

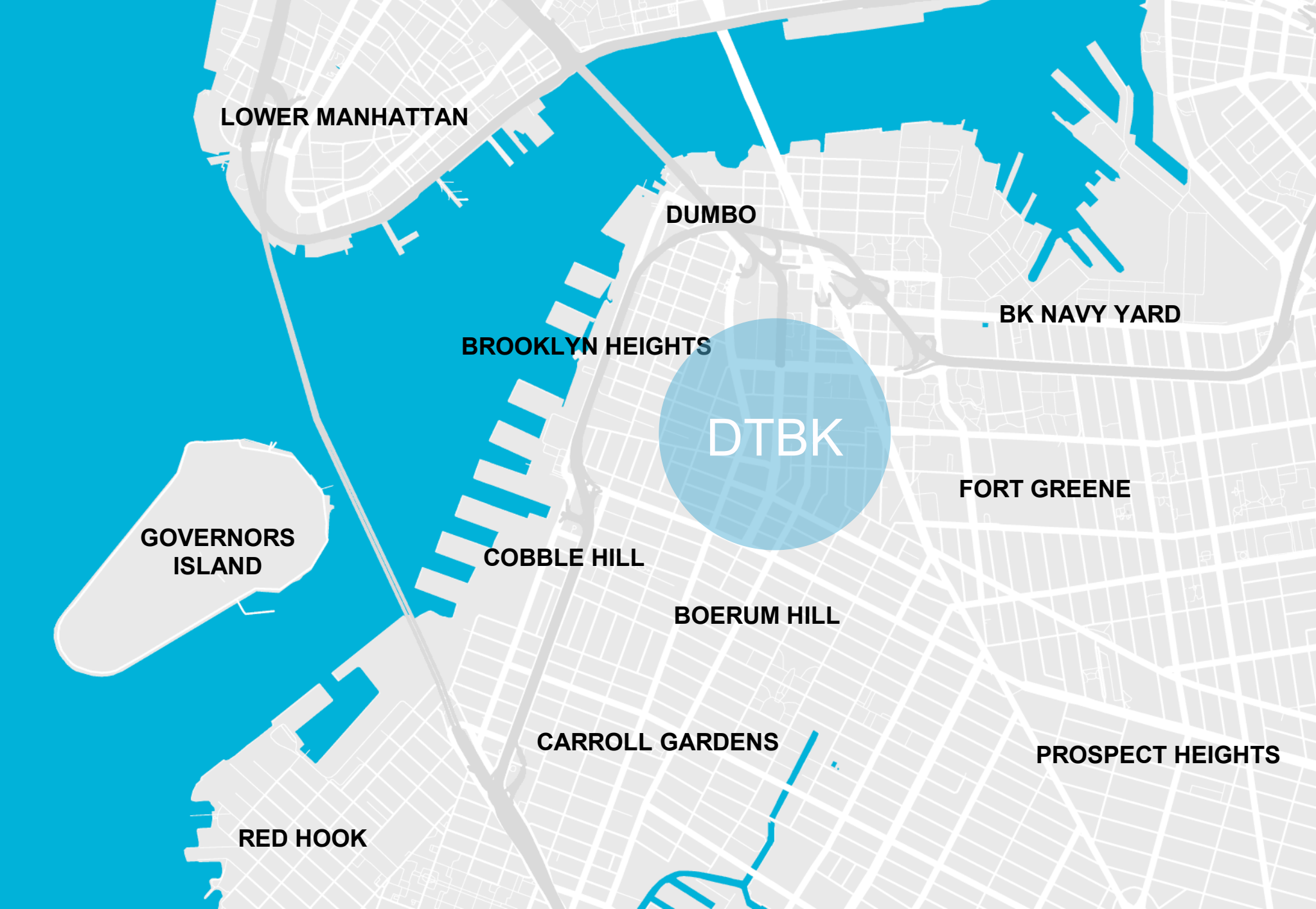


# Sponsorship Opportunities

2020







## About DBP

The Downtown Brooklyn Partnership is a not-for-profit local development corporation that serves as the primary champion for Downtown Brooklyn as a world-class business, cultural, educational, residential, and retail destination.

