

BROOKLYN BRIDGE PARK CONSERVANCY

2024 Sponsorship Opportunities



ABOUT US

New Yorkers from all corners of the city step into a world of wonder with Brooklyn Bridge Park Conservancy.

Keeping the joy flowing **FREE**.

From immersive cultural odysseys to invigorating fitness escapades and illuminating educational experiences, it's all free right in NYC's iconic waterfront park.





MOVIES WITH A VIEW

Brooklyn Bridge Park Conservancy's Movies With A View is New York City's premier outdoor film series.

WHO

40,000 movie-goers. The majority of attendees are Brooklynites and New Yorkers ages 25-45

WHERE

Harbor View Lawn in Brooklyn Bridge Park with Manhattan skyline views

WHEN

Every Thursday in July and August (8 weeks)

Presenting Sponsor - \$50,000

Applies to all 8 screenings:

- Exclusive underwriter with full series naming rights
- Premier on-site activation footprint at all screenings
- Recognition on custom movie screen banner
- Premier stage recognition and 2 minute promo video
- Feature on main and event-specific webpages, eblasts (400k), and social media (2M)

Producing Sponsor - \$25,000

Applies to 4 screenings of your choice:

- On-site activation footprint at 4 screenings
- Stage recognition and 1 minute promo video
- Feature in event-specific webpages, eblasts (200k), and social media (1M)

Movie Night Sponsor - \$10,000

Applies to 1 screening of your choice:

- On-site activation footprint at 1 screening
- Stage recognition
- Feature on event-specific webpage, eblast (50k), and social media (250k)





FESTIVALS

SPRING IS SPRUNG

More than **5,000 visitors** will kick off the Conservancy's season during this festive celebration of spring on May 18. Families and neighbors can enjoy open-air jazz performances, kite flying, and exciting partner-led activities across the park.

AUTUMN IN NEW YORK

The official end of the Conservancy season, this beloved fall festival at the end of October brings **8,000 attendees** together to celebrate Autumn in New York with live music, fall festivities, and storytelling amongst the changing leaves.

Festival Presenter - \$25,000

- Naming recognition (e.g. presented by X) and exclusive custom branding opportunities at a festival of your choice
- Premier on-site activation footprint
- High visibility and verbal recognition from performance stage
- Prominent placement on event landing pages, e-blasts, social media posts, and on-site materials

Festival Sponsor - \$10,000

- Recognition on signage and custom branding opportunities at a festival of your choice
- On-site activation footprint
- High visibility and verbal recognition from performance stage
- Prominent logo placement on event landing page, e-blasts, social media posts, and on-site signage





MIXERS + MOVERS

2024 will bring several opportunities for New Yorkers to mix, move, and relish in the shared joy of dance and music.

Big Summer Get Downs

An all-ages summer dance party featuring local DJs in the Park - the first will kick off Pride Month with Papi Juice on June 8!

Shore Thing Sunset Socials

A free social event for friends new and old to gather and enjoy the magic of golden hour in the park.

Lazy Daze

A new laid-back live music series will bring artists to Pier 6 every Sunday evening this summer, featuring the sounds of yacht rock, lovers rock, and beloved Brooklyn-based hub, Friends and Lovers.

Sounds at Sunset

Intimate performances and big band sounds will fill the park on Friday evenings, featuring a rotation of DJ's & special musical guests from world-renowned kora player Yacouba Sissoko to Steely Dan tribute band, The Royal Scam.

Quintet - \$15,000

Applies to any 5 Mixers + Movers events

- Premier on-site activation footprint and sampling opportunity at 5 events of your choice
- Verbal recognition at all selected events
- Prominent logo placement on series landing page, e-blasts, social media, and on-site signage

Trio - \$10,000

Applies to any 3 Mixers + Movers events

- On-site activation footprint and sampling opportunity at 3 events of your choice
- Prominent logo placement on event landing page, e-blast, and social media

Solo - \$5,000

Applies to any 1 Mixers + Movers event

- On-site activation footprint and sampling opportunity at 1 event of your choice
- Prominent logo placement on event landing page, e-blast, and social media



WATERFRONT WORKOUTS

Free weekly waterfront workouts led by top-notch instructors keep more than 5,000 participants fit and moving every year. Offerings include:

Morning Wellness: Pick Your Practitioner

- Sundays, 8:30-9:30am - location varies

Pilates (Dodge YMCA)

- Sundays, 10:30-11:30am - Pier 6 Lawn

Zumba (Dodge YMCA)

- Mondays, 6-7pm - Pier 3 Plaza

Sunset Yoga (Abhaya Yoga)

- Tuesdays, 6-7pm - Pier 6 Lawn

Amp'd (Chelsea Piers Fitness)

- Wednesdays, 6-7pm - Pier 2 Turf





Mover - \$15,000

Applies to any 10 Waterfront Workouts

- On-site activation at up to 10 workouts of your choice
- Custom on-site branding opportunities and signage
- Verbal recognition from instructor at the start of all sponsored events
- Premier feature on full series webpage, customized web pop-ups, newsletter (50K) and social media (250K)

Shaker - \$10,000

Applies to any 5 Waterfront Workouts

- On-site activation at up to 5 workouts of your choice
- Verbal recognition and feature on event-specific webpages, newsletter, and social media

Motivator - \$3,500

Applies to any 1 Waterfront Workout

- On-site activation at 1 workout of your choice
- Recognition on event-specific webpage and social media

KEEP THE JOY FLOWING FREE FOR NYC

CONTACT:

Riley Burfeind, Institutional Giving Manager

rburfeind@brooklynbridgepark.org

(718) 925-4341

