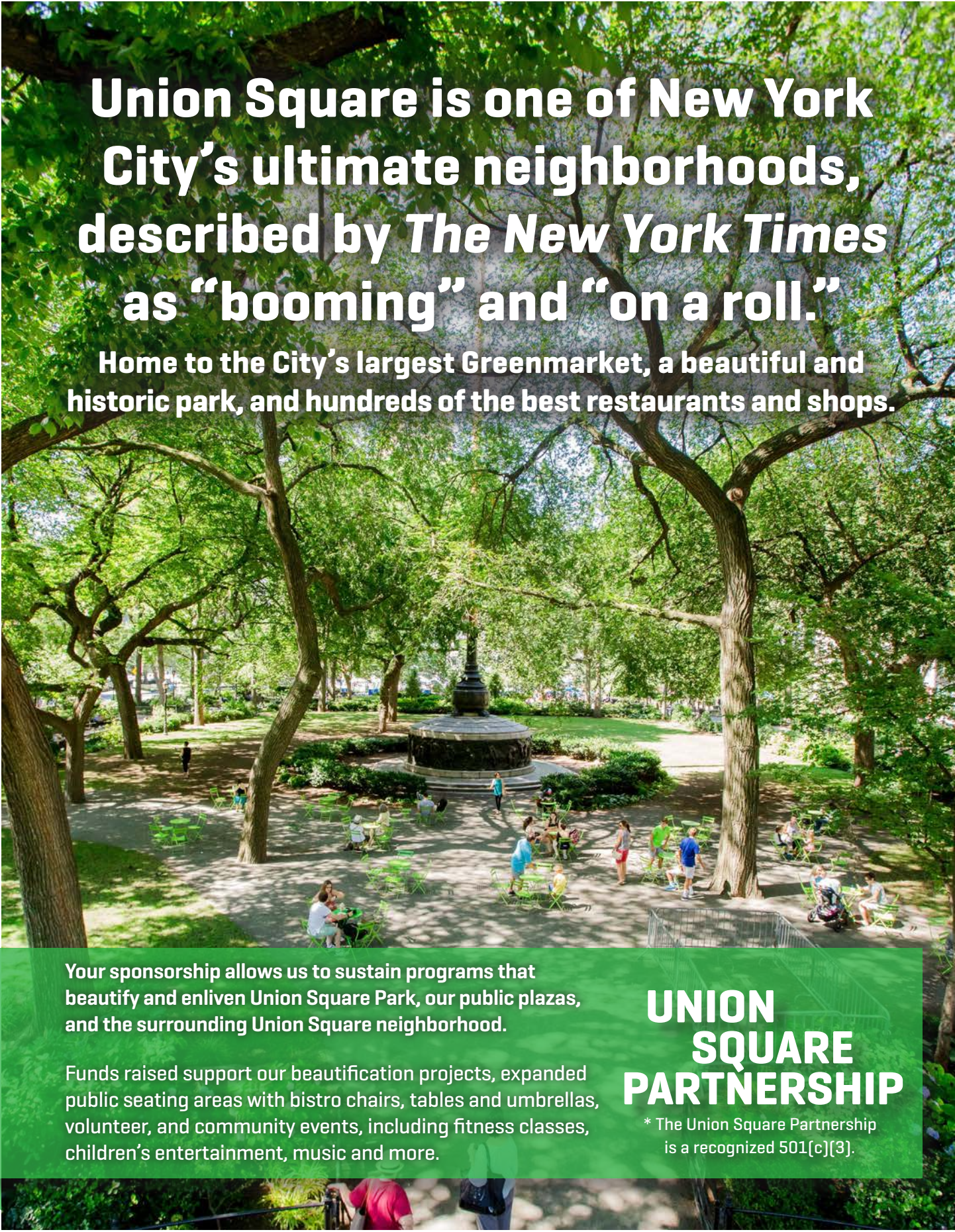


**UNION
SQUARE
PARTNERSHIP**

2023

SPONSORSHIP OPPORTUNITIES

 **UNIONSQUARENYC.ORG**



Union Square is one of New York City's ultimate neighborhoods, described by *The New York Times* as “booming” and “on a roll.”

Home to the City's largest Greenmarket, a beautiful and historic park, and hundreds of the best restaurants and shops.

Your sponsorship allows us to sustain programs that beautify and enliven Union Square Park, our public plazas, and the surrounding Union Square neighborhood.

