



NYC'S LARGEST FREE OUTDOOR PERFORMING ARTS FESTIVAL

UPGRADED STATE OF THE ART VENUE RETURNS IN 2022

INNOVATIVE MARKETING AND INTEGRATION OPPORTUNITIES



## WHO WE ARE

At City Parks Foundation, we are dedicated to invigorating and transforming parks into dynamic, vibrant centers of urban life through sports, arts, community building, and education programs for all New Yorkers. Pre-pandemic, our programs -- located in more than 400 parks, recreation centers, and public schools across New York City -- reached 310,000 people each year. Our ethos is simple: thriving parks mean thriving communities.

SummerStage is the largest free outdoor performing arts festival in NYC. In 2021, SummerStage returned to parks with a shortened season due to the pandemic and presented 41 shows to audiences of 70,000+. In the future, we anticipate to program 55-60 free performances and 15-20 ticketed shows in a variety of public parks across all five boroughs.

In 2020, we launched our digital platform -- SummerStage Anywhere -- in response to the pandemic. In 2021, we hosted 41 digital shows garnering 128,000+ views as of October. SummerStage Anywhere will continue year-round in 2022.

## KEY INFO

- MAY TO OCTOBER 2022
- LOCATED IN CENTRAL PARK AND NEIGHBORHOOD PARKS THROUGHOUT NYC
- DIVERSE FREE AND TICKETED PERFORMANCES ACROSS INDIE, AFROBEAT, LATIN, SOUL, REGGAE, DANCE AND MORE
- INCREASE IN SHOWS PRESENTED AND AUDIENCE REACH





ELVIS COSTELLO



JANELLE  
MONAE

**DIVERSE  
PERFORMERS**



DAVID BYRNE



KHALID



PATTI SMITH



**WORLD**  
BUIKA



**LATIN**  
LA INDIA



**DIVERSE  
PROGRAMMING**

**INDIE**  
ST. VINCENT



**JAZZ**  
GREGORY PORTER



**HIP HOP**  
PUBLIC ENEMY







## UPGRADED STATE OF THE ART VENUE

- MODERNIZED STAGE, SOUNDS AND LIGHTS
- ENHANCED GUEST EXPERIENCE BY IMPROVING SIGHT LINES, CONCESSIONS AND HOSPITALITY AREAS
- IMPROVED TRAFFIC FLOW FOR GUESTS WITHIN THE VENUE
- UPGRADED ARTIST AREAS AND BACKSTAGE
- ONSITE HIGH QUALITY LIVE STREAM CAPABILITIES



# SUMMERSTAGE CITYWIDE IN NEIGHBORHOOD PARKS



## KEY INFO

- JUNE TO AUGUST 2022
- LOCATED IN APPROXIMATELY 7 NEIGHBORHOOD PARKS ACROSS ALL 5 BOROUGHES, EXPECTED ATTENDANCE OF 20,000+
- FEATURING INDIE, AFROBEAT, LATIN, SOUL, REGGAE, DANCE, AND MORE!



amazon music

Capital One CityPark's FOUNDATION  
**SUMMERSTAGE**  
#SUMMERSTAGEANYWHERE

- 
- IN 2020, WE LAUNCHED SUMMERSTAGE ANYWHERE, A DIGITAL SERIES THAT FEATURED 80 DIGITAL SHOWS, INCLUDING 150 ARTISTS, GARNERING 945,000+ VIEWS
  - IN 2021, SUMMERSTAGE ANYWHERE REFOCUSED TO HOST ORIGINAL DIGITAL PERFORMANCES FROM NOVEMBER - APRIL, AND HOST LIVE STREAMS OF IN-PERSON PERFORMANCES FROM JUNE - OCTOBER
  - SO FAR IN 2021 WE HOSTED 41 DIGITAL PERFORMANCES GARNERING 128,000+ VIEWS
  - SUMMERSTAGE ANYWHERE HAS PARTNERED WITH BRANDS INCLUDING AMAZON MUSIC AND AARP TO DEVELOP ORIGINAL DIGITAL CONTENT
  - PAST SUMMERSTAGE ANYWHERE PERFORMING ARTISTS INCLUDE ANGÉLIQUE KIDJO, WAXAHATCHEE, SHABAKA HUTCHINGS, LA INDIA, PJ MORTON, RODRIGO Y GABRIELA AND SOCCER MOMMY



