



**Flatiron**  
**23rd Street**  
**Partnership**

**2009**

**Sponsorship Program Catalog**



## 2009 Sponsorship Opportunities

The Flatiron/23rd Street Partnership is soliciting sponsorship funds from corporations, universal brands, local property owners, restaurants, and retailers that will help facilitate the implementation of neighborhood improvement and marketing projects.

As a corporate sponsor, your company will receive brand recognition and logo placement which will be visible throughout the Flatiron district and throughout the City, on items not available to the general public and made possible only by your participation with the BID.

The following is an overview of the sponsorship opportunities for 2009. As a corporate sponsor, you may elect to choose individual items or select sponsorship packages that would provide support for BID initiatives and yield maximum exposure for your brand and/or company.

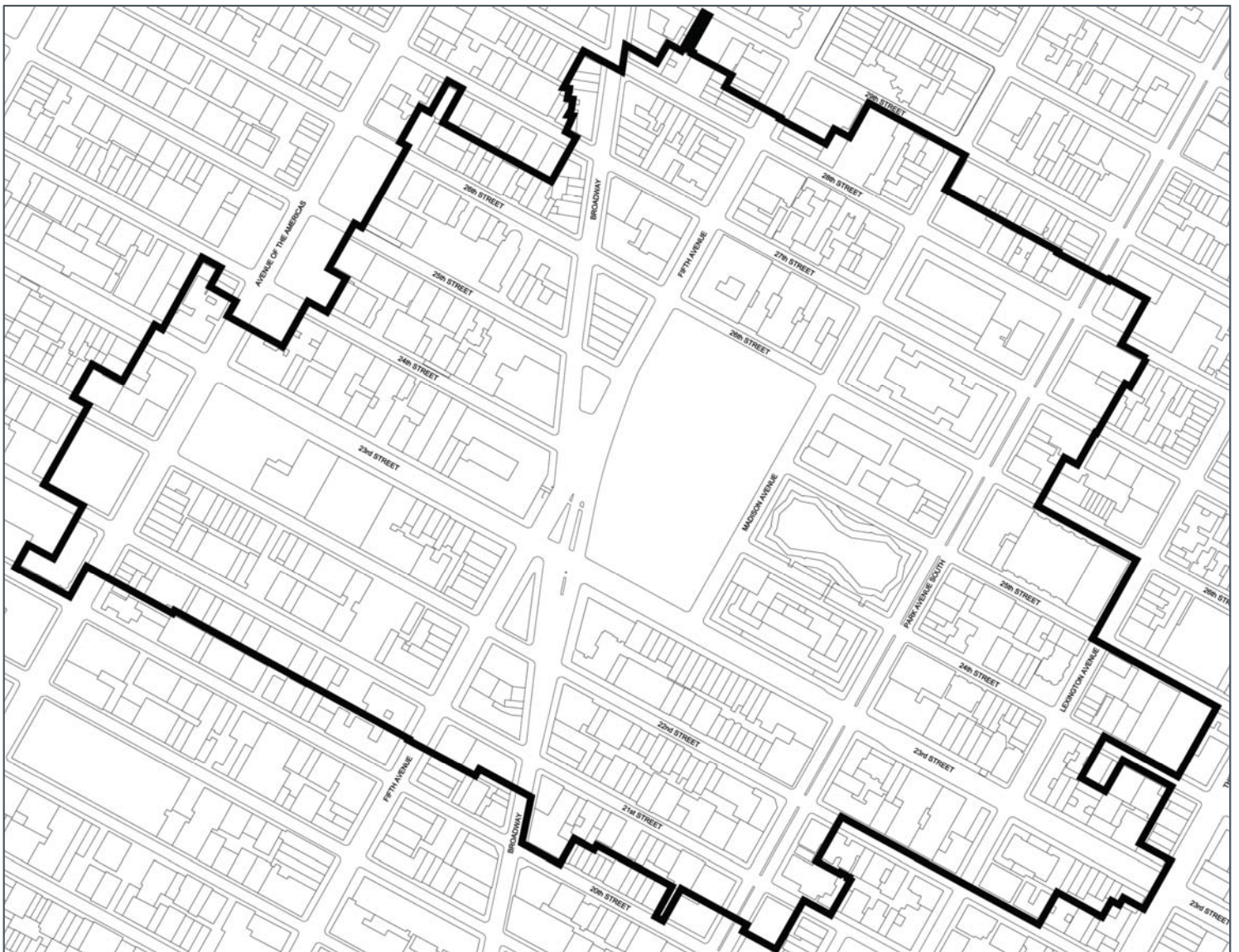
- **Co-branded Trash Receptacles**
- **Co-branded Ash Urns**
- **Streetlamp Banners**
- **Flatiron/23rd Street Partnership – Discover Flatiron Map**
- **Flatiron/23rd Street Partnership – Neighborhood Guides**
- **District Wide Public Improvement Program**
- **Adopt-a-Block Sponsorship Packages**
- **Friends of the Flatiron Partnership**



