



NYC'S LARGEST FREE OUTDOOR PERFORMING ARTS FESTIVAL

NEWLY RENOVATED STATE OF THE ART VENUE

INNOVATIVE MARKETING AND INTEGRATION OPPORTUNITIES



## WHO WE ARE

For 34 seasons, SummerStage has presented artists of the highest quality across multiple disciplines and genres, with a focus on both iconic and emerging artists who reflect the interests of New York's diverse communities in 16 neighborhood parks with nearly 100 shows every season.

SummerStage is a production of City Parks Foundation, which works in more than 400 parks, recreation centers, and public schools to present dynamic sports, arts, community building and education programs, free of charge, to 300,000 New Yorkers annually across all five boroughs.

## KEY INFO

- MAY - OCTOBER, 2020
- LOCATED IN CENTRAL PARK AND 15 NEIGHBORHOOD PARKS ACROSS ALL 5 BOROUGHS
- OVER 200,000 GUESTS ANNUALLY
- NEARLY 100 DIVERSE FREE AND TICKETED BENEFIT PERFORMANCES ACROSS INDIE, AFROBEAT, LATIN, SOUL, REGGAE, DANCE AND MORE



A photograph of Elvis Costello performing on stage. He is wearing a red fedora, sunglasses, and a dark shirt, playing a pink electric guitar and singing into a microphone.

**ELVIS COSTELLO**

A photograph of Janelle Monáe performing on stage. She is wearing a white ruffled shirt, a black bow tie, and black suspenders, singing into a microphone with her eyes closed.

**JANELLE  
MONAE**

**DIVERSE  
PERFORMERS**

A photograph of David Byrne performing on stage. He is wearing a brown short-sleeved button-down shirt and playing a yellow acoustic guitar while singing into a microphone.

**DAVID BYRNE**

A photograph of Khalid performing on stage. He is wearing a light blue t-shirt and has a beard, singing into a microphone with his eyes closed.

**KHALID**

A photograph of Patti Smith performing on stage. She has long, wavy grey hair and is singing into a microphone with her hand raised near her face.

**PATTI SMITH**



**WORLD**  
FEMI KUTI



**LATIN**  
LA INDIA



**DIVERSE  
PROGRAMMING**

**INDIE**  
ST. VINCENT



**JAZZ**  
GREGORY PORTER



**HIP HOP**  
PUBLIC ENEMY







## NEWLY RENOVATED STATE OF THE ART VENUE

- MODERNIZED STAGE, SOUND AND LIGHTING
- IMPROVED TRAFFIC FLOW FOR GUESTS IN THE VENUE
- ENHANCED GUEST EXPERIENCE BY IMPROVING SIGHT LINES, CONCESSIONS AND VIP HOSPITALITY AREAS
- UPGRADED ARTIST AREAS AND BACKSTAGE



# SUMMERSTAGE CITYWIDE IN NEIGHBORHOOD PARKS

## KEY INFO

- JUNE - AUGUST, 2020
- LOCATED IN 15 NEIGHBORHOOD PARKS ACROSS ALL 5 BOROUGHES WITH 60,000+ GUESTS
- NEARLY 50 FREE PERFORMANCES ACROSS INDIE, AFROBEAT, LATIN, SOUL, REGGAE, DANCE AND MORE

## SUMMERSTAGE CITYWIDE IN NEIGHBORHOOD PARKS FREE SHOWS ACROSS ALL 5 BOROUGHES

### BRONX:

CROTONA PARK  
SOUNDVIEW PARK  
WILLIAMSBRIDGE OVAL

### MANHATTAN:

CENTRAL PARK  
EAST RIVER PARK  
JACKIE ROBINSON PARK  
MARCUS GARVEY PARK  
TOMPKINS SQUARE PARK

### QUEENS:

FLUSHING MEADOWS - CORONA PARK  
SOCRATES SCULPTURE PARK  
SPRINGFIELD PARK

### BROOKLYN:

BROOKLYN BRIDGE PARK  
HERBERT VON KING PARK  
LINCOLN TERRACE / ARTHUR S. SOMERS PARK

### STATEN ISLAND:

CLOVE LAKES PARK  
CORPORAL THOMPSON PARK





# AUDIENCE & DEMOGRAPHICS

## CENTRAL PARK

- **DIVERSE:** 63% of attendees are non-white
- **YOUNG:** More than half of attendees are under 25 and nearly 70% are between 18-34
- **GUESTS HAVE DISPOSABLE INCOME:** The average annual income is 45% higher than the NYC average
- **GUESTS ARE EDUCATED:** Over 75% of our attendees have completed college with an additional 15% currently pursuing their degree

## NEIGHBORHOOD PARKS

- **GUESTS ARE YOUNG:** Over 80% of attendees are between the ages of 18-34
- **GUESTS ARE DIVERSE:** Nearly 75% of attendees identified as either African American or Hispanic American

\*2018 survey data



# MARKETING OPPORTUNITIES

- ONSITE BRANDING
- INTEGRATED CREATIVE ACTIVATION
- EXPERIENTIAL MARKETING CAPABILITIES
- SALES & SAMPLING
- LEAD GENERATION
- CUSTOMIZABLE OPPORTUNITIES





# MEDIA AND ADVERTISING

## MEDIA

- PRINT/DIGITAL: DONYC, GOTHAMIST, PARENTS MAGAZINE, TIME OUT NEW YORK, RELIX MAGAZINE, EL DIARIO, DANCE NYC
- RADIO: IHEARTRADIO NEW YORK, EMMIS RADIO NEW YORK, WBGO, WNYC, WFUV, AND NPR
- TELEVISION: WNET, TELEMUNDO

## OUTDOOR

- OUT OF HOME: BIG SCREEN PLAZA (29TH ST. & 5TH AVE.), ZOOM MEDIA (FITNESS NETWORK TV), SUBWAY DISPLAYS, BUS TAILS, LINKNYC VIDEO KIOSKS
- 15,000+ STREET POSTERS AND POSTCARDS
- 110,000+ SEASON BROCHURES

## PUBLIC RELATIONS

- 2,000+ MEDIA CLIPS AND 1 BILLION MEDIA IMPRESSIONS

## DIGITAL

- 50+ E-BLASTS TO 215,000+ SUBSCRIBERS
- 150,000+ UNIQUE PAGE VIEWS PER MONTH ON SUMMERSTAGE.ORG
- 155,000+ SOCIAL MEDIA FOLLOWERS ACROSS FACEBOOK, TWITTER, INSTAGRAM, AND SNAPCHAT

\*Subject to change each season







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