

FLATIRON



NOVAD



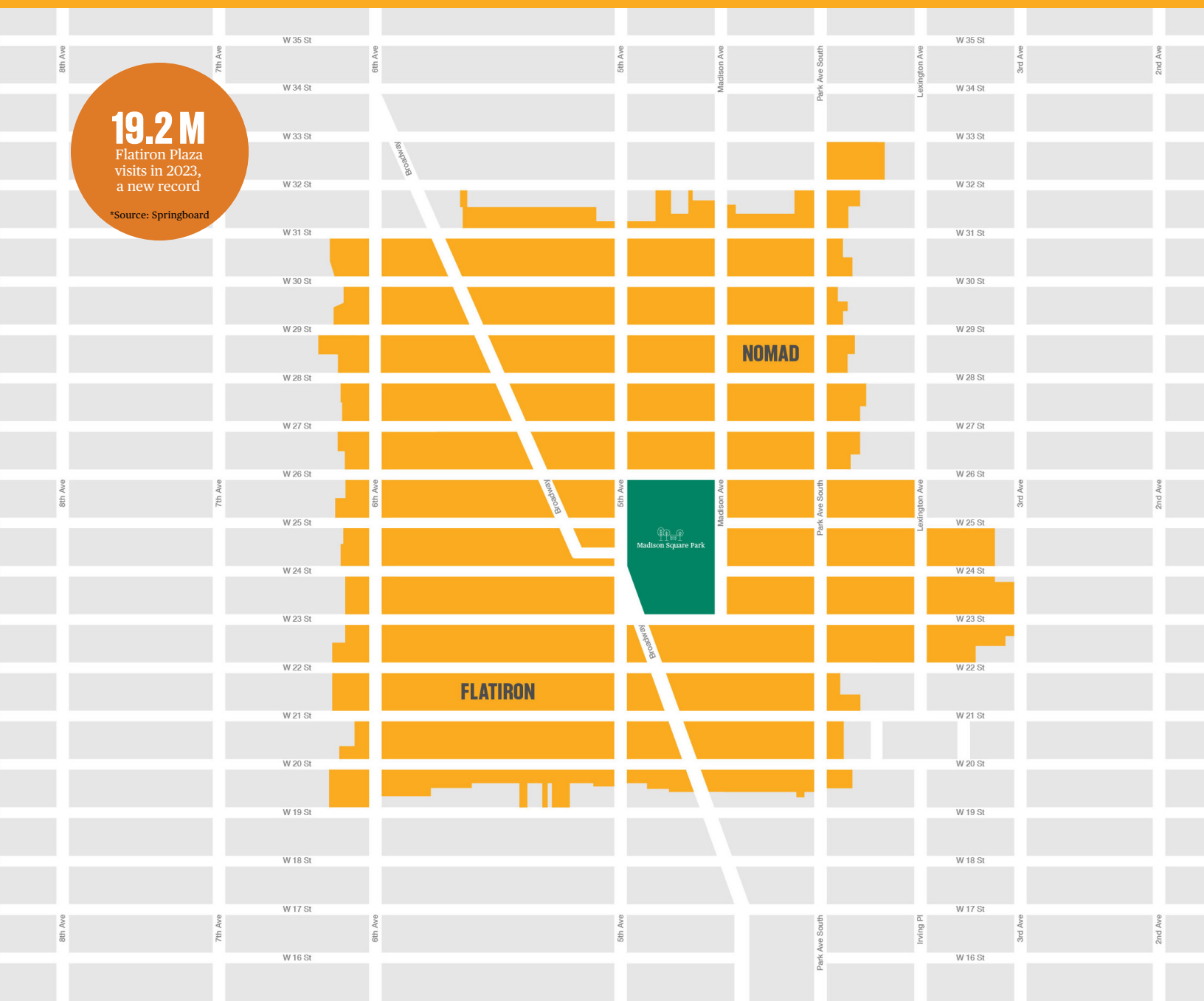
Sponsorship
Catalog

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.

19.2 M

Flatiron Plaza visits in 2023, a new record

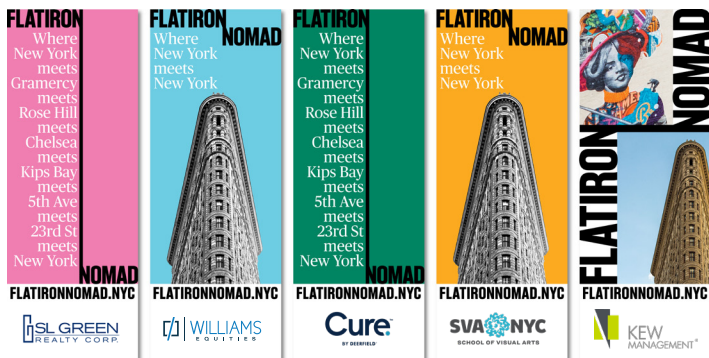
*Source: Springboard





Sponsorship Opportunities

The Flatiron NoMad Partnership	4
District Facts & Figures	5
Streetlamp Banners	6
District Map	7
Co-branded Receptacles	8
Public Improvement Program	9
District Planer Program	10
Friends of Flatiron NoMad	11
Events	12
Sponsorship Packages	13



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.

