



Prospect
Park
Alliance

Corporate Partner Program



With over 10 million visits per year, Prospect Park is Brooklyn's flagship park.

For more than 35 years, Prospect Park Alliance has sustained, restored and advanced this vital green space to serve the diverse communities of Brooklyn.

Become a Corporate Partner, support a signature program, or sponsor a popular event, and help Prospect Park Alliance sustain and advance Brooklyn's Backyard.





Prospect Park is one of New York City's premier gathering spots, located in the heart of Brooklyn, a borough with diverse and vibrant neighborhoods, that is home to 2.6 million residents. Access the Alliance's vast audience:



10,000,000+
visits per year



150,000+
social media followers



2,500,000+
website visits per



135,000+
email subscribers

Join as a Corporate Partner



Park Partner: \$5,000

- **One three-hour volunteer experience** for up to 30 people, including tools, safety gear, instruction and guided supervision
- Ability to **add enhancements** before or after your volunteer event (at additional cost), including a catered lunch, happy hour, park tours, or roller or ice skating group activity
- **Group photograph and dedicated post** featured on one of the Alliance's social media pages showcasing your company's support of the park
- One invitation to each of the Alliance's exclusive **"Prospect Partner" events** for one year, which give high-level donors an insiders' look into the park and the Alliance (3-5 events per year)

Premier Park Partner: \$10,000

- All benefits listed at the Park Partner level
- **One additional Prospect Park volunteer experience** for up to 30 people each, or one event for up to 60 people
- **Logo and hyperlink** on Prospect Park Alliance Corporate Partner web page



Park Patron: \$25,000

- All benefits listed at the Premier Park Partner level
- Four VIP tickets to the annual **New York Philharmonic** concert held at Prospect Park in June
- Logo inclusion or listing on the Alliance's **eNews footer**, sent to 130,000+ subscribers, for one year

Park Benefactor: \$50,000

- All benefits listed at the Park Patron level
- Ten (10) tickets for the **Prospect Park Alliance Gala**, held annually in September
- One reserved table with ten (10) tickets to **Prospect Park Soiree**, held annually in June (food, drink, and table decor not provided)
- Logo on PPA **website footer** for one year (website receives 2M views annually)

Programmatic Support



Businesses can also advance the Alliance's work by supporting one of our dynamic programs:

- **Landscape Management + Woodland Restoration**
- **Volunteer Programs**
- **Environmental Education Initiatives**
- **Relmagine Lefferts**
- **Youth Employment Programs**

Opportunities to underwrite Alliance programs begin at \$5,000.

Event Sponsorship



The Alliance also hosts popular annual events where businesses can elevate their brand and connect to the public.

Sponsor benefits include:

Activation opportunities and on-site signage

Digital promotion (social media, website, e-blasts)

Tickets and special access

Event Highlights



Events include:

Prospect Park Soiree (June 22): 4,000+ DIY dinner party with live entertainment at the Peninsula

Prospect Park Yoga (June - Aug): free yoga for 3,000+ attendees held weekly in the summer months, led by top instructors in the Long Meadow

Summer Movies (July - Aug): free movies for 5,000+ attendees held over 4 summer weeks in the Long Meadow

New Year's Eve Fireworks (Dec 31): celebration at Grand Army Plaza with live music and fireworks for 15,000+ attendees, hosted by Brooklyn Borough President

Sponsorship opportunities for the above events begin at \$5,000. Benefits may be customized to meet your needs and interests.

Gala



Gala fundraising event on Thursday, September 26, at the historic Prospect Park Carousel

- 400+ attendees from Brooklyn's most prosperous neighborhoods
- Substantial food and drink, Carousel rides, live musical performances, a pledge drive, and a celebration of our honorees, the Alliance, and Prospect Park

Levels with tickets and digital promotion available at \$5,000, \$12,500 and \$25,000

Ongoing Sponsorship Opportunities



Sponsor other opportunities throughout the year, including:

- **Prospect Park Carousel:** underwrite free community events at the Carousel in exchange for inclusion in e-News (130,000 subscribers), social media, webpage, and on-site signage
- **Prospect Partner and/or Membership Program:** underwrite exclusive events promoted to 4,000+ households, with logo inclusion in event e-blasts, web pages, and more

Sponsorship opportunities for the above events begin at \$5,000.

Benefits may be customized to meet a business's needs and interests.

Make it a Day in Prospect Park



Bring employees or clients for an all-day outing in Brooklyn's Backyard:

- Rental space available at the Prospect Park Picnic House or Boathouse for meetings, retreats and parties
- Enjoy a historic tour of Prospect Park with Turnstile Tours
- Host a happy hour with Winner in the Park at the Picnic House
- Rollerskating, ice skating, and boat rentals available at the LeFrak Center at Lakeside

Contact the Alliance for more information on logistics and pricing.

For more information, please contact
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Participating Companies



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