1814

PARTNERSHIPS

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

ELVIS COSTELLO

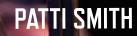
DIVERSE Performers

KHALID

a lette

JANELLE MONAE

DAVID BYRNE



INDIE St. vincent

DIVERSE PROGRAMMING

JAZZ Gregory Porter

WORLD Femi Kuti

> LATIN La India

> > HIP HOP Public Enemy

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NEWLY RENOVATED STATE OF THE ART VENUE

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

Capital One City Parks FOUNDATION

SUMMERSTAGE CITYWIDE IN NEIGHBORHOOD PARKS

KEY INFO • JUNE - AUGUST, 2020

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

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



STATEN ISLAND

MANHATTAN

BROOKLYN <

BRONX

QUEENS

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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



Capital One City Parks FOUNDATION

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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2019

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Countries CityParts

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