Managing three Business Improvement Districts (BIDs) that cover Downtown Brooklyn - the MetroTech BID, Fulton Mall Improvement Association, and Court-Livingston-Schermerhorn BID - the Partnership's diverse activities include attracting new

businesses and improving the environment for existing companies, facilitating the construction and maintenance of public spaces and streetscapes that promote an active and cohesive community, supporting and promoting Downtown Brooklyn's cultural assets, and encouraging a sense of place and an engaged civic community.







The Plaza at 300 Ashland

Downtown Brooklyn has ...

**\$3.9B**  
Annual retail + dining sales

**120K+**  
Pedestrians daily

**60+**  
Cultural institutions + venues

**74,000+**  
Working in Downtown Brooklyn  
(26% growth 2010-2015)

**15M+**  
Visitors to Brooklyn annually

**52M+**  
Ridership from Downtown Brooklyn's  
13 subway lines - including borough's  
top 3 busiest stations (2018)

**48,000+**  
Living in Downtown Brooklyn  
(\$150K avg. household income)

**45,000+**  
Undergrad + grad students

**2,500+**  
Hotel rooms in the district

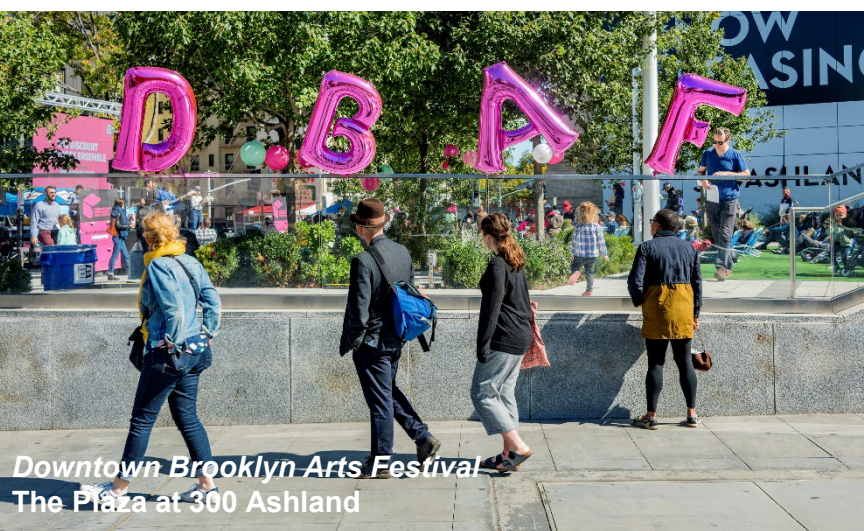
**11**  
Higher education institutions







*Willoughby Walks: High & Mighty Brass Band*  
Willoughby St between Jay + Bridge



*Downtown Brooklyn Arts Festival*  
The Plaza at 300 Ashland



*Cut! A Movie Series About Hair*  
Albee Square

## Sponsorship Opportunities: Downtown Brooklyn Presents

Our signature event series, *Downtown Brooklyn Presents*, offers an array of concerts, block parties, fitness classes, and more. Partner with us to connect with our audience of residents, visitors, students, and employees in the neighborhood. Our events take place at:

**6** Total locations in Downtown Brooklyn

**20k** Participants for all events in 2019

**150** Total activations in 2019



*Downtown Brooklyn Gets Lit!*  
Albee Square



*Ping Pong*  
MetroTech Commons



# Downtown Brooklyn Presents



## Willoughby Walks

From 12pm-8pm, enjoy a car-free oasis on Willoughby and Lawrence Streets, in partnership with NYC Department of Transportation, featuring live music, dance parties, jumbo games, kid-friendly activities, and much more.



## Movement Mondays

From Chelsea Piers Fitness Brooklyn's high-intensity workout and Mark Morris Dance Center's Bollywood-inspired moves to Brukwine's Afro-Caribbean inspired classes, there are movement workouts for everyone.