## AUDIENCE & DEMOGRAPHICS

### CENTRAL PARK

- **DIVERSE:** 50% OF ATTENDEES ARE NON-WHITE
- **YOUNG:** NEARLY 60% ARE BETWEEN 18-34 AND NEARLY 80% YOUNGER THAN 44
- **GUESTS ARE EDUCATED:** OVER 75% OF OUR ATTENDEES HAVE COMPLETED COLLEGE WITH AN ADDITIONAL 15% CURRENTLY PURSUING THEIR DEGREE
- **SINCE 2019, COMMITTED TO PRESENTING A 50:50 GENDER BALANCE ARTIST ROSTER**
- **IN 2021, 96% OF ALL PERFORMERS FEATURED BIPOC ARTISTS AND 58% INCLUDED WOMEN OR NON-BINARY ARTISTS**

### NEIGHBORHOOD PARKS

- **GUESTS ARE YOUNG:** ON AVERAGE, NEARLY 60% OF ATTENDEES ARE BETWEEN THE AGES OF 25 - 55
- **GUESTS ARE DIVERSE:** NEARLY 60% OF ATTENDEES IDENTIFIED AS EITHER AFRICAN AMERICAN OR HISPANIC AMERICAN



# MARKETING OPPORTUNITIES

- ONSITE BRANDING
- INTEGRATED CREATIVE ACTIVATION
- EXPERIENTIAL MARKETING CAPABILITIES
- SALES & SAMPLING
- LEAD GENERATION
- CUSTOMIZABLE OPPORTUNITIES
- DIGITAL MARKETING INTEGRATION OPPORTUNITIES INCLUDING DIGITAL BROCHURE, LINKTREE (CONCESSIONS ORDERING), LIVE STREAM CAPABILITY AND MORE





## MEDIA AND ADVERTISING

### MEDIA

- PRINT/DIGITAL: DONYC, TIME OUT NEW YORK, RELIX MAGAZINE, EL DIARIO, AM NEW YORK, METRO, GOTHAMIST
- RADIO: IHEARTRADIO NEW YORK, LA MEGA, WBGO, WNYC, WFUV, NPR
- TELEVISION: WNET ALL ARTS, TELEMUNDO

### OUTDOOR

- OUT OF HOME: BIG SCREEN PLAZA (29TH ST. & 5TH AVE.), ZOOM MEDIA (FITNESS NETWORK TV)
- SUBWAY DISPLAYS, STREET POSTERING