## About the Flatiron 23rd Street Partnership

The Flatiron/23rd Street Partnership Business Improvement District, formed in 2006, is a not for profit organization whose mission is to enhance the area's reputation as one of New York's most vital and exciting neighborhoods. This is undertaken by maintaining a clean and safe environment for those who live, work and visit the area; by spearheading area improvement projects; and by marketing the diverse business and retail options in this vibrant and historic neighborhood.

The district encompasses a 38 block area with borders extending from 21st Street to 28th Street and from Third Avenue to Sixth Avenue.



## 2009 Sponsorship Opportunities

### Co-Branded Trash Receptacles

The BID purchased nearly 200 Flatiron/23rd Street Partnership branded trash receptacles since the BID's inception in 2006, many through the support of local properties and businesses.

2009 Trash Receptacle sponsors will receive logo placement on the trash receptacles and may request specific locations in proximity to their particular property or business. Every attempt will be made to place the trash receptacles in proximity to the sponsors requested location.

The cans are being offered at a volume-discounted rate; sponsorship is for the life of the receptacle (estimated at 5-7 years\*) and will include a maintenance fee (\$100/year) billed annually for the upkeep of the receptacle's decals, liners and other physical components. The cans are serviced and cleaned through the BID's Clean Streets Program at no additional cost to the sponsor.

Quantity	Price
1	\$400.00
2	\$800.00
3	\$1,200.00
4	\$1,600.00
5	\$2,000.00
6	\$2,400.00
7	\$2,800.00
8	\$3,200.00
9	\$3,600.00
10	\$4,000.00
15	\$6,000.00



*\*Approximately 5-7 years barring any unforeseen damage or extenuating circumstances that require repair or replacement of a sponsor can.*

## 2009 Sponsorship Opportunities

### *Co-Branded Ash Urns*

Available for the first time to the entire BID community are these custom co-branded ash urns designed to match the BID's custom trash receptacles. Already in use at the entrances to the Flatiron Building, these solidly constructed and easy to maintain ash urns are now available and are ideal for maintaining a neat and clean building entrance free of cigarette butts and ash.

Quantity	Price
1	\$500.00
2	\$975.00
3	\$1,475.00
4	\$1,950.00
5	\$2,450.00
6	\$2,925.00
7	\$3,425.00
8	\$3,900.00
9	\$4,400.00
10	\$4,875.00
15	\$7,325.00



### **Ash Urn Specifications:**

23.5" tall/13.5" wide

Powder coated, black

2" wide logo band

Ash urn not serviced by BID Clean Streets Team

# 2009 Sponsorship Opportunities

## Streetlamp Banners

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.

The banner designs are updated or changed on a quarterly basis. Placements are for a full year and will commence on June 1, 2009.

