



Flatiron
23rd Street
Partnership

NOON

**Sponsorship
Program
Catalog**

2010 Sponsorship Program

Dear Friends,

The Flatiron/23rd Street Partnership Business Improvement District (BID) is proud to present the *2010 Sponsorship Program Catalog* for your review and consideration.

To supplement its assessment revenue, the BID is soliciting sponsorship support from businesses and property owners for the continued funding of marketing and streetscape beautification projects.

As a sponsor, your organization will receive brand recognition and logo placement on items not available to the general public and which are made possible only through partnership with the BID.

This catalog presents detailed information on the various items and programs available for sponsorship. Items are available individually or as part of packages.

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About the  **Flatiron 23rd Street Partnership**

The Flatiron/23rd Street Partnership Business Improvement District, formed in 2006, is a nonprofit organization whose mission is to enhance the area's reputation as one of New York's most vital and exciting neighborhoods. This is undertaken by maintaining a clean and safe environment for those who live, work and visit the area; by spearheading area improvement projects; and by marketing the diverse business and retail options in this vibrant and historic neighborhood. The district encompasses a 38 block area with borders extending from 21st Street to 28th Street and from Third Avenue to Sixth Avenue.

2010 Sponsorship Program

Streetlamp Banners

Banners, available on over 100 streetlamps throughout the Flatiron district, are an excellent way to advertise your company and your commitment to the district. These colorful 24 square foot banners, designed by world renowned design firm Pentagram, provide sponsors with prominent logo placement throughout the district in a format only available to the BID. The banners also provide awareness of the BID and its programs and add color and excitement to the district's streets.

The banner designs are changed up to four times per year. Placements are for a full year and will commence on June 1, 2010.

Quantity	Price*
1	\$1,950
2	\$3,900
3	\$5,750
4	\$7,500
5	\$9,000
6	\$10,950
7	\$12,500
8	\$14,000
9	\$15,525
10	\$17,000
15	\$25,000



***Returning banner sponsors receive a 5% discount if purchased by April 1, 2010**

2010 Sponsorship Program

District Wide Public Improvements

Through its Public Improvement Program, the BID seeks to enhance the physical environment and aesthetics of the area by coordinating and implementing a variety of beautification and streetscape initiatives.

Park Avenue South Median Mall Planting and Maintenance

Extending south through the district from 28th Street to 21st Street along Park Avenue South, the planting, improvement and maintenance of these green spaces has been undertaken and successfully completed by the BID with the generous support of area property and business owners.

Sponsorships are for one year. **A half mall co-sponsorship is \$2,000, a full mall sponsorship is \$3,500.** There is no limit to the number of malls that can be sponsored.



Park Avenue South Mall Sponsors will be recognized on plaques placed on the malls



Greening the District

The BID has spearheaded several projects aimed at “greening” and enhancing the overall aesthetic appeal of the district. These projects include hanging flower baskets, custom tree-pit guards and tree-pit plantings, and ongoing seasonal plantings in the Public Plazas at the intersection of Broadway, Fifth Avenue, and 23rd Street.

Now your organization has the opportunity to show its commitment to a greener and more beautiful Flatiron District. Two sponsorship levels are available, with funds going towards ongoing projects as well as the expansion of the BID’s efforts to other parts of the district.



Gold Leaf Sponsor \$5,000



Green Leaf Sponsor \$2,500

Benefits:

- Recognition and plaque presented at the 2010 Annual Meeting
- Recognition in the BID’s monthly newsletter
- Recognition in the BID’s annual report
- Logo and hyperlink on the Improvements page

2010 Sponsorship Program

Co-Branded Trash Receptacles

The BID has purchased and placed nearly 200 co-branded trash receptacles throughout the district since 2006. These trash receptacles demonstrate to all who pass by them that your organization is dedicated to maintaining a clean and healthy environment for the Flatiron community.

Sponsors receive logo placement on the trash receptacles and may request specific locations in proximity to their particular property or business. Every attempt will be made to place the trash receptacles in proximity to the sponsors requested location. Sponsorship is for the life of the receptacle (estimated at 5-7 years) and will include a maintenance fee of \$100 per year for the upkeep of the receptacle's decals, liners and other physical components. The cans are serviced and cleaned through the BID's Clean Streets Program at no additional cost to the sponsor.

