UNION SQUARE PARTNERSHIP

2022

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.

*The Union Square Partnership is a recognized 501(c)(3).*
2022
Sponsorship Menu

Events + Programming Opportunities:

Summer in the Square................................. p. 6
• Every Thursday, June - August
• Outdoor fitness classes, kids programs, movies, music, and more

Harvest in the Square................................. p. 8
• Held in September
• Food and wine festival + fundraiser in support of Union Square Park

Union Square Sweat Fest.............................. p. 10
• Held in February
• Week-long fitness, health, and wellness event series

Happy Pawlidays...................................... p. 11
• Held in November
• Community winter celebration

Year-round Opportunities:
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2022

Big Ticket Events

SUMMER IN THE SQUARE

HAPPY PAWLIDAYS

25TH ANNUAL HARVEST IN THE SQUARE

UNION SQUARE SWEAT FEST
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.
2022 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.

2022 Schedule
Every Thursday from June through August. Activities will take place throughout Union Square Park.

Thousands attend Summer in the Square annually!
2022 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
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.

2022 Harvest in the Square will take place in September.*
2022
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, napkins, utensils, etc.)

Sponsorship packages range: $5,000 to $100,000
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. Celebrating 7 years in 2022, this year’s event will be held in February.

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
Happy Pawlidays is an annual holiday event to kick off of the opening of the Union Square Holiday Market + celebrate the neighborhood’s pet 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
- Data collection opportunities

**Sponsorship packages range:** $5,000 to $40,000
2022

**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.

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**Prices start at $1,200 for 4 faces (on 2 banners) for a 3-month term**
Visitor Map & Guide Presenting Sponsorship

Annually, the Union Square Partnership prints 50,000 guides and distributes them throughout the district to area businesses, NYC hotels, tourist guest information locations, neighborhood events, and our weekly walking tour.

Benefits include:
- Back panel (9”h x 4-1/4”w) for brand message and ad
- Special call-out of retail locations on the map
- Mentions on USP’s online and social media outlets

Sponsorship:
$15,000 per edition

Union Square Holiday Guide Presenting Sponsorship

Once a year, the Union Square Partnership works with local businesses to create a Holiday Guide (15,000 units in total) that is distributed to local businesses, schools and neighborhood events.

Benefits include:
- Your logo on front cover of 15,000 printed booklets
- Promotional message on inside cover
- Back panel (5’h x 3.5” w) for brand message and ad
- Mentions on USP’s online and social media outlets

Sponsorship:
$15,000 per edition
2022 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

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:
- $40,000 per year
- $500 per issue
**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.

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

**Sponsorship:**

$10,000 per event
2022 Greening & Beautification Initiatives

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.
2022
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).
2022

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

Celebrate USQ Art image
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 Sponsorship Opportunity**

Annual Sponsorships start at: **$100,000**
Union Square is at the vibrant heart of New York City, a dynamic center of food, fashion, education, fitness, culture and cutting-edge businesses.
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
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WITH US
Highlight your brand and build your audience in Union Square today!

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REACH OUT!
CONNECT WITH US
Highlight your brand and build your audience in Union Square today!