



Flatiron
23rd Street
Partnership

2011 Sponsorship Program Catalog

discoverflatiron.org

2011 Sponsorship Opportunities

To supplement its assessment revenue the Flatiron/23rd Street Partnership Business Improvement District solicits sponsorship support 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.

Participation in the sponsorship program is an ideal way to show your organization's support for the community and commitment to the area's improvement.

This catalog presents detailed information on the various items and programs available for sponsorship.

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 accomplished by maintaining a clean and safe environment for the district's businesses, residents, and visitors; by spearheading area improvement projects; and by marketing the diverse business and retail options in this vibrant and historic neighborhood.



2011 Sponsorship Opportunities

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.

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

Placements are for a full year and will commence on June 1, 2011.

Sponsors who purchase banners by April 15, 2011 will receive a 5% discount



2011 Sponsorship Opportunities

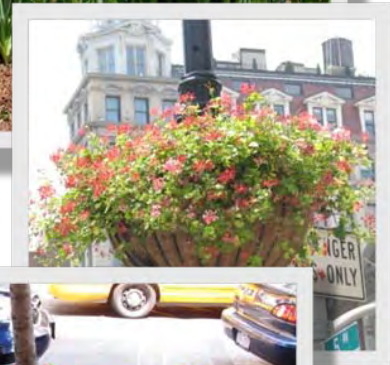
Through its Public Improvement Program, the BID seeks to enhance the physical environment and aesthetics of the area by coordinating and implementing a variety of beautification and streetscape initiatives.

The Park Avenue South Median Malls, extending south through the district from 28th Street to 21st Street, have been successfully planted and maintained by the BID with the generous annual support of area property and business owners. Sponsorships for the coming year are available at two levels:

- **Co-sponsorship: \$2,500**
- **Full sponsorship: \$4,000**

Greening the District, an ongoing effort aimed at enhancing the overall aesthetic appeal of the district through a wide-range of projects like hanging flower baskets, custom tree-pit guards and plantings, and ongoing seasonal plantings in the Public Plazas is an opportunity for your organization to show its commitment to a greener and more beautiful Flatiron District. Two sponsorship levels are available on an annual basis:

- **Green Leaf Level: \$2,500**
- **Gold Leaf Level: \$5,000**



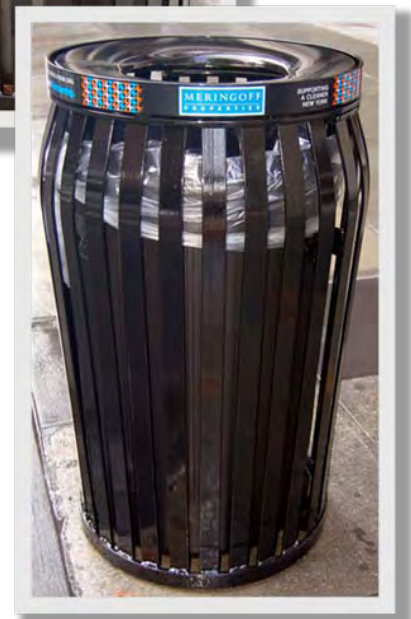
2011 Sponsorship Opportunities

Custom Co-Branded Receptacles,

placed throughout the BID, serviced by the Clean Streets Team and available for sponsorship 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. Sponsorship is for the life of the receptacle (approx. 5-7 years). An additional \$100 maintenance fee for the upkeep of the receptacle’s decals, liners and other physical components is billed yearly.

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



Custom Co-Branded Ash Urns,

designed to match the trash receptacles are also available and are ideal for maintaining a clean building entrance free of cigarette butts. Contact the BID for pricing. *Please note the ash urns are not serviced by the BID’s Clean Streets Team.*

2011 Sponsorship Opportunities

The 2012 Discover Flatiron Map

is a unique opportunity to reach tens of thousands of potential customers through the BID's most widely distributed and highly praised piece of marketing collateral.

The 2012 edition will be the fifth version of the immensely popular map found throughout the Flatiron district and NYC at hotels, residences, schools, commercial office buildings, tourism centers, and elsewhere.

Advertising space is available on the directory side in various sizes and prices. If you are interested in purchasing advertising on the map **please contact us for rates and availability.**

Neighborhood guides are custom designed, printed, and distributed by the BID to promote the diversity of industries and opportunities in the Flatiron district.

Two shopping guides and a special holiday guide to the district have already been printed in an effort to attract visitors and inform them about the many retail opportunities in the Flatiron district. The production of these guides has been made possible through the support of individual sponsors. **If you are interested in sponsoring a neighborhood guide please contact us for more information.**



2011 Sponsorship Opportunities

Events, held throughout the year on a variety of subjects, are produced and organized by the BID to promote the neighborhood and educate, inform, assist and entertain its members and the general public.