Quantity	Price*
1	\$1,950.00
2	\$3,900.00
3	\$5,750.00
4	\$7,500.00
5	\$9,000.00
6	\$10,950.00
7	\$12,500.00
8	\$14,000.00
9	\$15,525.00
10	\$17,000.00
15	\$25,000.00

### BID Standard



### Spring '08



### Holiday '08



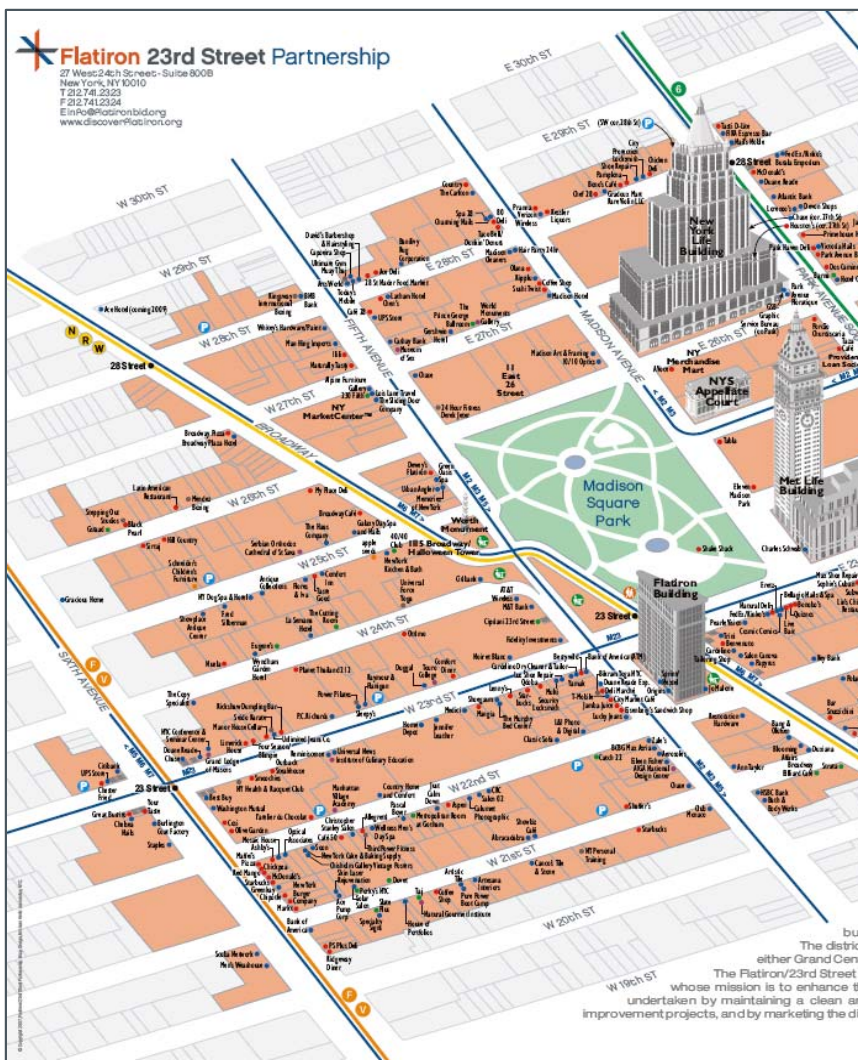
# 2009 Sponsorship Opportunities

## Discover Flatiron Map

Since the Fall of 2007 the BID has distributed over 110,000 copies of its immensely popular Discover Flatiron Map.

The full-color map includes a listing of businesses in the district organized by category such as: Groceries, Gourmet Goodies, Wine & Spirits; Health & Wellness; Yoga, Pilates & Dance Studios; Conference Space; Art & Antiques. Local architectural and historical attractions and the new Public Plazas are featured on the map as well. Specific business addresses and a Manhattan subway system map are also included. The map is housed electronically for download or printing on the BID website.