Funds raised support our beautification projects, expanded public seating areas with bistro chairs, tables and umbrellas, volunteer, and community events, including fitness classes, children's entertainment, music and more.

UNION SQUARE PARTNERSHIP

* The Union Square Partnership is a recognized 501(c)(3).

2023 Sponsorship Menu

Events + Programming Opportunities:

Summer in the Square..... p. 6

- Outdoor fitness classes, kids programs, movies, music, and more

Harvest in the Square..... p. 8

- Food and wine festival + fundraiser in support of Union Square Park

Union Square Sweat Fest..... p. 10

- Week-long fitness, health, and wellness event series

Holiday Kick Off Event..... p. 11

- Community winter celebration

14th Street Mural.....p. 12

- Volunteer mural painting activation on 14th Street



Year-Round Opportunities:

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2023 Big Ticket Events



Union Square

By the Numbers

Union Square is one of the most vibrant and visited neighborhoods in New York City.

High Pedestrian Traffic

- **344,000 people**
in Union Square on a weekday.

A Major Transportation Hub

- **35 million subway riders**
passing through annually.
- The station **ranks fourth** in the system during weekdays and skyrockets to the **second most popular** station on weekends.



A Thriving Residential Community

- **70,000+ residents and 60,000+ students.**
- **76%** of Union Square residents are 25 years or older; **78%** have finished college or hold an advanced degree.*
- **More than 50%** of Union Square households earn over **\$100,000** per year.*
- **9,500+** businesses located within a half-mile radius of Union Square Park and employ more than **160,000 people.**

UNION SQUARE REACH

- **8,900+ subscribers**
to our monthly e-newsletter and email list
- **46,600+ unique visitors**
to event websites including *Harvest in the Square*, *Sweat Fest*, and *Summer in the Square*
- **68,700+ followers**
across Instagram, Twitter, and Facebook platforms



*Based on a 1/2 mile radius. Data from ACS 2014 5-Year Estimates.

2023 Summer in the Square

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

Each week features dynamic **music & dance** performances, engaging **children's programming**, family-friendly **movie nights**, and heart-pumping **fitness classes**. Thousands of families, residents, employees, students, shoppers, and tourists attend **Summer in the Square** each week.

2023 Schedule

Thursdays starting in June through August. Activities will take place throughout Union Square Park.



2023 Summer in the Square

Sponsor Benefits include:

Your logo or name incorporated on:

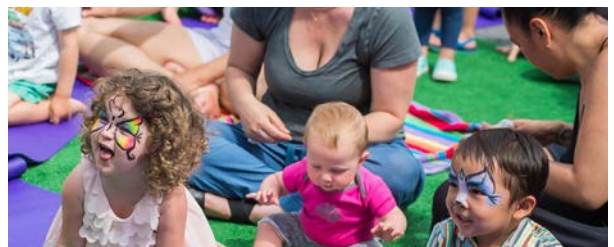
- 10,000 printed Summer in the Square schedules distributed to local businesses, event attendees, and fellow sponsors
- Event stage banner for the entire day of event
- All paid print advertising
- Event t-shirt

Your logo or name featured on USP's:

- Summer in the Square event website
- Monthly e-newsletter
- Weekly *Summer in the Square* email blasts
- Social media [Facebook, Twitter, Instagram]
- Weekly event calendar listings

Your brand's on-site presence:

- Collateral distribution [at the Information Kiosk all nine weeks]
- Audio acknowledgements of your sponsorship
- Sampling opportunities
- Product display opportunities
- Branded entertainment
- Data collection opportunities



**Sponsorship packages
start at: \$10,000**

2023 Harvest in the Square

***Harvest in the Square* is the Union Square Partnership's annual fundraising event supported by companies and high-profile New Yorkers who have made a commitment to the revitalization of Union Square Park.**

Entering its 25th year, *Harvest in the Square* is Manhattan's premier **food and wine tasting** celebration, named the "best food event" by *AM New York*. Guests enjoy unlimited tastings and wine pairings from **over 50 of Union Square's best restaurants**. *Harvest in the Square* supports the Union Square Partnership's ongoing efforts to beautify and revitalize Union Square Park and the surrounding neighborhood.



1,200+ attendees!



JOIN US
FOR A
DELICIOUS
CELEBRATION
IN SUPPORT
OF UNION
SQUARE PARK

New York City's 25th Harvest in the Square serves as a vital fundraiser to support the beautification and maintenance of the Union Square - 34th Street District.

