



HARLEM HOLIDAY SPONSORSHIP Package 2017 LIGHTS

Harlem 125th Street Business Improvement District

Event Date: November 16, 2017

www.harlemlightitup.com



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HARLEM LIGHT IT UP!

2017 **FEATURING NEW EVENTS & LIGHTING**
redesigned to be **BIGGER, BRIGHTER & BETTER!**



Harlem Holiday Lighting **purpose**



PROMOTING CULTURE

- The **24th Annual Harlem Holiday Lighting** celebration is a festive event that takes place in the lively neighborhood of Harlem located in Upper Manhattan, New York, NY.
- **When:** Harlem Holiday Lighting festivities will commence on **November 16, 2017** and will kick off the holiday season in Harem.



PROVIDING ENTERTAINMENT

- Harlem 125th Street will come to life with a diverse group of residents & visitors, music, and holiday fun.
- Harlem 125th Street Business Improvement District merchants host instore activities and special promotions for shoppers.



SUPPORTING COMMUNITY

- Featuring **NEW** holiday light street decorations, individual custom pole decorations, a festive parade of lights and family friendly activities.
- The event stretches along 125th Street from 5th Avenue going west to Marginal Street [*Approximately a 1 mile distance*].



Harlem Holiday Lighting Influence

Pedestrian Presence

125th St. weekly crowd totals:
177 to 200,000 people

125th St. Annual Subway Ridership:
9,603,878 riders on A, B, C & D

125th St. Annual Subway Ridership:
4,989,981 riders on 2 & 3

Footfall Pattern Per Month:
655,425

Upper Manhattan
Public Transportation to work:
68.7%

Walk to work:
11.4%

Drive to work:
8.0%

Upper Manhattan
Those who car pooled to work:
3.0%

Social Media & Advertising

Harlem BID Website Visitors:
43,173

Twitter:
2,727 Followers

Facebook:
2,625 Followers

Harlem BID E-Blast Newsletter:
5,478 Subscribers

Harlem BID APP Visitors:
9000

Harlem Holiday Lights Publications:
100,000 local newspaper ads

Business Participation

Retail Spaces in Harlem BID area:
432

Number of New Developments:
14

Harlem Holiday Lighting supports the goals of the BID to promote 125th Street as a vibrant cultural center and continue the revitalization & beautification of 125th Street as the commercial and artistic heart of Harlem.



Event SPONSORSHIP – PART I

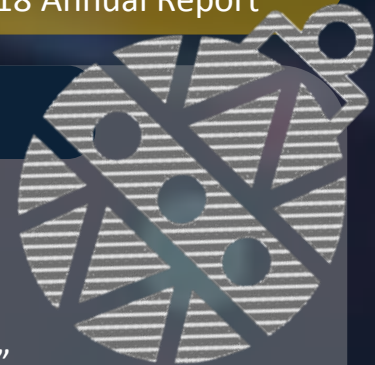


HARLEM GOLD SPONSOR (title sponsorship) **\$50,000 – Only One**

- Parade of Lights event named for sponsor
- Prominent signage on Community Stage
- One gold package lighted float with company name in Parade of Lights
- 20 guests on main open decker bus for Parade of Lights
- Company name on banner hung on open decker bus for parade of lights
- Two custom pole decorations
- Company logo and link to company on BID website (1 year)
- Advertisement on BID's "Harlem Happenings" App (1 year)
- Company profile in Harlem Happenings e-blast (1 year months)
- **Prominent Recognition** in BID's 2017 - 2018 Annual Report

SILVER BELL SPONSOR (major sponsorship) **\$30,000**

- Prominent signage on Community Stage
- One silver bell package lighted float with company name in Parade of Lights
- One custom pole decorations
- Company logo and link to company on BID website (6 months)
- 10 guests on open decker bus for Parade of Lights
- Advertisement on BID's "Harlem Happenings" App (6 months)
- Company profile in "Harlem Happenings" e-blast (6 months)
- **Prominent Recognition** in BID's 2017 – 2018 Annual Report



RED STAR SPONSOR (holiday light events sponsorship) **\$15,000**

- One red star lighted float with company name in Parade of Lights
- 5 guests on open decker bus for Parade of Lights
- Company profile in Harlem Happenings e-blast (3 month)
- Company logo and link to company on BID website (3month)
- Advertisement on BID's "Harlem Happenings" App (3 month)
- Company profile in "Harlem Happenings" e-blast (3 months)



The Harlem 125th Street Business Improvement Districts a 501(c)(3) not for profit organization. All contributions are tax deductible

Event SPONSORSHIP – PART II

Community Stage (\$13,000)

The Community Stage serves as a meeting hub for the Harlem Holiday Lighting Program. Performances by local community members, greek fraternities and sororities and special guest dj's add to the festive celebration.



