

2023 Sponsorship Catalog

FLATIRON



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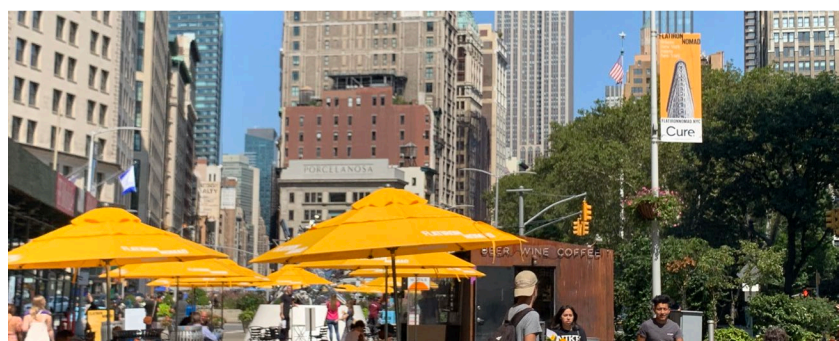
We are Flatiron NoMad: Where New York meets New York. We serve the businesses, people, and places that help make this district one of Manhattan's most iconic and authentic destinations. Home to a range of retailers and employers, cultural & educational institutions, and a thriving community, the district is a center of activity. From neighborhood enhancements and community building initiatives to the championing of district businesses, we celebrate the quintessential New York attitude with a contemporary edge.





2023 Sponsorship Opportunities

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The Flatiron NoMad Partnership

Expanded into NoMad, Sixth Avenue, and 20th Street in 2022, **the former Flatiron/23rd Street Partnership** rolled out a new name and look to better reflect our larger footprint.

BECOME A FLATIRON NOMAD SPONSOR

Your support will continue funding key Flatiron NoMad Partnership **marketing** and **streetscape beautification projects**, above and beyond what is possible with our assessment revenue alone.

As a sponsor, your organization enjoys logo brand recognition on items not available to the general public—these are possible only through the Partnership. This allows for unique **opportunities to strengthen brand awareness** in the Flatiron and NoMad neighborhoods where your employees and customers live, work, commute, and play.

Participation in the sponsorship program is also an ideal way to show your company's support for the **community** and commitment to **neighborhood improvement** in a hyper-local way.

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



District Facts & Figures

In December 2022, **1.8M pedestrians** were counted moving through the north and South Flatiron Plazas, nearing a return to pre-pandemic levels.

FLATIRON NOMAD

The Flatiron and NoMad neighborhoods are home to 35,000+ residents and the median household income is **\$194,000+**.

The District's business sector includes a high concentration of **tech, new media, creative design, marketing/PR, insurance, finance, and apparel**.

The area includes **36 million SF** of commercial office space and **1,100+ ground floor** business spaces and **7,000+ employers**. Approximately **100,000 people work** in the District.

From Jan - Oct 2022, the ridership from the nine local subway stations in and around the district was **55.6 million**, averaging **183K+ riders a day**.

Citi Bike, NYC's bike share system, has **17 stations** with **750+ docking spaces** in and around Flatiron.

DIGITAL REACH

Weekly e-newsletter has over **13,200** subscribers

FlatironNoMad.nyc attracted over **123K** visitors in 2022

@FlatironNY reaches over **45,000** followers via Instagram, Twitter and Facebook



Streetlamp Banners

QUANTITY	PRICE
1	\$2,300
2	\$4,300
3	\$6,325
4	\$8,250
5	\$9,900
6	\$12,150
7	\$13,875
8	\$15,525
9	\$17,175
10	\$18,775
15	\$27,500

Banners are available on nearly **150 streetlamps**, throughout Flatiron and NoMad, including **50+ new locations** in NoMad, on Sixth Avenue, and along 20th Street. Streetlamp banners are an excellent way to keep your brand top of mind while showcasing 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 Flatiron and NoMad neighborhoods in a format only available to our organization.

The **colorful banners** help create Flatiron NoMad brand awareness while adding to the vibrant streetscape of the district.

Banner placements are for **one full year** beginning June 1, 2023.



Prominent logo placement just below banner design.