At the event, guests from Union Square's best restaurants enjoy unlimited tastings of signature dishes using local produce from our partners at the Union Square Greenmarket.

Each offering is paired with wine and microbrews from New York State and beyond.

The Union Square Partnership's work would not be possible without your support. Join us to celebrate our strong and thriving community.

#USQHARVEST | @UnionSquareNY



2023 Harvest in the Square

Sponsor Benefits include:

VIP Event Tickets

Your logo or name listed on:

- Harvest in the Square event website
- 1,500 invitations
- On-site banners
- 1,000 programs
- Promotional materials
- Advertising and press releases
- Staff shirts
- Lamppost banners around Union Square Park
- Mentions on USP's online and social media outlets

Your brand's on-site presence:

- Opportunity to present at Chef's Orientation Breakfast
- Sampling/collateral distribution opportunities
- Product display opportunities
- Co-branded event supplies [i.e. lanyards,



Sponsorship packages range: \$5,000 to \$100,000

2023 Union Square Sweat Fest

Union Square Sweat Fest is a week-long **fitness celebration** that showcases neighborhood gyms, studios, healthy eateries, and athleisure retailers. Over **100 highly curated fitness classes** are offered to participants, as well as access to **Sweat Fest events, exclusive deals, and giveaways** throughout the week.

Sponsorship Benefits include:

Your logo or name incorporated on:

- Sweat Fest event website
- 3,000 postcards
- Projection screens at the event
- Event collateral including banners and tabletop signs
- Promotional materials
- Advertising and press release
- Staff shirts
- *Sweat Fest* email blasts
- Mentions on USP's online and social media outlets

Your brand's on-site presence:

- Sampling/collateral distribution opportunities
- Product display opportunities
- Co-branding opportunities



**Sponsorship packages
range: \$5,000 to \$50,000**

2023 Union Square Holiday Kick-off

The Union Square Holiday Kick-off is an **annual holiday event** to mark the opening of the Union Square Holiday Market + **celebrate the neighborhood's community.**

Families, residents, employees and pets are all invited to celebrate the opening weekend of the Union Square Holiday Market. Enjoy carolers and family activities in the park, and shop the Union Square Holiday Market.

Sponsor Benefits include:

Your logo or name incorporated on:

- USQ Holiday website
- On-site banners
- Promotional materials
- Press releases
- Monthly e-newsletter
- Event email blasts
- Mentions on USP's online and social media outlets

Your brand's on-site presence:

- Sampling/collateral distribution opportunities
- Product display opportunities



2023 14th Street Mural

Volunteer Mural Painting + Activation on 14th Street

The 7,500 square foot mural, designed by a NYC-based artist, activates and beautifies pedestrian areas of 14th Street at the heart of Union Square. The mural will be on view for millions of New Yorkers and visitors, including the 350,000 daily pedestrians who walk through Union Square, as well as bus riders, and upper-floor tenants with views of 14th Street. USP plans to install a new mural every spring in collaboration with NYC DOT, volunteers, community members and elected officials.

Sponsor Benefits include:

- Sponsor presence (tent/table activation) at install event
- Sponsor on all promotional materials
- Sponsor highlighted in up to three social media posts related to the event
- Sponsor listed in Union Square Public Art Guide

Your brand's visibility:

- 10,000+ observers with 50+ volunteers
- 2,000 shares on social media
- 22 pieces of media coverage with 50M+ impressions
- 33K+ Instagram followers, 27K+ Facebook followers, and 19K+ Twitter followers view mural-specific posts



2023 Lamppost Banner Program

The Union Square Partnership places 50+ branded lamppost banners throughout the district to increase awareness about the organization and its programs, as well as to highlight the businesses and companies who are invested in our community.

Sponsors receive **brand recognition** and **logo placement**, visible throughout Union Square District, that create a beautiful and vibrant streetscape in the neighborhood. Placement is for three (3) month terms and offered for both spring and winter. Quantity and multi-season discounts available.*

* Banner program is managed by Intersection.



**Prices start at \$1,200 for
4 faces [on 2 banners]
for a 3-month term**



2023 B2B Opportunities

Small Business Forums + Networking Events

The Union Square Partnership hosts several small business forums with notable speakers for the benefit of the business community. In addition, USP also hosts networking events that bring together residents and business leaders.

