



Capital One CityParks FOUNDATION  
**SUMMERSTAGE**

# CORPORATE PARTNERSHIPS

INNOVATIVE MARKETING & INTEGRATION OPPORTUNITIES FOR  
NYC'S LARGEST FREE OUTDOOR PERFORMING ARTS FESTIVAL



# WHO WE ARE

At City Parks Foundation (CPF), 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. Our programs -- located in more than **300** parks, recreation centers, and public schools across New York City -- reach **270,000** people each year. Our ethos is simple: thriving parks mean thriving communities.

**SummerStage** is one of NYC's most iconic and accessible summer experiences, a festival where audiences of all backgrounds can engage with the performing arts in the informal space of their local parks, free of charge. SummerStage is one of the largest free outdoor performing arts festivals in NYC.

- May to October each year
- Located in Central Park & 12-15 neighborhood parks across the city
- Over **217,000** attendees per year
- Nearly **80** free & ticketed benefit performances annually
- **Diverse** line-up designed to reach NYC's many distinctive audiences



Skip Marley



# PAST PERFORMERS

A\$AP MOB

ALL TIME LOW

ALVIN AILEY AMERICAN DANCE THEATER

ANDY GRAMMER

ANGELIQUE KIDJO

AZEALIA BANKS

B-52'S

BARENAKED LADIES

BIG FREEDIA

BROKEN SOCIAL SCENE

CAAMP

CEELO GREEN

CORINNE BAILEY RAE

ELVIS COSTELLO

FITZ & THE TANTRUMS

GEORGE CLINTON AND  
PARLIAMENT FUNKADELIC

HERBIE HANCOCK

INDIGO GIRLS

JAPANESE BREAKFAST

JASON MRAZ

KAMASI WASHINGTON

KID CUDI



Kid Cudi

LA INDIA

LAKE STREET DIVE

LUPE FIASCO

MACHINE GUN KELLY

MAVIS STAPLES

MODEST MOUSE

MR. EAZI

MUSE

OAR

PARCELS

PATTI SMITH

PHIL LESH (GRATEFUL DEAD)

PLAYBOI CARTI

SKIP MARLEY

THEY MIGHT BE GIANTS

TREY ANASTASIO (PHISH)

TYCHO

UB40

VALERIE JUNE

WILLIE NELSON

WYNTON MARSALIS AND THE JAZZ  
AT LINCOLN CENTER ORCHESTRA

YO LA TENGO

YOUNG M.A.



DANCE  
ELECTRONIC  
FUNK & SOUL  
GLOBAL  
HIP HOP & RAP  
INDIE  
JAZZ  
K POP  
LATIN  
POP  
R & B  
REGGAE  
ROCK & ROLL

Azealia Banks



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# SUMMERSTAGE IN CENTRAL PARK

## STATE OF THE ART, WORLD RENOWNED VENUE IN THE HEART OF CENTRAL PARK

- APPROXIMATELY 25 FREE PERFORMANCES CURATED BY SUMMERSTAGE
- APPROXIMATELY 20 TICKETED BENEFIT PERFORMANCES BOOKED BY LIVE NATION
- \$6M VENUE RENOVATION INCLUDING MODERNIZED STAGE, SOUND AND LIGHTING
- HIGH QUALITY GUEST EXPERIENCE FEATURING UPGRADED CONCESSIONS AND VIP HOSPITALITY AREAS



# SUMMERSTAGE CITYWIDE IN NEIGHBORHOOD PARKS



## UNIQUE SUMMERSTAGE EXPERIENCES IN EACH OF THE FIVE BOROUGHS

- 30+ FREE PERFORMANCES THROUGHOUT ALL BOROUGHS (12-15 NEIGHBORHOOD PARKS)
- POP-UP STAGES IN SELECT NEIGHBORHOOD PARKS ACCESSIBLE TO ALL
- DIVERSE TALENT BOOKING REPRESENTATIVE OF EACH NEIGHBORHOOD



# AUDIENCE & DEMOGRAPHICS

## AUDIENCE

- DIVERSE: 54% OF ATTENDEES ARE BIPOC, 6% NON-BINARY/TRANS
- YOUNG: 57% ARE BETWEEN 18-34 AND 79% YOUNGER THAN 44
- EDUCATED: 80% OF OUR ATTENDEES HAVE STARTED AND/OR COMPLETED COLLEGE

## PROGRAMMING

- GENDER BALANCED: SINCE 2019, COMMITTED TO PRESENTING A 50:50 GENDER BALANCE ARTIST ROSTER
- DIVERSITY: 84% OF ACTS CONTAINED MEMBERS WHO IDENTIFIED AS FEMALE OR NON-BINARY AND 85% CONTAINED BIPOC MEMBERS



# MARKETING OPPORTUNITIES

- ON-SITE BRANDING
- INTEGRATED CREATIVE ACTIVATION
- EXPERIENTIAL MARKETING CAPABILITIES
- SALES & SAMPLING
- LEAD GENERATION
- CUSTOMIZABLE OPPORTUNITIES
- DIGITAL MARKETING INTEGRATION INCLUDING SOCIAL MEDIA, DIGITAL BROCHURE, E-NEWSLETTER, AND MORE





# MEDIA & ADVERTISING\*

## MEDIA (280M+ IMPRESSIONS)

- **PRINT/DIGITAL:** Time Out NY, Relix, DoNYC, FADER, NME, Dance Media
- **RADIO:** iHeart Radio (Power 105, Lite FM 104.3, Z100, KTU), WNYC, WFUV, WBGO, HOT97
- **TELEVISION:** WNET, ALL ARTS, TELEMUNDO

## OUTDOOR (164M+ IMPRESSIONS)

- **OUT OF HOME:** BIG SCREEN PLAZA, ZOOM MEDIA (FITNESS NETWORK TV), SUBWAY DISPLAYS, BUS SHELTER DISPLAYS, STREET POSTERING
- **PUBLIC RELATIONS:** 385 MEDIA CLIPS AND 2.46 BILLION MEDIA IMPRESSIONS

## DIGITAL

- 40+ EBLASTS TO 117K+ SUBSCRIBERS
- 1M UNIQUE PAGE VIEWS DURING THE SEASON ON SUMMERSTAGE.ORG
- 190K+ SOCIAL MEDIA FOLLOWERS ACROSS FACEBOOK, TWITTER, INSTAGRAM, AND TIKTOK
- INCLUSION IN DIGITAL SEASON BROCHURE (176K+ VIEWS)
- INTEGRATION IN SUMMERSTAGE LINKTREE (31K+ VIEWS)
- DEDICATED STAGE SCREEN SLIDE AT SUMMERSTAGE IN CENTRAL PARK

\*Subject to change each season



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