



CORPORATE PARTNERSHIPS

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

Capital One CityParks FOUNDATION
SUMMERSTAGE 40

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 **330** parks, recreation centers, and public schools across New York City — reach nearly **300,000** 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 **227,000** attendees per year
- Nearly **70** free & ticketed benefit performances annually
- Diverse line-up designed to reach NYC's many distinctive audiences



PAST PERFORMERS

AŞAP FERG
AMINÉ
ASTROPICAL
AZELIA BANKS
BALLET HISPÁNICO
BEABADOBEE
BIG FREEDIA
BLACK COFFEE
BOY GEORGE
BRENT FAIYAZ
CAMILO
CEELO GREEN
CHARLIE PARKER JAZZ FESTIVAL
COUNTING CROWS
ETHEL CAIN
ELEVATION WORSHIP
FEMI KUTI
JASON SUDEIKIS & ILANA GLAZER
JOHN SUMMIT
JON BATISTE

KES
KID CUDI
LIL YACHTY
MACHINE GUN KELLY
MASEGO
MICHAEL BRUN
MODEST MOUSE
MT JOY
PATRICE ROBERTS
ROBERT GLASPER
SASHA KEABLE
SKIP MARLEY
SOCCER MOMMY
T-PAIN
THE DRIVER ERA
THE FAVORS
THE ROOTS
THE SAW DOCTORS
TRIXIE MATEL
YEBBA

Wet Leg

Capital One CityPark's FOUNDATION
SUMMERSTAGE 40



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

Jon Batiste

SUMMERSTAGE IN CENTRAL PARK



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

- 20+ FREE PERFORMANCES CURATED BY SUMMERSTAGE
- 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, ATTENDANCE 150K+

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, ATTENDANCE 70K+

AUDIENCE & DEMOGRAPHICS

AUDIENCE

- **DIVERSE:** 69% OF ATTENDEES ARE BIPOC, 4% NON-BINARY/TRANS
- **YOUNG:** 43% ARE BETWEEN 18-34 AND 47% YOUNGER THAN 44
- **EDUCATED:** 84% 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:** 55% OF PERFORMERS IDENTIFIED AS FEMALE OR NON-BINARY AND 56% 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



Pepsi



Subaru car display



Zepbound

MEDIA & ADVERTISING*

MEDIA (180M+ IMPRESSIONS)

- **PRINT/DIGITAL:** TIME OUT NY, DONYC, FADER, FUSICOLOGY, AFROPOP, AMNY, EL DIARIO, NEW YORK JAZZ RECORD, STATEN ISLAND ADVANCE, QNS.COM, HARLEM WORLD MAGAZINE, BANDS IN TOWN
- **RADIO:** IHEART RADIO (POWER 105, LITE FM, 104.3, Z100, KTU), WNYC, WFUV, WBGO, PANDORA, SPOTIFY, LA MEGA, CBS-FM, HOT97
- **TELEVISION:** WNBC, TELEMUNDO, WNET/ALL ARTS
- **OUT OF HOME:** 116M+ IMPRESSIONS ACROSS BIG SCREEN PLAZA, ZOOM MEDIA | GYMTV, SUBWAY DISPLAYS, BUS SHELTER DISPLAYS, STREET POSTERING
- **PUBLIC RELATIONS:** 403 MEDIA STORIES OR LISTINGS AND 4.5B+ MEDIA IMPRESSIONS

DIGITAL

- 50+ NEWSLETTERS TO 172K+ SUBSCRIBERS
- 1M+ PAGEVIEWS DURING THE SEASON ON SUMMERSTAGE.ORG
- 224K+ SOCIAL MEDIA FOLLOWERS ACROSS FACEBOOK, X, INSTAGRAM, AND TIKTOK
- INCLUSION IN DIGITAL SEASON BROCHURE (147K+ VIEWS)
- INTEGRATION IN SUMMERSTAGE LINKTREE (22K+ VIEWS)
- DIGITAL VENUE SCREENS AT SUMMERSTAGE IN CENTRAL PARK

*Subject to change each season



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Brett McNamara

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