Custom Pole Decorations (\$11,000 ea.)

Harlem's performers will have a chance to showcase their talent on the BID community stage. Located on Morningside Drive and St. Nicolas Avenue—the stage will host a variety of music & live performances, including carols, dancing, & gospel. This event aims to showcase Harlem's unique and historical culture through the arts.

1 Custom Pole Decoration

Prominent signage around lighting display

Company profile in Harlem Happenings e-blast (1 month)

Advertisement on BID's "Harlem Happenings" App (1 month)

2 Guests on guests on main open decker bus for Parade of Lights



Parade of Lights

(Gold Star Package \$6,000) (Silver Bell Package \$4,600) (Red Star Package \$3,200)

A procession of vibrant floats, vehicles, and crowds follow a stream of lights lit one by one along 125th St. until the street is transformed into a sea of decorative lights. This dynamic event drives visitors & local community members to 125th St and is a visual stimulus that dazzles and brightens the BID area.

One lighted float with company name in Parade of Lights

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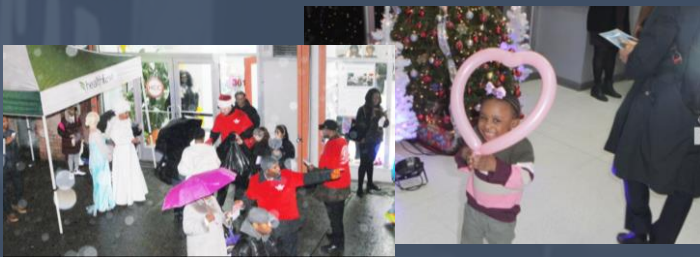
Harlem Holiday Lighting Activities



Children's Village

Taken!

Community Board #9 hosts a fulfilled, educational, and art & crafts centric event. The Children's Village historically offers holiday activities for children (ages 3-10) and their family.



Ugly Sweater Contest

Taken!

125th St. **Olive Garden** is hosting an "Ugly Sweater Contest" at 6:30pm on the night when we light up the streets for the holidays. Participating customers (21+) will have the chance to show off their ugly holiday sweaters and win an Olive Garden prize.



Get involved!! Host An In-Store Activity!

We encourage businesses along 125th St. to also host an in-store activity as we turn on the holiday lights to kickoff the holiday season. during the Parade of Lights. Check out this early line up and get in touch with us!

tgathers@125thstreetbid.com

- | | |
|--|--|
| <input type="checkbox"/> Caroling and Entertainment | <input type="checkbox"/> Food & Beverage Tasting |
| <input type="checkbox"/> Casino or Game Night | <input type="checkbox"/> Promotions
(% Off Products & Services) |
| <input type="checkbox"/> Exercise class with a holiday twist | <input type="checkbox"/> Fashion Show |
| <input type="checkbox"/> Financial Literacy/ Educational Class | <input type="checkbox"/> Corporate parties |

Food Tastings
Hosted by:



Taken!

Harlem Funky Hat
Competition
Hosted by:



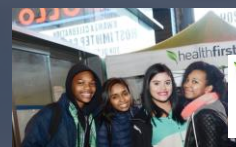
Taken!

Karaoke

Taken!

So you think you can SING! **HealthFirst** is hosting the 3rd Holiday Lighting Karaoke near the Apollo Theater. Passersby's can test out their skills while waiting for lights to come on.

A HIT EVERY YEAR!



Harlem Holiday Lighting Parade ROUTE 2016

START/FINISH



Route subject to change pending approval with the New York Police Department (NYPD)

Harlem Holiday Lighting **THANK YOU**



THANK YOU TO ALL OF OUR SPONSORS, PAST, & FUTURE



Harlem 125TH Street BUSINESS IMPROVEMENT DISTRICT

The 125th Street Business Improvement District seeks to develop a community based vision that maintains the heritage of 125th Street, helps secure future cultural presentation and production in Harlem, and encourages the ongoing revitalization of 125th Street as a premier art, culture, and entertainment destination.



We Connect

We Create

We Feature

We Bizznifi™

Bizznifi™ – 125th Street Business Improvement District, is the organization that owns the Bizznifi trademark term and specifically defines Bizznifi as “Connecting, Creating, and Featuring business services and solutions for growing commercial districts.”





HARLEM LIGHT IT UP!