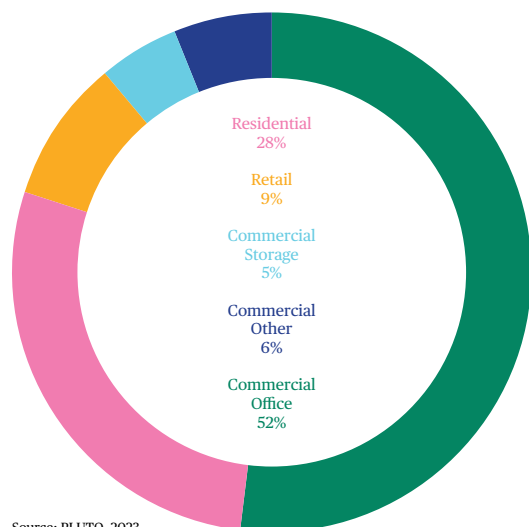
This catalog presents **detailed information** on the various items and programs available for sponsorship.



District Facts & Figures

In 2023 over **19 million** pedestrians were counted moving through the **North** and **South Flatiron Plazas**.

QUINTESSENTIAL MIXED-USE LAND USE



Source: PLUTO, 2023

FLATIRON NOMAD

The Flatiron and NoMad neighborhoods have over **135,000 people** including residents, workers and students.

DIGITAL REACH

Weekly e-newsletter has over **15,000** hyper local subscribers.

The website FlatironNoMad.nyc attracted over **150K** visitors in 2023.

@FlatironNY reached over **50,000** followers via Instagram, X, Facebook and LinkedIn.

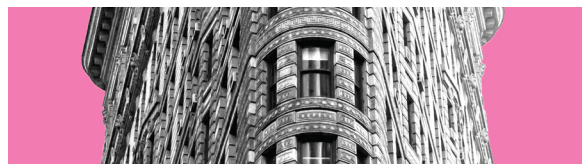


Streetlamp Banners

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.



FLATIRONNOMAD.NYC

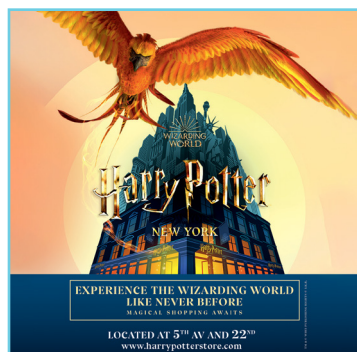
WINDSOR
MANAGEMENT



District Map



X-Large



Large



Medium

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.



Co-Branded Receptacles

Co-Branded Receptacles, placed throughout the district, are serviced by the **Clean Street 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, 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

THE PARK AVENUE SOUTH MEDIAN MALLS

‘**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:

- Brand Logo placed on 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.



Friends of Flatiron NoMad

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:

- Access to our business portal
- Quarterly inclusion in either our newsletter or social media
- New neighbor editorial spotlight
- Optional participation in the following
 - Plaza events
 - Promotions and giveaways
 - Sponsorship program

INVESTMENT: \$1,500 ANNUALLY



Flatiron NoMad Events

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

SIGNATURE EVENTS:

- Flatiron NoMad Neighborhood Networking
- Summer Series
- Día De Muertos
- Winter Glow

SPONSORSHIP BENEFITS MAY INCLUDE

- Brand activations on the Flatiron public plazas
- 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



Sponsorship Package

The Partnership [offers customized sponsorship](#) packages to maximize your organization's exposure and participation at a [significant discount](#). Commercial plaza activations available throughout the year. Please contact us for pricing and details.

We are happy to tailor packages to meet your organization's [marketing and sponsorship goals](#), and we also offer discounts for nonprofits.

PLATINUM SPONSOR: \$25K

- Streetlamp banners
- Full sponsorship, PAS median mall
- X-Large Ad in the district map

GOLD SPONSOR: \$15K

- Streetlamp banners
- Co-sponsorship, PAS median mall
- Large Ad in the district map

SILVER SPONSOR: \$10K

- Streetlamp banners
- Signature event sponsorship

BRONZE SPONSOR: \$5K

- Streetlamp banners
- Editorial mention in newsletter
- Social media placement (Facebook, Instagram stories, X)
- Website inclusion

Contact

JAMES METTHAM

President

jmettham@flatironnomad.nyc

GREG GODFREY

Vice President

Marketing & Outreach

ggodfrey@flatironnomad.nyc

THE FLATIRON NOMAD PARTNERSHIP

230 Fifth Avenue, Suite 1511

New York, New York 10001

P (212) 741-2323

FlatironNoMad.nyc

FLATIRON NOMAD