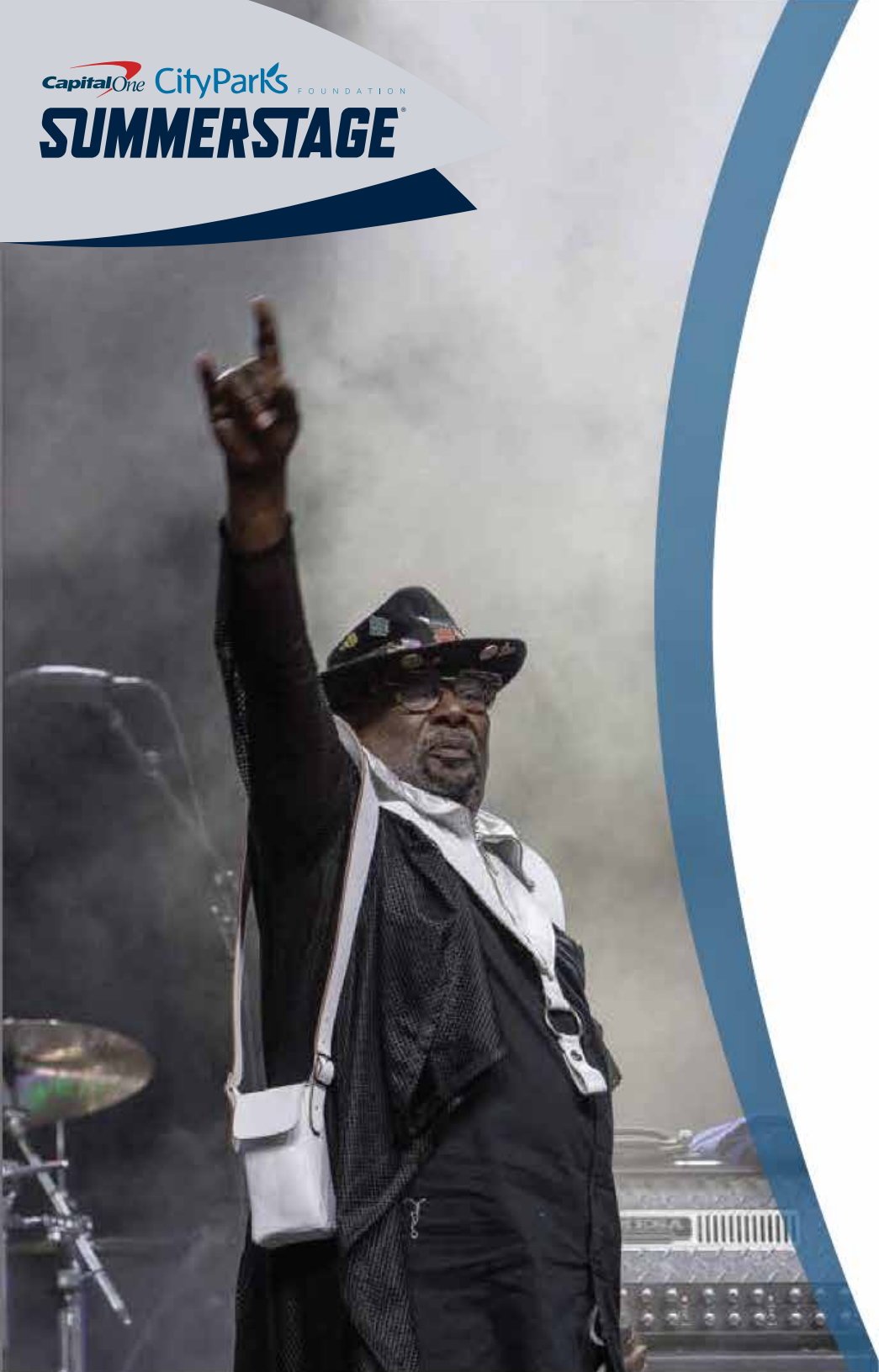
### PUBLIC RELATIONS

- 375+ MEDIA CLIPS AND 10 BILLION MEDIA IMPRESSIONS

### DIGITAL

- 40+ E-BLASTS TO 200,000+ SUBSCRIBERS
- 120,000+ UNIQUE PAGE VIEWS PER MONTH ON SUMMERSTAGE.ORG
- 170,000+ SOCIAL MEDIA FOLLOWERS ACROSS FACEBOOK, TWITTER, INSTAGRAM, AND TWITCH
- INCLUSION IN DIGITAL SEASON BROCHURE (800 VIEWS PER WEEK)
- INTEGRATION IN SUMMERSTAGE LINKTREE
- DEDICATED STAGE SCREEN SLIDE AT SUMMERSTAGE IN CENTRAL PARK
- DEDICATED VIDEO SLIDE IN SUMMERSTAGE ANYWHERE LIVESTREAMS

\*Subject to change each season







**BRETT MCNAMARA**  
DIRECTOR, CORPORATE PARTNERSHIPS  
[BMCNAMARA@CITYPARKSFUNDATION.ORG](mailto:BMCNAMARA@CITYPARKSFUNDATION.ORG)  
484.630.1760