## Outdoor Movies

Join us at Albee Square for our popular weekly themed movie series, curated by Alamo Drafthouse Cinema.



## Bare Feet Downtown Brooklyn with Mickela Malozzi

Join the host of Emmy-winning travel series *Bare Feet with Mickela Malozzi* as she brings some of her favorite dances to Downtown Brooklyn! Enjoy a cultural journey through music and dance. Everyone is welcome to join on the dance floor.



## Albee Square Block Parties

Join us for large-scale, themed events – Earth Day, back to school, etc. – featuring live music, activities, games, and much more.



## Dance Around Downtown

Literally dance around Downton with stops at several of the neighborhood's plazas! A different dance style (and location) each month will offer something for everyone.



300 Thursdays

Need blurb



# Downtown Brooklyn Presents



## Lunchtime Jazz

We partner with the Jazz Foundation of America and the Brooklyn Borough President's office for a weekly series of lunchtime outdoor jazz concerts featuring some of the borough's best jazz musicians



## New for 2020: Thursdays at 300

The heart of the Brooklyn Cultural District is activated each week with what it knows best: the arts! Each Thursday throughout the summer, the Plaza at 300 Ashland becomes a hotbed for live music, dance performances, large-scale puppetry, themed parties, circus – and more.



## Downtown Brooklyn Arts Festival

An annual festival celebrating Downtown Brooklyn's artists, writers, and performers who inspire the borough's creative spirit with a weekend of free arts programming.



## BKLYN Boo!

Join us for a multicultural Halloween celebration with fun activities, live music, performances, and art. In partnership with City Point.



## NYRR NYC Marathon Cheering Station

In November, join the Downtown Brooklyn community at Mile 8 of the New York City Marathon to cheer on the brave souls participating in the 26.2-mile challenge.



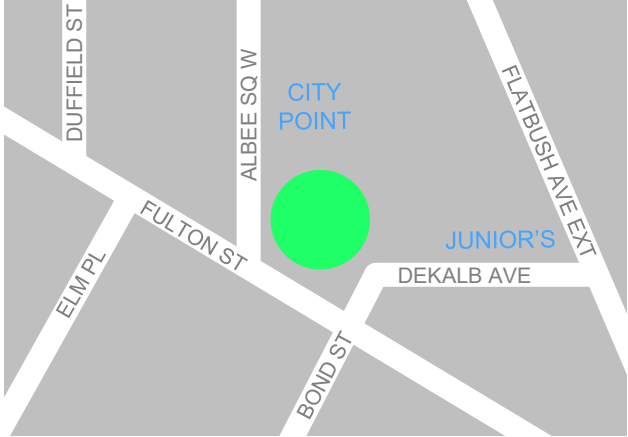
## Downtown Brooklyn Gets Lit!

Kick off the holiday season Brooklyn style at Albee Square with our annual holiday lights, featuring free hot chocolate and special performances by local artists.





# Event Locations

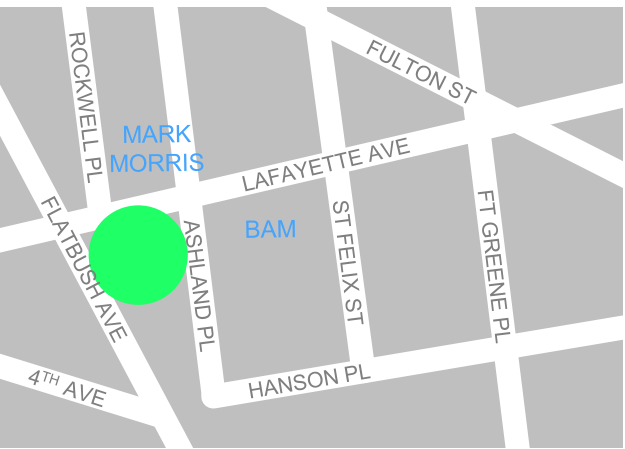


## Albee Square

A large, open space in the heart of Fulton Mall. Past activations include large-scale concerts, movie screenings, fashion shows, a carnival, cultural festivals, and pop-up beach party.