Quantity	Price
1	\$400
2	\$600
3	\$900
4	\$1,200
5	\$1,500
6	\$1,800
7	\$2,100
10	\$3,000



Trash Receptacle Specifications:

23.5" tall/13.5" wide, powder coated, black with a 2" wide logo band

Co-Branded Ash Urns

Available to the entire BID community, these custom co-branded ash urns are designed to match the BID's custom trash receptacles. Already in use at the entrance to the Flatiron Building, these solidly constructed and easy to maintain ash urns are ideal for maintaining a neat and clean building entrance free of cigarette butts and ash. Please note the ash urns are not serviced by BID's Clean Streets Team.

Quantity	Price
2	\$1,000
4	\$1,950
6	\$2,925
8	\$3,900
10	\$4,875

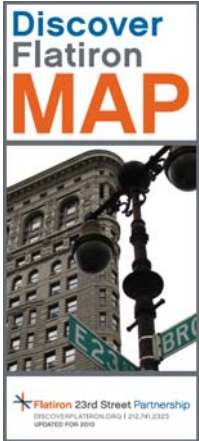


Ash Urn Specifications:

23.5" tall/13.5" wide, powder coated, black with a 2" wide logo band

Print Materials

Discover Flatiron Map



Since the fall of 2007 the BID has distributed over 180,000 copies of its immensely popular Discover Flatiron Map.

The full-color map includes a listing of businesses in the district organized by category with specific business addresses and a Manhattan subway system map. The map is housed electronically for download on the BID website.

The map also provides ample space for advertising by local businesses and BID members. **If you are interested in purchasing advertising on our map, please contact us for rates and availability.** Advertising placement will be 1 to 2 years, depending on the pace of map distribution.

Selected distribution figures for the Discover Flatiron Map:

• Hotel, Travel & Tourism related locations:	43,000
• Commercial Office Buildings & Tenants:	16,000
• Retail businesses:	64,000
• BID Events & Meetings:	2,500
• Residential Properties:	6,500
• Schools:	17,000

Neighborhood Guides



In an effort to attract visitors and inform its members about the many retail opportunities in the Flatiron district, the BID has designed, printed and distributed two shopping guides; the Flatiron Holiday Shopping Guide in 2008 and the 2010 Shop Flatiron Guide. The production of these guides have been made possible through the support of individual sponsors and have been distributed throughout the district and the City at large. Future guides to the area's businesses are dependent on sponsorship interest. **If you are interested in sponsoring a Neighborhood Guide please contact us for more information.**

Possible guides include:

- *2011 SHOP FLATIRON – an updated version of the current guide*
- *FLATIRON EATS - A foodie's guide to the culinary wonders & edible adventures in the Flatiron district*
- *GET FIT FLATIRON - Exercise, health & wellbeing related organizations and businesses in the Flatiron district*

2010 Sponsorship Program

Events and Programming

Small Business Forums, Speakers Series, Art & Cultural, Celebrate Flatiron Partnerships

Throughout the year, the BID produces numerous events to educate, inform, assist and entertain its members under a program called **“Intersections: A BID series focused on information, ideas, and our community.”** These events are made possible through partnerships with local organizations as well as financial or in-kind support from area businesses and property owners.

Past events and opportunities for sponsorship:

- Speaker Series: venue, catering
- Flatiron High and Low: catering, printing, venue
- Annual Meeting: venue and catering
- Celebrate Flatiron Partnerships: venue, catering

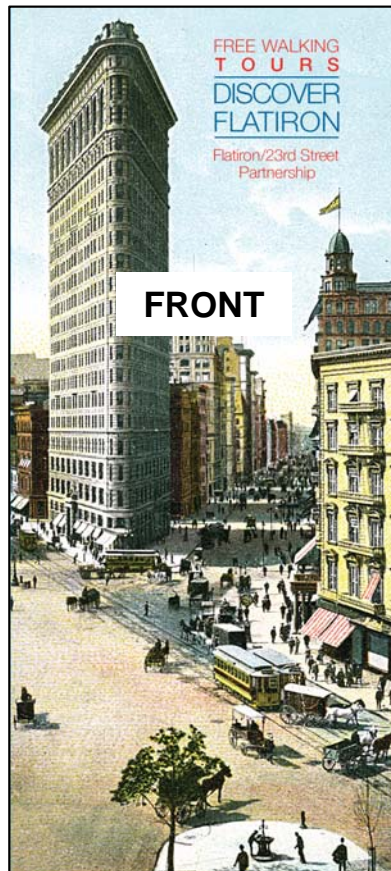
If you are interested in participating as a financial or in-kind sponsor of BID events please contact the BID directly.