These events are made possible through partnerships with local businesses and organizations as well as through financial or in-kind support from area businesses and property owners.

Events include:

- **Weekly historic walking tours**
- **Business assistance forums**
- **Morning and evening speaker series events**
- **Networking events**
- **Annual meetings**
- **Food, history and architecture events**

If your organization is interested in partnering with the BID on these or other events **please contact the BID directly.**



2011 Sponsorship Opportunities

The Friends of the Flatiron Partnership Marketing Affiliate Program

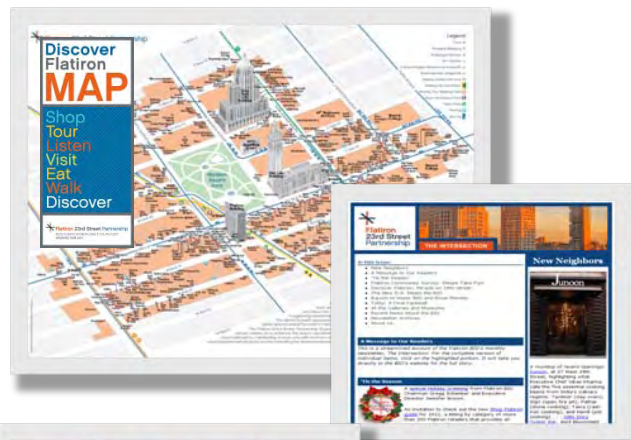
is an opportunity for businesses which are outside the defined BID boundaries but within close proximity to access and benefit from the BID's marketing program in exchange for an annual fee.

The following items are available to participants through the program:

- **Location indicator and listing on the directory of the 2012 Discover Flatiron Map**
- **Inclusion in neighborhood guides**
- **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**
- **Opportunity to submit deals to the District Deals page**

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

Friends of the Flatiron Partnership



2011 Sponsorship Opportunities

Sponsorship Packages are a great way to maximize your organization's exposure and participation at significant discounts off the a la carte pricing.

The BID also offers discounts for nonprofit organizations and can customize packages to meet your organization's marketing and sponsorship goals.

Platinum Sponsor **\$20,000**

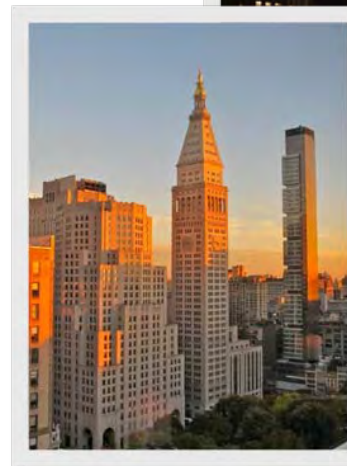
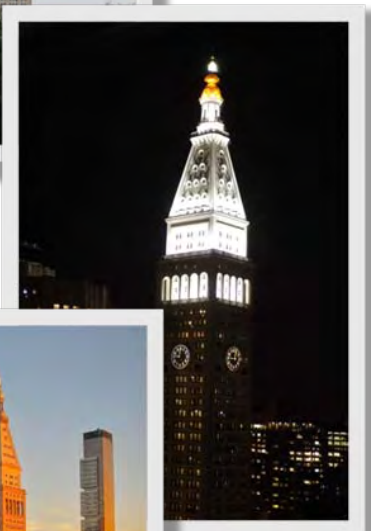
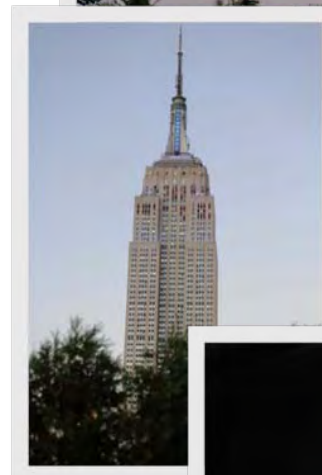
- 10 Streetlamp banners
- Full sponsorship of a Park Avenue South Mall for one year
- Large advertisement on the 2012 Discover Flatiron Map

Gold Sponsor **\$10,000**

- 5 Streetlamp banners
- Co-sponsorship of a Park Avenue South Mall for one year
- Medium advertisement on the 2012 Discover Flatiron Map

Silver Sponsor **\$6,000**

- 4 Streetlamp banners
- Co-sponsorship of a Park Avenue South Mall for one year



Contact Us

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