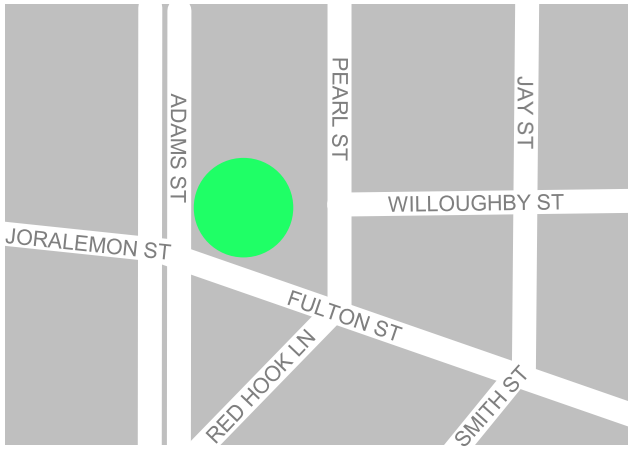
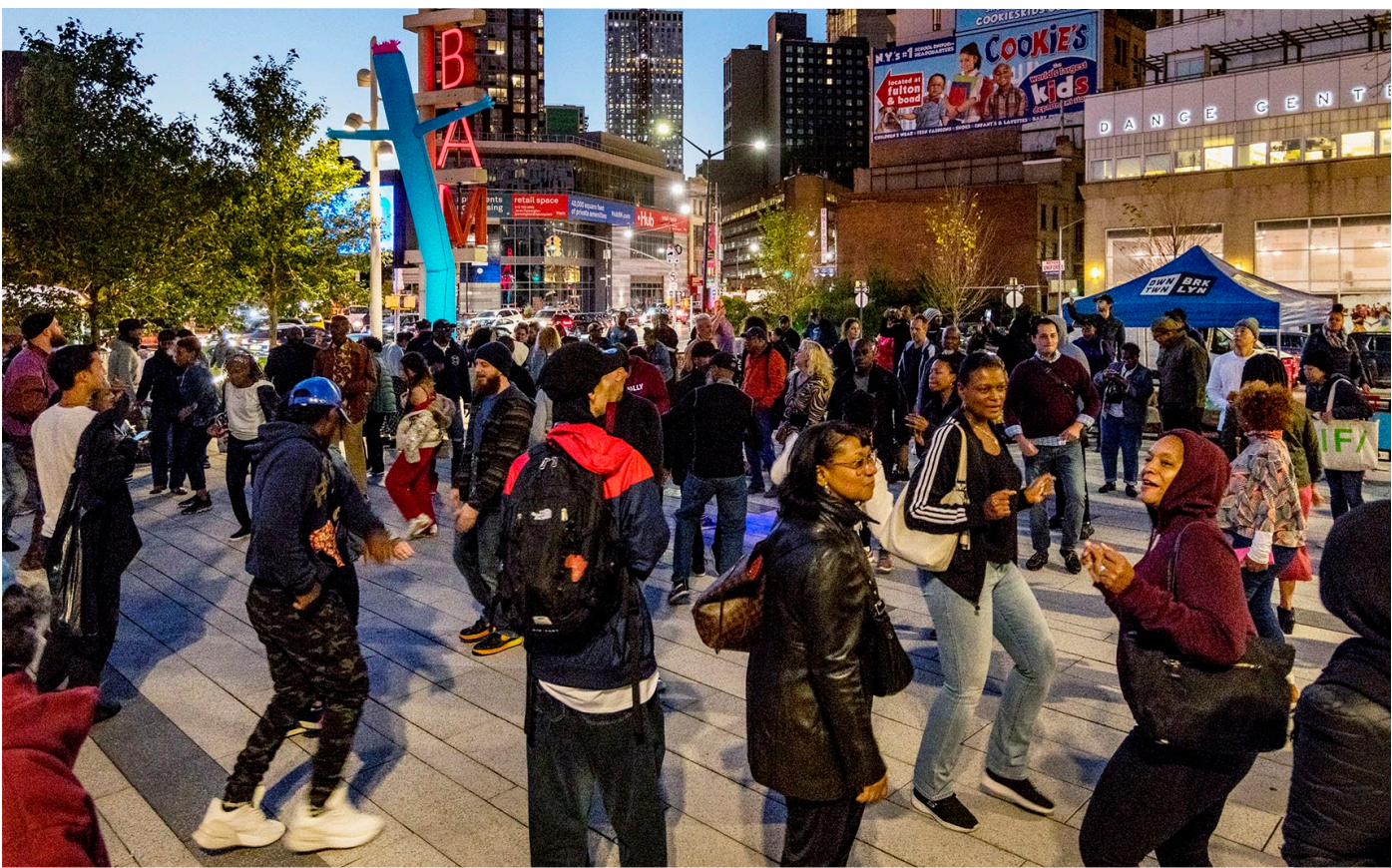
Highlights include...