Historic Walking Tour

Every Sunday at 11 a.m., rain or shine, the Flatiron/23rd Street Partnership offers a **free** walking tour of the historic Flatiron district. A trio of professional guides have led more than 2,000 people from 42 different countries and over 200 cities on a journey through this vibrant neighborhood.

Promotional Materials: A specially designed 4”x9” rack card, distributed to hotels, visitor centers, commercial offices, schools, residential buildings, as well as many other locations is used to promote the walking tour. Sponsors receive logo placement and “Sponsored in part by” credit on the rack card.

Quantity	Price
10,000	\$1,000
5,000	\$600



Free Flatiron Walking Tours
 The Flatiron/23rd Street Partnership is sponsoring free weekly walking tours of the historic Flatiron district. Join our professional guides on a 90-minute journey through this vibrant neighborhood, viewing some of the City's most notable buildings, including the New York Life Insurance Building, the MetLife Tower, the Appellate Courthouse and the famous Flatiron Building.

In the late 1800s and early 1900s, the Flatiron district, with Madison Square Park at its center, was the site of the City's grandest restaurants and hotels and home to many of New York's wealthiest and most celebrated residents. The neighborhood has evolved with time, from residential to business and most recent.

The area is home to a diverse selection of restaurants, bars, and a diverse selection of retailers.

Time:
 Tours will take place every Sunday beginning at 11:00 AM.

Meeting Place:
 The southwest corner of Madison Square Park, at 23rd Street and Broadway in front of the William Seward statue.

About the Flatiron/23rd Street Partnership
 The Flatiron/23rd Street Partnership Business Improvement District was created in 2006 by area property owners, businesses, residents, public officials, and others with an interest in this dynamic neighborhood. The Partnership's mission is to make a great neighborhood even better by providing supplemental street cleaning and graffiti removal services, promoting the area's diverse offerings, and undertaking additional neighborhood improvement projects.

 Please visit our website at www.discoverflatiron.org to learn more and to register for electronic updates.

YOUR LOGO HERE

Organizations interested in sponsoring the entire Historic Walking Tour Program should contact the BID directly for details.

Friends of the Flatiron/23rd Street Partnership - Marketing Affiliate Program



Friends of the Flatiron Partnership

What is it?

The Friends of the Flatiron/23rd Street Partnership Marketing Affiliate Program provides access to the benefits of the BID's marketing program for an annual fee to businesses which are **outside the defined BID boundaries but still within close proximity.**

Participating businesses gain access to the BID's communications, collateral and constituents:

- *Electronic & Digital Communication*
 - Email blasts, which go out to a list of over 12,000
 - The BID website, which averages over 4,200 hits per month
- *Print Collateral*
 - Discover Flatiron Map - over 180,000 distributed since 2007
- *Constituents*
 - Over 4,500 businesses (500 street level businesses)
 - More than 20 million square feet of commercial space
 - Thousands of new and existing residential units

What is included in the affiliate program?

The following items will be included as part of the affiliate program:

- Location indicator and listing on the directory of the 2011 Discover Flatiron Map
- Inclusion in thematic guides and publications where relevant
- Opportunity to participate as a sponsor or partner at BID events
- Listing and hyperlink on the BID's website
- Inclusion in the BID's social networking efforts (Facebook and Twitter)
- Opportunity to submit deals to the District Deals page and items for the newsletter

How much does the program cost?

- The annual fee for becoming a Friend of the Flatiron Partnership is **\$800 per year**

2010 Sponsorship Program

Sponsorship Packages

The BID offers sponsorship packages consisting of various items designed to provide maximum exposure for sponsors.

This year's packages are even better than in years past with more banners and new items for the same great price.

Platinum Sponsorship

\$20,000

- 10 Banners with logo placement for one year (*valued at \$17,000*)
- One year sponsorship of a full Park Avenue South Mall (*valued at \$3,500*)
- Large size advertisement on the Discover Flatiron Map (*valued at \$4,500*)

Gold Sponsorship Program

\$10,000

- 5 Banners with logo placement for one year (*valued at \$9,000*)
- One year co-sponsorship of a Park Avenue South Mall (*valued at \$2,000*)
- Medium size advertisement on the Discover Flatiron Map (*valued at \$2,500*)

Silver Sponsorship Program

\$6,000

- 4 Banners with logo placement for one year (*valued at \$7,500*)
- One year co-sponsorship of a Park Avenue South Mall (*valued at \$2,000*)

All returning sponsors receive a 5% discount on packages if purchased by April 1, 2010

The BID also offers:

- Discounted rates for non-profit organizations
- Custom packages to meet your organization's marketing and sponsorship goals

[Sponsorship Program Contact Information](#)

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