



# SOHO

## BROADWAY INITIATIVE

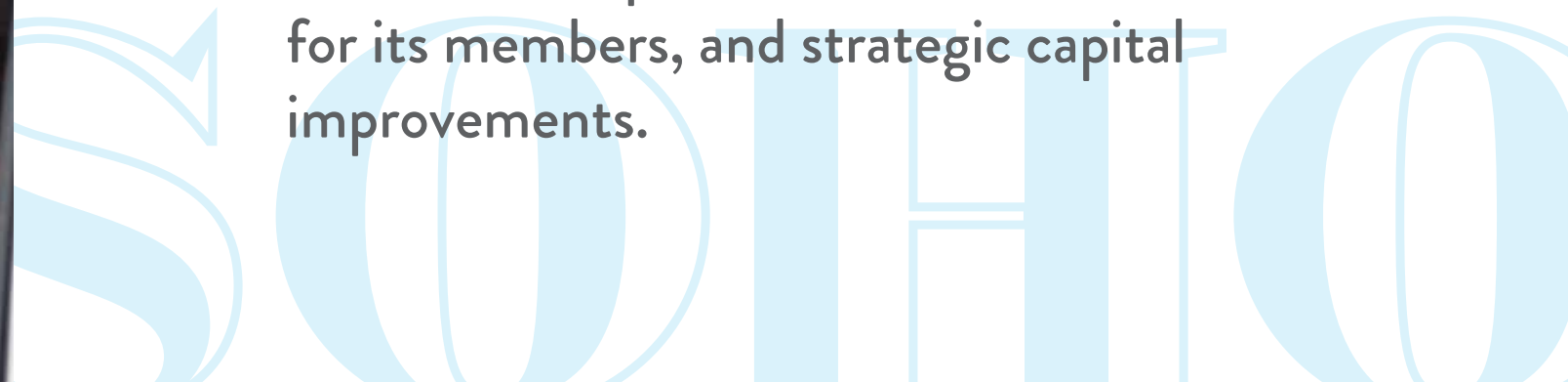
2020 SPONSORSHIP PROGRAM

# ABOUT US

## WE ARE A NEIGHBORHOOD IMPROVEMENT DISTRICT.

Since October 2014, the SoHo Broadway Initiative has strived to keep the SoHo Broadway corridor clean and safe for those who live in, work in, and visit the district. These goals could only be achieved with the enthusiastic and dedicated efforts of the SoHo Broadway Initiative team that includes our board of directors, staff and Clean Team.

The Initiative seeks to foster a unique, vibrant, mixed-use district with enhanced maintenance and public safety, effective advocacy and administration, technical and professional services for its members, and strategic capital improvements.



# 2020 SPONSORSHIP PROGRAM

For 2020, the Initiative is seeking sponsorship support to fund streetscape beautification and community development programming projects, above and beyond what is possible with assessment revenue alone.

As a sponsor, your organization has the opportunity for logo placement on items not available to the general public and which are made possible only through this unique partnership with the Initiative.

Participation in the sponsorship program is an ideal way to show your organization's support for the community and commitment to improving the SoHo Broadway corridor for those who live in, work in and visit the district.

This catalog presents information on several sponsorship opportunities with the goal of engaging a broad variety of sponsors who call SoHo Broadway home.



Eye-catching banners on 24 streetlamps provide sponsors a highly-visible logo placement in the SoHo Broadway corridor while showcasing your commitment to supporting the SoHo Broadway Initiative.

These colorful 24 square-foot banners celebrate the global destination district's architecture, creative industries, and artistic heritage while brightening SoHo Broadway's vibrant streetscape.