Avg. daily pedestrian count: 29,000.



## The Plaza at 300 Ashland

At the corner of Flatbush and Lafayette, the Plaza at 300 Ashland is centrally located in the Brooklyn Cultural District and Mile 8 of the NYC Marathon route. Past activations include large-scale festivals and concerts in partnership with the local cultural community, as well as the Downtown Brooklyn Arts Festival and BRIC JazzFest.

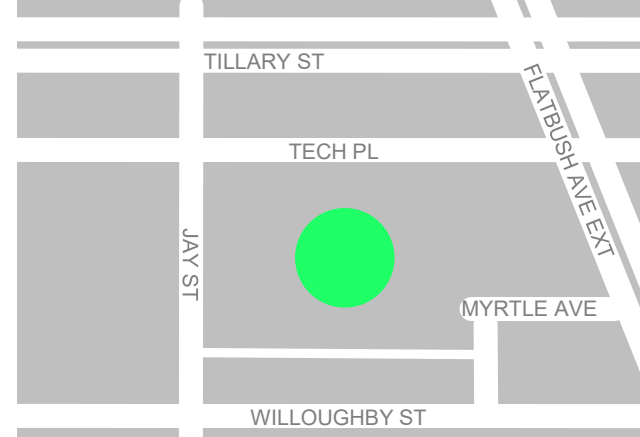


## Willoughby Plaza

A pedestrian traffic hub near all train lines, Fulton Mall, and Court Street. Past activations include our popular Summer Salsa series, game nights, a pop-up piano bar, fashion shows, and musical performances.

Avg. daily pedestrian count: 17,000.