Flatiron Plaza Public WiFi

The Partnership provides **free public WiFi** in the heart of the district in the Flatiron Public Plazas.

Your organization can help us continue to provide this free service and **reach thousands** of WiFi users by sponsoring the wireless service.

To reflect our new brand and logo, the Flatiron Plaza WiFi posters will be redesigned in line with the **Flatiron NoMad aesthetic**.

BENEFITS INCLUDE:

- Company branding on the rebranded Flatiron Plaza Public WiFi signage
- Logo placement on WiFi log in and landing page
- Social media campaign promoting your Sponsorship
- Dedicated newsletter feature announcing your sponsorship
- Recognition as sponsor in a continuous banner placement in the weekly Flatiron NoMad newsletter for the duration

PACKAGES START AT \$10,000

Please contact the Partnership for more information and pricing.

Log-in Page Logo Example

wificaccess.flatirondistrict.nyc
#Flatiron Free WiFi

Log In
Cancel

**FLATIRON
NOMAD**

Flatiron free WiFi provided by:
The Flatiron NoMad Partnership with the
generous support of
SVA NYC

☐ I agree to the **terms and conditions** to use this service.

Login



District Map

The Flatiron NoMad District Map provides an opportunity to reach potential customers through our **widely distributed and highly utilized** piece of marketing collateral.

The 2023 edition is the **seventeenth version** of this popular map found throughout the district at hotels, residences, commercial office buildings, tourism centers, schools, and retailers.

Advertising space is available in various sizes and prices. Presenting sponsorship receives the back panel for brand message and ad, plus additional benefits.

AD	SIZE	PRICE
MED	1/6 PANEL	\$2,750
LARGE	1/3 PANEL	\$5,000
X-LARGE	1/2 PANEL	\$6,750
FULL	FULL PANEL	\$9,000

PRESENTING SPONSOR: \$15,000



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GFP
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Medium



Co-Branded Receptacles

QUANTITY	PRICE
1	\$450
2	\$700
3	\$1,050
4	\$1,400
5	\$1,750
6	\$2,100
7	\$2,450
10	\$3,500

Co-Branded Receptacles, placed throughout the district, are serviced by the Clean Streets Team and are available for sponsorship. Sponsorship of our receptacles demonstrate to passersby that your organization is dedicated to maintaining a **clean, healthy environment** for the Flatiron and NoMad community.

These shiny new cans showcase our new Flatiron NoMad branding. Sponsors receive **logo placement** on the co-branded receptacles and may select preferred locations in proximity to their property or business.

Sponsorship is through **the life of the receptacle**.

An \$100 per can maintenance fee for the upkeep of the trash bin decals, liners, and other components is billed yearly.





Public Improvement Program

Our Public Improvement Program **enriches the physical environment** and aesthetic of the district by coordinating and implementing a variety of beautification and streetscape initiatives.

THE PARK AVENUE SOUTH MEDIAN MALLS

Extending through the district from 19th to 32nd Streets, the Park Avenue South Median Malls are **beautifully planted and maintained** by our team through generous annual support of our sponsors.

- Co-sponsorship of median mall: \$4,000
- Full median mall sponsorship: \$6,500

GREENING THE DISTRICT

‘Greening the District’ is an ongoing, wide-ranging effort to **enhance the aesthetic appeal** of the neighborhood through projects like hanging flower baskets, tree-pit plantings with custom guards, and seasonal plantings in the Flatiron Public Plazas. Sponsorship is an opportunity to show your organization’s pride and commitment to a greener, more beautiful neighborhood.

- Green Leaf Sponsor: \$3,500
- Gold Leaf Sponsor: \$5,500



District Planter Program

With your support, the Partnership will **provide, plant, and maintain sidewalk planters** adjacent to your building or business.

New to the Public Improvement Program this year, the **District Planter Program** is meant to facilitate the placement, planting and maintenance of cohesive curbside planters alongside buildings and storefront. These strategically placed planters will be available in specific areas based on available space and adherence to City regulations.

DISTRICT PLANTER PROGRAM

This subsidized planter program includes:

- Consistent district planters, placed curbside in front of your building or business
- Fresh, seasonally appropriate plantings
- Year-round maintenance
- Quantity discount for multiple planters

Due to the specific requirements planter program will not be available in all locations, please contact our team for program requirements and pricing.