**1 STREET BANNER SPONSORSHIP  
PER 6 MONTHS: \$2,200**

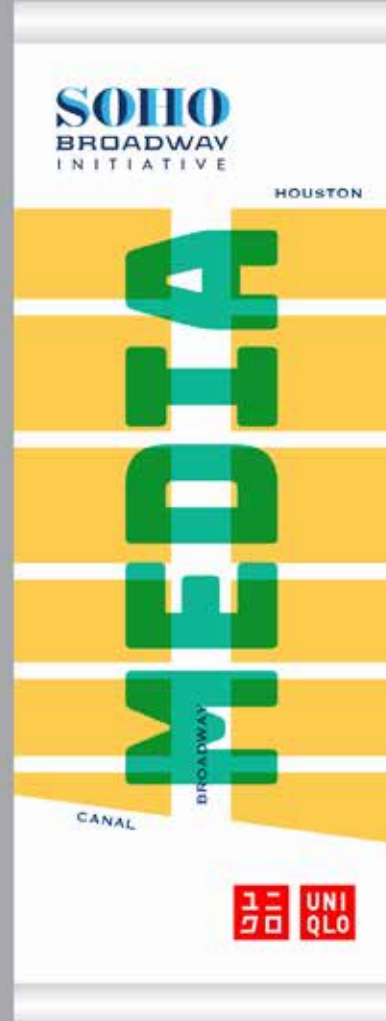




CAMPAIGN 1



CAMPAIGN 2



For 2020, we will offer two banner campaigns for 6-month intervals.

## CAMPAIGN 1

January through June 2020

## CAMPAIGN 2

July through December 2020

*Campaign 2 features a family of six designs celebrating SoHo Broadway's creative community.*

*Locations are available on a first-come, first-serve basis.*



Sponsoring one of 15 street planters on newly installed curb extensions throughout the district is a way to show your organization's commitment to greening as well as pedestrian safety in the SoHo Broadway corridor. Located near subway entrances and other busy corners, planters will contribute to the district's beautification of public spaces while also adding protection from turning vehicles.

*Sponsored maintenance includes trash and snow removal as well as horticultural care for planters.*

**1 PLANTER SPONSORSHIP  
PER 1 YEAR: \$800**

Branded litter receptacles, placed throughout the corridor at 31 locations, are serviced by the SoHo Broadway Initiative Clean Team. Receptacle sponsorship demonstrates your organization's commitment to maintaining a clean and healthy environment in the SoHo Broadway community with prominent street-level visibility.

*Sponsorship is for 1 year and includes the upkeep of your receptacle, inclusive of receptacle decals, liners, and other physical components. Sponsors receive logo placement on receptacle and locations may be requested near your property or business.*

**1 RECEPTACLE SPONSORSHIP  
PER 1 YEAR: \$500**



SAMPLE RECEPTACLE DESIGN

The Initiative organizes a variety of neighborhood events throughout the year in partnership with local businesses and organizations. Events celebrate the people of SoHo Broadway and are designed to promote the corridor and bring together the diverse members of this community. In addition, outdoor events offer an opportunity to reimagine our streets and public spaces. Package sponsors receive logo placement recognition on all event signage and marketing materials over the course of one year.

## TENTATIVE 2020 EVENTS



### OUTDOOR EVENTS (6)

WEEKEND WALKS  
EARTH DAY BLOCK PARTY



### INFORMAL NETWORKING HAPPY HOURS (6)



### SPECIAL EVENTS (3)

HOLIDAY PARTY  
OPEN HOUSE  
ANNUAL MEETING



In addition to the individual sponsorship opportunities listed, the Initiative offers tailored Sponsorship Packages that are a great way to maximize your organization's exposure and participation. Each tier comes with prescribed basket of sponsorship campaigns including banners, receptacles, and planters, in addition to being a named event sponsor for the year and acknowledgement in the Initiative's Annual Report.

## XXL - \$12,500 (PER YEAR)

- 2 X BANNER CAMPAIGN 1
- 2 X BANNER CAMPAIGN 2
- 2 X RECEPTACLES
- 2 X PLANTERS
- NAMED EVENT SPONSOR
- ANNUAL REPORT ACKNOWLEDGEMENT

## XL - \$7,500 (PER YEAR)

- 1 X BANNER CAMPAIGN 1
- 1 X BANNER CAMPAIGN 2
- 2 X RECEPTACLES
- 1 X PLANTER
- NAMED EVENT SPONSOR
- ANNUAL REPORT ACKNOWLEDGEMENT

## L - \$5,500 (PER YEAR)

- 1 X BANNER CAMPAIGN 1
- 1 X BANNER CAMPAIGN 2
- NAMED EVENT SPONSOR
- ANNUAL REPORT ACKNOWLEDGEMENT

Friends of SoHo Broadway is a special sponsorship tier intended for co-op boards, condo associations, and non-profit organizations in the district as well as businesses outside, but in close proximity to, SoHo Broadway boundaries. Participation in this program allows these organizations to show their support for the Initiative's efforts.

## FRIENDS OF SOHO BROADWAY \$1,000

- 1 X PLANTER OR RECEPTACLE
- ANNUAL REPORT ACKNOWLEDGEMENT



CONTACT US FOR MORE INFORMATION

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