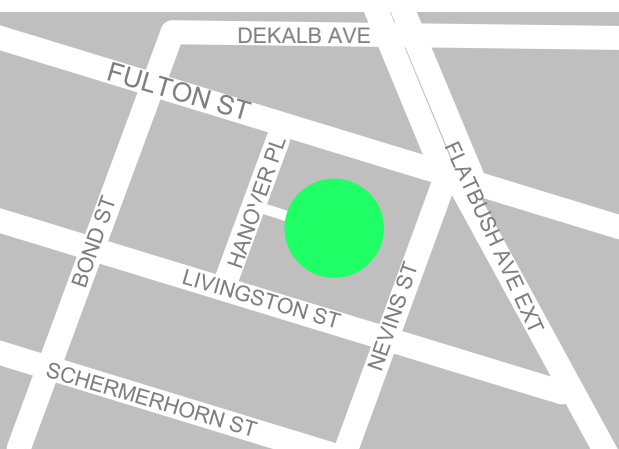




## MetroTech Commons

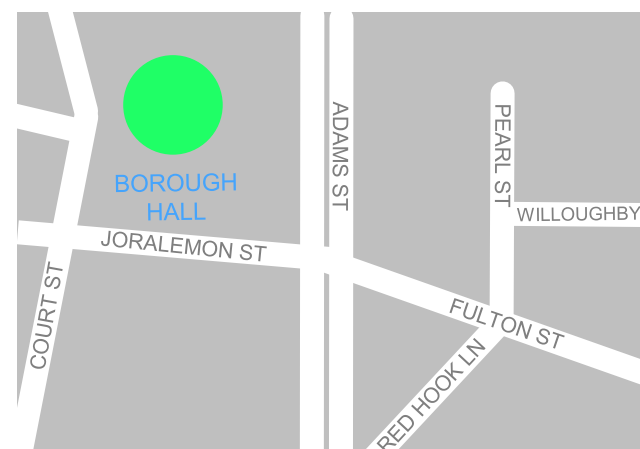
The heart of bustling MetroTech Center, home of the BAM R&B Festival, outdoor fairs, fitness classes, and ping pong tournaments.

Avg. daily pedestrian count: 30,000.



## Grove Alley

Downtown Brooklyn's most popular alley and home to the popular Grove Alley events, this 250-foot-deep dead-end alley runs parallel to Fulton and Livingston Streets and is accessed via Hanover Place.



## Columbus Park

The heart of Downtown Brooklyn's Civic Center, and a popular gathering place where you can grab some lunch or relax at the bistro-style tables and chairs. Past activations include the Summertime Jazz lunchtime concert series.





BKLYN Boo!  
Albee Square

# Become a Sponsor

## Support our work

Your sponsorship supports continued funding of key Downtown Brooklyn Partnership marketing and streetscape beautification projects, above and beyond what is possible with the BID assessment revenue alone.

## Your Participation

Participating in the sponsorship program is an ideal way to show your company’s support for the community and commitment to neighborhood improvement in a hyper-local way.

## Benefits

As a sponsor, your company enjoys logo brand recognition on items not available to the general public – these are possible only through partnership with the BID. This allows for unique opportunities to strengthen neighborhood brand awareness, as well as support your local community.







Downtown Brooklyn Gets Lit  
Albee Square

# Downtown Brooklyn Presents 2020 Sponsorship Opportunities

	FULL SEASON SPONSOR	PLAZA SPONSOR (A): 300 ASHLAND	PLAZA SPONSOR (B): ALBEE SQ.	PLAZA SPONSOR (C): WILLOUGHBY PLAZA	SPONSOR A FESTIVAL*	SPONSOR A SERIES	SPONSOR A SIGNATURE EVENT
	\$50k	\$30k	\$20k	\$10k	\$15k	\$10k-\$15k	\$5k
• Exclusive naming for the full season	+ ALL EVENTS						
• Naming rights for events on a plaza		+ ALL EVENTS AT 300 ASHLAND	+ ALL EVENTS AT ALBEE SQUARE	+ ALL EVENTS AT WILLOUGHBY			
• Naming rights per series or festival					+	+	
• Sponsorship recognition on next reprint of Downtown Brooklyn map	+	+	+	+			
• Stage banner	+	+	+	+	+		
• Lamp post banners (pending availability)	+ 12	+ 6	+ 4	+ 2	+ 2	+ 2	
• Dedicated blog post	+	+	+	+	+	+	
• Dedicated social media post(s)	+ 5	+ 4	+ 3	+ 2	+ 2	+ 2	+ 1
• Option of on-site activation at select events	+ ALL EVENTS	+ ALL EVENTS AT 300 ASHLAND	+ ALL EVENTS AT ALBEE SQUARE	+ ALL EVENTS AT WILLOUGHBY	+ DURING THE FESTIVAL	+ DURING THE SERIES	+ AT EVENT
• Collateral placement at events	+	+	+	+	+	+	+
• Recognition announcements from stage	+	+	+	+	+	+	+
• Branding on all digital + print marketing materials	+	+	+	+	+	+	+
• Sponsorship of DBP e-newsletter (20,000+ subscribers)	+ 4	+ 3	+ 2	+ 1	+ 1	+ 1	+ 1





## Street-Level Sponsorship Opportunities

### Street Banners

Show your neighborhood support and liven up the streets with our branded street banners. You'll be helping us continue our work to keep the district in tip-top shape while increasing your brand visibility on some of the busiest corridors of NYC. We'll work with you to create a signature place-making campaign for periods of 1-6 months.\*

### Big Belly Compactors

Our 148 solar compacting and recycling bins offer great advertising opportunities throughout the district. These fixtures have wrap-around branding that stands out on crowded streets.