The map also includes ample space for advertising by local businesses and BID members. If you are interested in purchasing advertising on our map, please contact us for rates and available placement position. Advertising placement will be 1 to 2 years, depending on the pace of map distribution.



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**Discover Flatiron MAP**

**Flatiron 23rd Street Partnership**  
DISCOVERFLATIRON.BID.ORG | 212.741.2323  
UPDATED FOR 2009



## 2009 Sponsorship Opportunities

### *District Wide Public Improvement Program*

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.

Support for the Public Improvement Program will come from the BID and through the generous sponsorship of BID Members. Many specific items and large scale projects will be available for sponsorship as the program is rolled out over 2009 and 2010.

### **Park Avenue South Malls Improvement & Maintenance**

Extending south through the district from 28th Street to 21st Street along Park Avenue South, the planting, improvement and maintenance of these green spaces is being undertaken as a result of the BID's Streetscape Improvement and Master Plan released in the Fall of 2008.

The planting and maintenance of the malls is an ideal opportunity for local property owners and businesses to contribute to the overall beautification of the district in a very significant and prominent way. Seasonal planting will burst with color, bringing the malls to life and enhancing the overall look of this magnificent thoroughfare.

Sponsors who provide a minimum donation of \$2,000 will be recognized on a plaque to be placed on the malls.

For more information about sponsoring any of these projects please contact the BID.

### **Park Avenue South Mall Rendering**



## 2009 Sponsorship Opportunities

### *District Wide Public Improvement Program*

Additional sponsorship opportunities along 23<sup>rd</sup> Street and throughout the district include trees, custom tree pit guards and plantings.



*(Images are renderings, final design is not yet determined)*

## 2009 Sponsorship Opportunities

### ***Adopt-A-Block Sponsorship Packages* **NEW PRICING!!****

- Packages can be customized to include the new ash urns
- Discounted rates for non-profit organizations are available
- Contact the BID for details

#### Silver Sponsorship Package - \$5,500

*Includes the following items:*

- 2 co-branded trash receptacles
- 3 banners with logo placement for one year



#### Gold Sponsorship Package - \$10,000

*Includes the following items:*

- 4 banners with logo placement for one year
- One year co-sponsorship of a Park Avenue South Mall
- Medium advertisement on the neighborhood map



#### Platinum Sponsorship Package - \$20,000

*Includes the following items:*

- 8 banners with logo placement for one year
- One year sponsorship of a full Park Avenue South Mall
- Large-size advertisement on the neighborhood map



## 2009 Sponsorship Opportunities



### **Friends of the Flatiron Partnership**

#### ***Friends of the Flatiron 23<sup>d</sup> Street Partnership – Marketing Affiliate Program***

##### **What is it?**

The Friends of the Flatiron Partnership Marketing Affiliate Program provides access to the benefits of the BID's marketing program for an annual fee to businesses which are **outside the defined BID boundaries**.

Participating businesses gain access to the BID's communications, collateral and constituents:

- *Electronic communications*
  - Email blasts, which go out to a list of over 12,000 contacts such as the monthly e-newsletter
  - The BID website, which averages 3,400 hits per month
- *BID collateral such as:*
  - Discover Flatiron Map - over 110,000 distributed since 2007
  - Holiday Shopping Guide – 12,000 distributed over 2 months
- *BID Constituents*
  - Over 4,500 businesses (500 street level businesses)
  - More than 20 million square feet of commercial space

##### **What is included in the affiliate program?**

The following items will be included as part of the affiliate program:

- Inclusion in one or more of the following: Discover Flatiron Map 2009-2010, shopping guides & other thematic publications
- Opportunity to participate in selected BID events
- Listing on the BID website's Neighborhood Guide page and on a new page to be created listing sales and deals and/or new information from district businesses which will be updated on a monthly basis
- Newsletter - opportunity to submit information or news for inclusion in the newsletter and other thematic communications

##### **How much does the program cost?**

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

## Contact Information

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