

FLATIRON



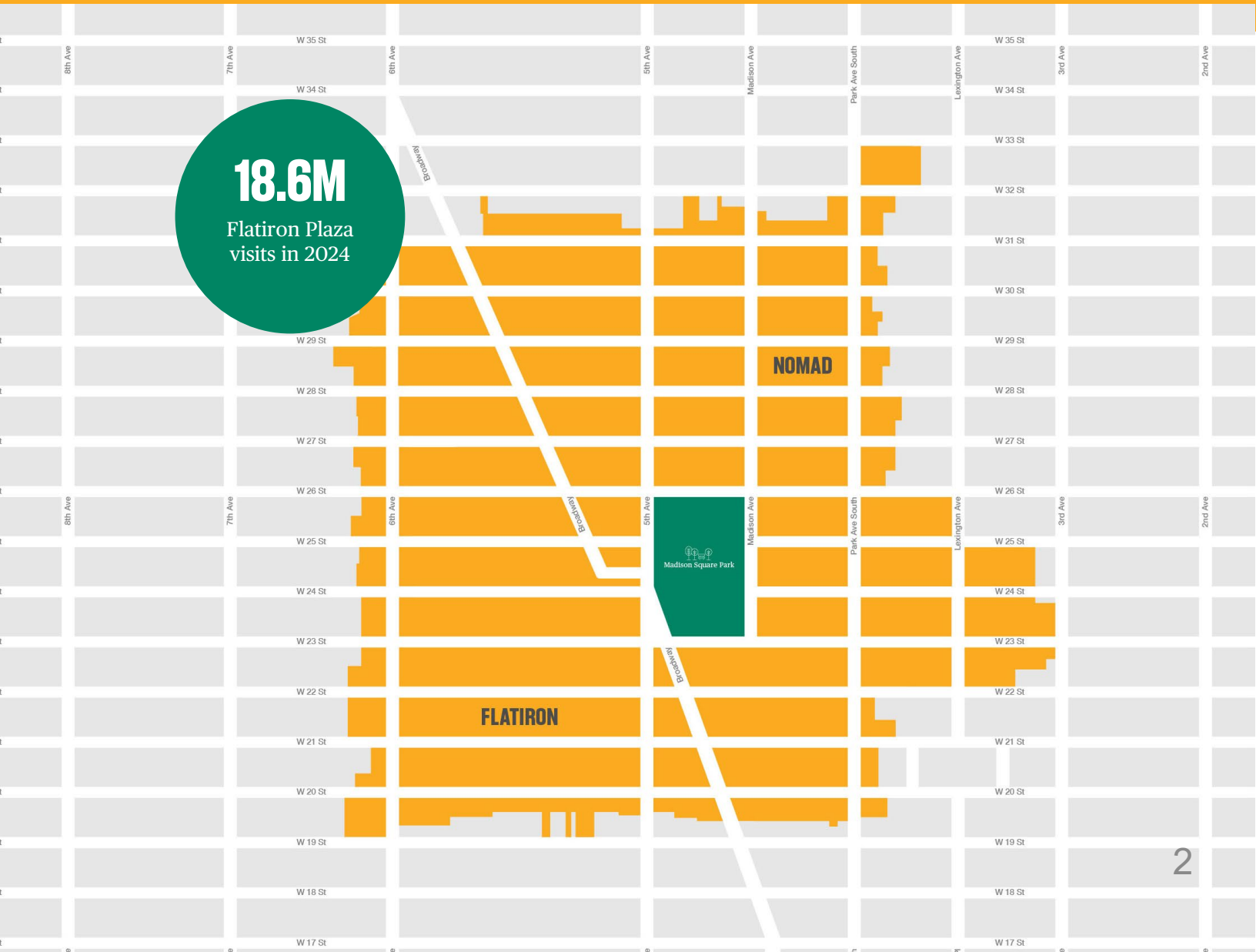
TOWARD



**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.

18.6M
Flatiron Plaza
visits in 2024





Sponsorship Opportunities

| | |
|--------------------------------------|----|
| The Flatiron NoMad Partnership | 4 |
| Sponsorship Packages | 5 |
| District Facts and Figures | 6 |
| Streetlamp Banners | 7 |
| Streetscape & Beautification Program | 8 |
| District Planter Program | 9 |
| Economic Development & Data | 10 |
| Friends of Flatiron NoMad | 11 |
| Event Sponsorship | 12 |



The Flatiron NoMad Partnership

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 public—these are possible only through the Partnership. **This exposure strengthens brand awareness** in the Flatiron and NoMad neighborhoods where your clients, customers, and employees spend time and money.