### Co-Branded Street Furniture

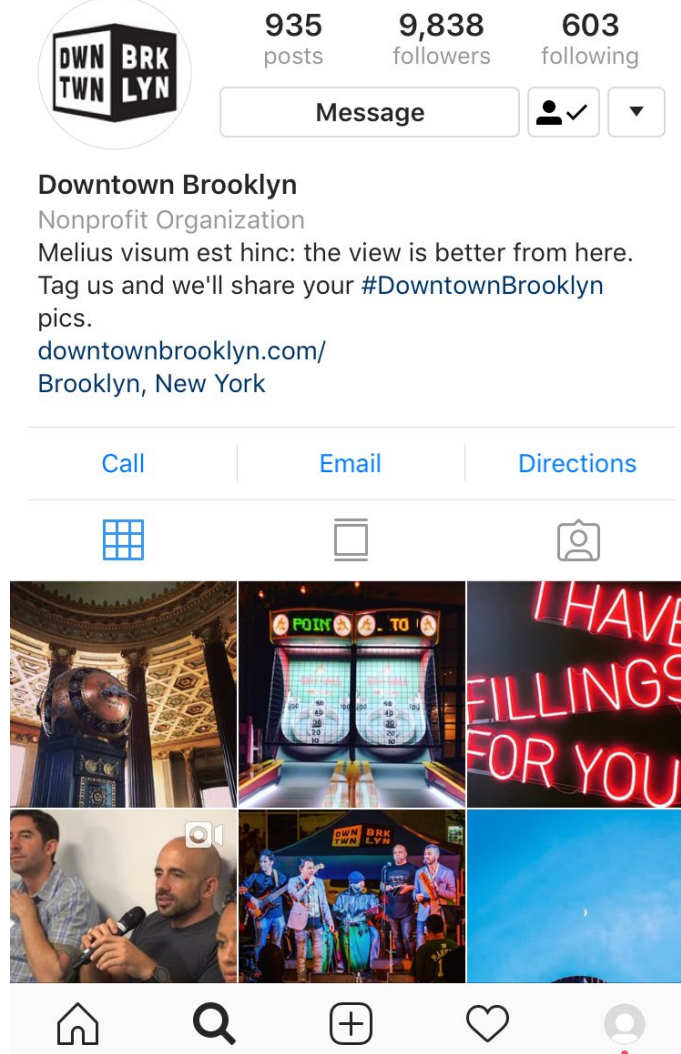
Our public plazas provide seating and shade, and passersby love our snazzy blue umbrellas, bistro tables, and branded seating. Show your support by helping to sponsor our street furniture and gain brand recognition throughout our public spaces.

Pricing available upon request.



\*NYCDOT requires that banners contain no overt advertisements. The trade name or logo of the sponsor of the promoted event or community messaging can occupy 10% of the lower portion of the banner.





## Digital Sponsorship Opportunities

### Our Reach

**400,000+**

website visits/year

**30,000+**

unique website users/month

**20,000+**

subscribers to our bi-weekly newsletter

**15,000+**

Twitter followers

**10,000+**

Instagram followers

**6,000+**

Facebook followers

### Downtown Brooklyn E-newsletter

The most targeted way to reach the Downtown Brooklyn demographic, our semi-monthly e-newsletter.

### Social Media

Engage directly with the local creative and innovation community, including the business community and residents.

### Sponsored Blog Posts

Spotlight your brand on [DowntownBrooklyn.com](http://DowntownBrooklyn.com) with a sponsored blog post.

