



# 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 **400** parks, recreation centers, and public schools across New York City -- reach 285,000 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 neighborhood parks across the city
- Over **220,000** attendees per year
- Approximately **75** free & ticketed benefit performances annually
- Diverse line-up designed to reach NYC's many distinctive audiences



# PAST PERFORMERS

A\$AP MOB

ALVIN AILEY AMERICAN DANCE THEATER

ANDY GRAMMER

B-52'S

BARENAKED LADIES

BEABADOOBEE

BRITTANY HOWARD

BRENT FAIYAZ

BUDDY GUY

CAAMP

CARL COX

COMMON

CORINNE BAILEY RAE

COUNTING CROWS

DIPLO

ELVIS COSTELLO

FITZ & THE TANTRUMS

HERBIE HANCOCK

INDIGO GIRLS

JAPANESE BREAKFAST

JAMES ARTHUR

JASON MRAZ

JOHN SUMMIT

JIMMY EAT WORLD



Kid Cudi

KAMASI WASHINGTON

KIM GORDON (SONIC YOUTH)

LA INDIA

LAKE STREET DIVE

LUPE FIASCO

MACHINE GUN KELLY

MODEST MOUSE

MR. EAZI

MT. JOY

MUSE

NOEL GALLGHER (OASIS)

OAR

PATTI SMITH

PHIL LESH (GRATEFUL DEAD)

SKIP MARLEY

T-PAIN

THE ROOTS

THEY MIGHT BE GIANTS

TREY ANASTASIO (PHISH)

UB40

VALERIE JUNE

VANCE JOY

WILLIE NELSON

WYNTON MARSALIS

YO LA TENGO

YOUNG M.A.





- DANCE
- ELECTRONIC
- FUNK & SOUL
- GLOBAL
- HIPHOP & RAP
- INDIE
- JAZZ
- KPOP
- LATIN
- POP
- ROCK & ROLL
- REGGAE
- R & B

Beabadoobee



# SUMMERSTAGE IN CENTRAL PARK



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

- APPROXIMATELY 20+ 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 BEYOND CENTRAL PARK

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



# AUDIENCE & DEMOGRAPHICS

## AUDIENCE

- DIVERSE: 67% OF ATTENDEES ARE BIPOC, 4% NON-BINARY/TRANS
- YOUNG: 45% ARE BETWEEN 18-34 AND 64% YOUNGER THAN 44
- EDUCATED: 82% 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: 53% OF PERFORMERS IDENTIFIED AS FEMALE OR NON-BINARY AND 82% IDENTIFIED AS BIPOC





# 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 (130M+ IMPRESSIONS)

- **PRINT/DIGITAL:** RELIX, DONYC, FADER, FUSICOLOGY, AFROPOP, AMNY, EL DIARIO, NEW YORK JAZZ RECORD, QNS.COM, HARLEM WORLD MAGAZINE
- **RADIO:** IHEART RADIO (POWER 105, LITE FM, 104.3, Z100, KTU), WNYC, WFUV, WBGO, PANDORA, WNYC, LA MEGA, CBS-FM, HOT97
- **TELEVISION:** WNBC, TELEMUNDO, WNET/ALL ARTS
- **OUT OF HOME:** 103M+ IMPRESSIONS ACROSS BIG SCREEN PLAZA, ZOOM MEDIA | GYMTV, SUBWAY DISPLAYS, BUS SHELTER DISPLAYS, STREET POSTERING
- **PUBLIC RELATIONS:** 465 MEDIA STORIES OR LISTINGS AND 4.3B+ MEDIA IMPRESSIONS

## DIGITAL

- 50+ NEWSLETTERS TO 163K+ SUBSCRIBERS
- 1M PAGEVIEWS DURING THE SEASON ON SUMMERSTAGE.ORG
- 215K+ SOCIAL MEDIA FOLLOWERS ACROSS FACEBOOK, X, INSTAGRAM, AND TIKTOK
- INCLUSION IN DIGITAL SEASON BROCHURE (310K+ VIEWS)
- INTEGRATION IN SUMMERSTAGE LINKTREE (24K+ VIEWS)
- DIGITAL VENUE SCREENS AT SUMMERSTAGE IN CENTRAL PARK

\*Subject to change each season







**Brett McNamara**

Director, Corporate Partnerships

[sponsorship@cityparksfoundation.org](mailto:sponsorship@cityparksfoundation.org)