

# FLATIRON NOMAD

2022

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  
and 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.**

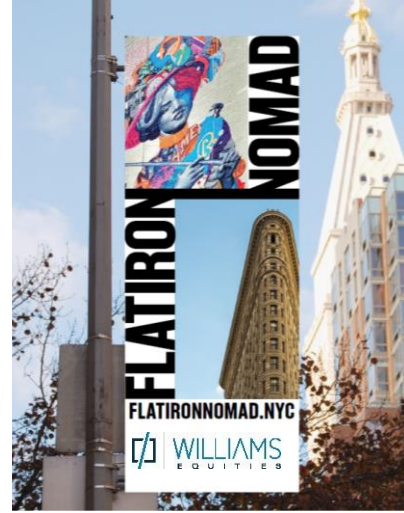




# 2022 Sponsorship Opportunities

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# Introducing the Flatiron NoMad Partnership

Expanding into NoMad, Sixth Avenue, and 20th Street in 2022, **the former Flatiron/23rd Street Partnership** is rolling 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 2021, **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 35,070+ residents and the median household income is **\$139,000+**.

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 1,300+ ground floor business spaces. Approximately **100,000 people work** in the District.

In 2020, the ridership from the seven local subway stations in and around the District was 33.2 million, averaging **90K+ riders a day** despite the pandemic.

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 **12,150** subscribers

FlatironDistrict.NYC attracted over **103K** visitors in 2021

@FlatironNY reaches over **43,000** 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 20<sup>th</sup> Street. 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 the Partnership.

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, 2022.



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 **new Flatiron NoMad aesthetic**.

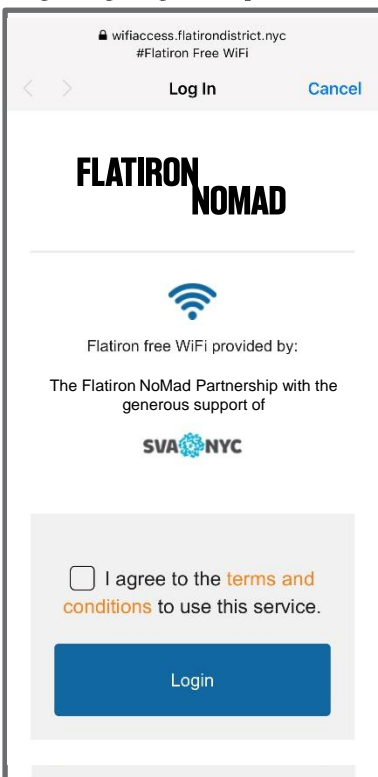
## BENEFITS INCLUDE:

- 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







## 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 2022 edition is the **sixteenth 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**





## 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 will showcase the 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 receptacles' decals, liners and other components is billed yearly.





# Public Improvement Program

Through our Public Improvement Program, the Partnership **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 District.

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





## Friends of Flatiron NoMad

 Facebook: 7,600+  
 Twitter: 7,800+  
 Instagram: 27,800+

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 the our marketing program](#) in exchange for an annual fee.

### **BENEFITS INCLUDE:**

- Opportunity to participate as a sponsor or partner at Partnership events
- Business listing on website district guide
- Ability to submit deals and events to be showcased on our website
- A one time “New Neighbor” or “Get to Know” article to be featured on our website and in our weekly newsletter.
- Inclusion in District news and business roundups on our website/social channels
- Inclusion in @FlatironNY social media content and promotions





# 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**





## 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 2022 Flatiron NoMad Map

## **GOLD SPONSOR: \$13,000**

- 5 streetlamp banners
- Co-sponsorship, PAS Median Mall
- Medium Ad in the 2022 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



# Contact Us

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