Pricing available upon request.







Make It in Brooklyn  
Female Founders Pitch Contest



Make It in Brooklyn  
Smart Cities Pitch Contest



Make It in Brooklyn  
Future of Farming Pitch Contest

## Sponsorship Opportunities: Make It in Brooklyn

Make It in Brooklyn (MIIB) is Downtown Brooklyn Partnership's initiative to highlight and support Brooklyn's entrepreneurial spirit and connect local talent to job opportunities.

### Events

The Make It in Brooklyn event series includes pitch contests, meetups, panels, and talks that help support entrepreneurship and develop a networked innovation ecosystem.

### Talent Connect

Make It in Brooklyn's Talent Connect initiative bridges the gap between Downtown Brooklyn's higher education institutions and local innovation firms - connecting students to job and internship opportunities.

### Living Lab

We partner with startups, incubators, and other tech-focused institutions to utilize DBP-controlled public spaces as testing grounds for smart city technologies. Data gathered is then used to solve operational challenges and quality of life issues in Downtown Brooklyn.

As a sponsor of Make It in Brooklyn, you are supporting our efforts to keep these initiative thriving and growing from strength-to-strength.







Make It in Brooklyn  
Future of Transportation Pitch Contest



Make It in Brooklyn Meetup  
NYU CUSP



Make It in Brooklyn  
Innovation Awards

## Make It in Brooklyn 2020 Calendar

### FEBRUARY

- MIIB Pitch Contest: Female Founders

### MARCH

- MIIB Meetup: Biomimicry—Why Tech is Looking to the Natural World

### APRIL

- Talent Connect: Open Office Series

### MAY

- MIIB Meetup: How Downtown Brooklyn is Changing with New Technologies

### JUNE

- MIIB Pitch Contest: Artificial Intelligence

### JULY

- MIIB Meetup: Developing Technologies for the Developing World

### AUGUST

- MIIB Meetup: Genetically Modifying Humans

### SEPTEMBER

- MIIB Pitch Contest: The Future of Healthcare

### OCTOBER

- Talent Connect | Open Office Series

### NOVEMBER

- Real Estate Tech Breakfast

### DECEMBER

- MIIB Innovation Awards

### JANUARY 2021

- MIIB Pitch Contest: The Future of Cities







Make It in Brooklyn  
Future of Farming Pitch Contest

# Make It in Brooklyn 2020 Sponsorship Opportunities

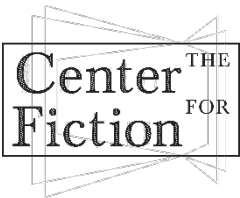
<b>Brooklyn Bridge</b> The foundational level of the Make It in Brooklyn program – acting as an anchor in the community and allowing us to continue to grow and to fund our pitch contests, meetup series, and other events	<b>\$25,000</b>	Collaboration on 10 events, speaking at 10 events, digital marketing, banner ad in newsletter, 25 VIP tickets
<b>Gold Street</b> Helps fund two of the four yearly pitch contests, and two additional events of the sponsor's choosing	<b>\$15,000</b>	Collaboration on 10 events, speaking at 10 events, digital marketing, banner ad in newsletter, 25 VIP tickets
<b>Ashland</b> Supports the production of one pitch contest and one other event of the sponsor's choosing	<b>\$5,000</b>	Speaking at 2 events, digital marketing, banner ad in newsletter, 10 VIP tickets
<b>Willoughby Square</b> Helps fund any single Make It in Brooklyn event on the calendar	<b>\$1,000</b>	Digital marketing, banner ad in newsletter, 10 VIP tickets
<b>Editorial</b> Supports the production of two months of the MIIB Minutes, plus 10 VIP tickets to 2 events	<b>\$500</b>	Banner ad in newsletter, 10 VIP tickets





Dance Around Downtown: SWING!  
MetroTech Commons

## Partners







Willoughby Walks  
Willoughby St between Jay + Bridge

# Contact us

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 /downtownbrooklyn

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