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.



Sponsorship Packages

The Partnership offers customized sponsorship packages to maximize your organization's exposure and participation at a significant discount. Please contact us for pricing and details.

PLATINUM SPONSOR: \$25,000

- 10 streetlamp banners
- Full block of Park Ave South median planters (exclusive sponsorship)
- Recognition in our Annual Report

GOLD SPONSOR: \$15,000

- 5 streetlamp banners
- Full block of Park Ave South median planters (co-sponsorship)
- Recognition in our Annual Report

SILVER SPONSOR: \$10,000

- 4 streetlamp banners
- Full block of Park Ave South median planters (co-sponsorship)
- Recognition in our Annual Report

BRONZE SPONSOR: \$5,000

- Event sponsorship
- Logo placement on marketing material
- Speaking opportunity
- Recognition in our Annual Report

GREEN DISTRICT SPONSOR : DETAILS PAGE 9

- Sidewalk planter placement
- Small Caliper shade tree
- 3 seasonal plantings (spring, summer, fall)
- Watering and maintenance included



District Facts & Figures

In 2024, **nearly 19 million pedestrians** were counted moving through the Flatiron Plazas at 23rd Street, Broadway & Fifth Avenue.

FLATIRON NOMAD

The Flatiron and NoMad neighborhoods have over **150,000 people** including residents, employees, visitors and students.

DIGITAL REACH

Weekly e-newsletter has **over 16,000 hyper-local subscribers**.

Our website, FlatironNoMad.nyc, attracted over **550,000 visitors** in 2024.

[@FlatironNY](#) reaches **55,000+** followers via Instagram, X, Facebook, and LinkedIn.



Streetlamp Banners

Banner opportunities are available **on nearly 150 streetlamps** throughout Flatiron & NoMad, including district gateways **along Sixth Avenue** and our southern boundary **along 20th Street**. Banners are an excellent way to keep your brand top-of-mind while showcasing your commitment to the district.

These colorful 8x3 banners, provide sponsors with prominent logo placement throughout the Flatiron and NoMad neighborhoods in a format only available to our organization.

Banner placements are for **one full year** beginning in the Spring season.



Prominent logo placement just below banner design.



STREETSCAPE & BEAUTIFICATION PROGRAM

Our Streetscape & Beautification Program enriches **the physical environment and aesthetics** of the district through a variety of seasonal horticulture initiatives.

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.

- **Exclusive sponsorship**, one median planter block: **\$6,500**
- **Co-sponsorship**, one median planter block: **\$4,000**

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.

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



District Sidewalk Planter Program

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

New program! Our District Sidewalk Planter Program exists to add more greenery and shade canopy to your building or storefront. These large (60" diameter), strategically placed planters are available in areas that adhere to NYC DOT siting regulations.

GREEN DISTRICT GOLD: \$30,000*

- 4 large sidewalk planters (60"D or 6' x 3' x 3' rectangle)
- 4 small caliper shade trees (~2" diameter)
- Spring, Summer & Fall plantings
- Annual watering and maintenance

GREEN DISTRICT SILVER: \$20,000*

- 2 large sidewalk planters (60"D or 6' x 3' x 3' rectangle)
- 2 small caliper shade trees (~2" diameter)
- Spring, Summer & Fall plantings
- Annual watering and maintenance

GREEN DISTRICT BRONZE: \$12,000*

- 1 large sidewalk planter (60"D or 6' x 3' x 3' rectangle)
- 1 small caliper shade tree (~2" diameter)
- Spring, Summer & Fall plantings
- Annual watering and maintenance

* Year 1 investment cost | \$2,500 ongoing annual maintenance fee for plants and watering for each planter



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 Economic Data Report
- Quarterly Real Estate Snapshot Newsletter
- Interactive Retail Availabilities website
- Pedestrian Count Cameras & Foot Traffic Reporting

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

Packages Start at \$5,000



Friends of Flatiron NoMad

Our [Friends of Flatiron NoMad](#) marketing affiliate program is an opportunity for businesses just outside of our service boundaries to access and benefit from the [Partnership's marketing program](#).

BENEFITS INCLUDE:

- Opportunity to become a district sponsor
- Ability to participate in or sponsor our events
- Business listing on our online 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: \$1,500 annually



Flatiron NoMad Events

SIGNATURE EVENTS INCLUDE:

- Winter Glow
- Neighborhood Network
- Dia de Muertos
- Earth Month

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

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