Economic Development Tools & Data

Through our Economic Development tools, maps, reporting, and data, **we provide meaningful insights** to prospective commercial tenants, business owners, and the real estate community.

SPONSORSHIP OPPORTUNITIES INCLUDE:

- Quarterly Real Estate Snapshot Newsletter
- Retail Space Webpage
- Pedestrian Count Cameras & Reporting
- Economic Data Report

Please contact our team for package details, custom opportunities, and pricing.

Packages Start at \$5,000



Friends of Flatiron NoMad

 Facebook: 8,100+
 Twitter: 7,700+
 Instagram: 29,300+

The [Friends of Flatiron NoMad](#) Marketing Affiliate Program is an opportunity for businesses outside the defined BID boundaries, but in close proximity, to [access and benefit from our marketing](#) program in exchange for an annual fee.

BENEFITS INCLUDE:

- Opportunity to become a district sponsor
- Ability to participate in or sponsor our events
- Business listing on website district guide
- Ability to submit deals and events to FlatironNoMad.nyc
- Participation in district promotions and giveaways
- Inclusion in District news and business roundups on our website/social channels
- Inclusion in email newsletter content
- Inclusion in @FlatironNY social media content and promotions

Investment: \$1,000 annually



Corporate Planting Partner

VOLUNTEER OPPORTUNITIES & TEAM BUILDING

The Partnership invites organizations and corporate offices in the District to become a [Corporate Planting Partner](#) to support our greening and beautification services provided throughout the Flatiron and NoMad.

Becoming a Corporate Planting Partner is an investment in the neighborhoods where your [employees spend their time](#) through both direct contributions and volunteer support.

BENEFITS INCLUDE:

- Volunteer opportunities for employees
- Official team photo
- Branded volunteer day T-shirts for the team

Please contact the Partnership for more information and pricing.

SPONSORSHIP PACKAGES START AT \$5,000



Flatiron NoMad Events

Our organization plans a robust **slate of public programming and event opportunities** throughout the year. These gatherings include seasonal programs, large scale community events, public space activations, workshops, information sessions and B2B networking events.

SPONSORSHIP BENEFITS MAY INCLUDE:

- Logo & brand exposure as title or supporting sponsor on all event promotion & materials
- Collateral placement and distribution
- Gift bags
- Signage
- Product sampling
- Speaking opportunities
- Custom options

Please contact the Partnership for more information and pricing.

Packages Start at \$5,000



Core Services

SANITATION, PUBLIC SAFETY, AND SOCIAL SERVICES.

The **Clean Streets Program** is the Partnership's largest - and first - program, and its importance continues to be evident throughout the District. The Clean Team can be seen in full force throughout the district and on the Public Plazas all year - in all weather conditions.

Our **Public Safety Team** patrols the neighborhood, rain or shine, seven days per week.

Our **Homeless Outreach Team**, comprised of a two-person team of trained outreach workers, offers ongoing assistance, program referrals, and shelter and housing options to those in need throughout the district, year-round.

Sponsors can help offset the cost of these **vital programs**. Please contact the Partnership for more information and pricing.



Sponsorship Packages

The Partnership offers **customized sponsorship packages** to maximize your organization's exposure and participation at a significant discount.

We are happy to tailor packages to meet your organization's **marketing and sponsorship goals**, and we also offer discounts for nonprofits.

PLATINUM SPONSOR: \$25,000

- 10 streetlamp banners
- Full sponsorship, PAS Median Mall
- Large Ad in the 2023 Flatiron NoMad Map

GOLD SPONSOR: \$13,000

- 5 streetlamp banners
- Co-sponsorship, PAS Median Mall
- Medium Ad in the 2023 Flatiron NoMad Map

SILVER SPONSOR: \$10,000

- 4 streetlamp banners
- Co-sponsorship, PAS Median Mall

COMMERCIAL PLAZA ACTIVATIONS

- Permitted by the City and the Partnership, showcase your brand in the world class Flatiron Public Plazas
- Contact us for pricing and details

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