Sponsorship Benefits include:

- Your logo on event invitation and signage
- Speaking opportunities
- Guest seats
- Distribution of collateral
- Data collection opportunities



Sponsorship:
\$10,000 per event

2023 Other Sponsorship Opportunities

Union Square Wi-Fi

Presenting Sponsor

The Union Square Partnership provides free high-speed internet access in Union Square Park that accommodates hundreds of simultaneous users, making Union Square Park one of the busiest hotspots in the city.

Benefits include:

- Your logo on the splash page
- Your company branding on the local community portal page
- Company logo on up to ten (10) branded Union Square Wi-Fi lamppost banners for six months
- A social media campaign
- A dedicated email blast
- Placement on the USP homepage



Sponsorship:
\$40,000 per year

USP Newsletter

Banner Advertisement

The Union Square Partnership distributes a community newsletter to an audience of over 9,000 local subscribers each month. The newsletter features top stories on neighborhood developments, events and business openings

The advertisement will be located directly following the top stories, and will feature a direct click-through to your company's website. Advertisements start at \$500 per newsletter.

Benefits include:

- Your logo and branding on a dedicated advertisement in the USP newsletter
- Direct click-through to your website
- Visibility online for duration of sponsorship
- Your advertisement archived on USP newsletter page



Sponsorship:
\$500 per issue

2023 Greening & Beautification

Over the past four decades, the Union Square Partnership has spearheaded **park improvement** projects which add to the **renaissance** of the neighborhood.

Funds 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 tripled the size of the playground, repaved the plazas, rehabilitated the Pavilion and added restroom facilities. Join us in our ongoing efforts to keep Union Square Park **beautiful, clean,** and **green.**



2023 Greening & Beautification Package Options

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

Bistro Furniture \$1,000

Bistro table and set of two chairs located within the pedestrian plaza on Broadway between 17th and 18th streets, and seating areas in Union Square Park.

Beautification \$2,500 (minimum)

Bulb planting, lawn and sprinkler maintenance, flowerbed planting, and hanging flower baskets along 17th Street.

Sponsorship includes acknowledgement on the Partnership's website and in the Annual Report.

Park Bench \$7,500

Park bench inscribed with your company name or personal message, located throughout the beautiful and vibrant Union Square Park.

Union Square East Malls \$3,500 – \$5,000

Keep the malls green and lush by sponsoring USP's mall planting and landscaping efforts on Union Square East median from 15th Street to 17th Street. Sponsor benefits include signage indicating your company/organization's dedication to keeping Union Square beautiful [\$3,500 to Co-Sponsor per unit, \$5,000 to Sponsor entire unit].



2023 Celebrate #USQArt

Public Art is an incredible opportunity to bring **engaging artwork to one of NYC's greatest public space and community.**

From interactive displays to grandiose sculptures, sponsoring **Celebrate USQ Art** allows the Sponsor to display art in Union Square. Explore options such as **light displays, projections, structures, and sculptures** to transform the space. The Sponsor would cover all costs associated with the loaned work of art, including installation and insurance costs, as well as a sponsorship fee.

Benefits include:

Your logo or name incorporated on:

- Name Plate
- Press Release
- USP website
- Promotional materials
- USP Social Media outlets
- Monthly e-newsletter



2023 Annual Sponsorship Opportunity



In addition to the individual sponsorship opportunities listed, your organization can increase its presence by becoming an **Annual Sponsor** of the Union Square Partnership.

Tailored to meet your company's goals and objectives, an Annual Sponsor has wide visibility and integration across numerous USP activities and events.

Annual Sponsorships start at: \$100,000



Union Square

Eat. Shop. Visit.

Union Square is at the vibrant heart of New York City, a dynamic center of food, fashion, education, fitness, culture and cutting-edge businesses.

HYATT
UNION
SQUARE
NEW YORK



IRVING PLAZA



MODERN AGE



CAVA



Why partner with the Union Square Partnership?

We offer both long- and short-term sponsorship opportunities, always working closely with our partners to achieve their goals.

Increase
visibility
in the
neighborhood

Create positive
publicity

Enhance image
and shape consumer
attitude

Build
community

Heighten
**brand
awareness**

Highlight
**corporate
responsibility**

Advance
business, consumer+ VIP
relations

Drive
traffic and sales



REACH
OUT!

CONNECT WITH US

Highlight your brand
and build your audience
in Union Square today!

Victoria Ortiz
Director of Marketing + Events

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