

BRYANT PARK
2017
Events And
Sponsorship
Overview





Bryant Park is a city park, full of historical monuments and urban amenities. The park is a social place where friends meet, eat lunch, chat, stroll, listen to music, work on the wireless network, or simply relax.

Located in the heart of Manhattan behind the New York Library, the park features movable chairs and café tables, large sun-shielding umbrellas, and beautiful garden that change throughout the year.

This urban oasis is used year round by visitors and is available for cultural, promotional, commercial activities, and film and photo shoots.



AN URBAN OASIS

- In **the heart of midtown Manhattan** at 42nd Street and Sixth Avenue
- Adjacent to the New York Public Library and one block from Times Square and Grand Central Terminal
- **Surrounded by Fortune 500 companies:** Bank of America, Salesforce, HBO/Time Warner, HSBC, the TJX Companies, The Bank of China and Inditex.
- **14,000+** office workers in buildings surrounding the park





12 million

Visitors per year
30,000 Daily weekday visitors



72 million

Square feet of office space, with
360,000 people within a five
block radius



74%

Visitors with a college degree



71%

Visitors from the tri-state area



23%

Visitors with **\$100k+** income



52% vs. 48%

Female to male visitors



1,500,000+

Website visitors per year



1,000,000+

WiFi users per year

BRYANT PARK | Programming and Activities



Theater and Musical Performances

60+ events per year



Le Carrousel

100,000+ riders per year



Free Yoga and Fitness Classes

1,500+ yogis per week



Notable Eateries

Gourmet food and drink



Ping Pong and Games

Free equipment



Bank of America Winter Village

307,000+ skaters per year



WARM WEATHER FOOT TRAFFIC

- **20,000 - 30,000** park users per nice weather weekday
- **10,000** users per nice weather weekend day
- **250,000** people walk by the park (at Sixth Ave and 42nd St) on average weekday

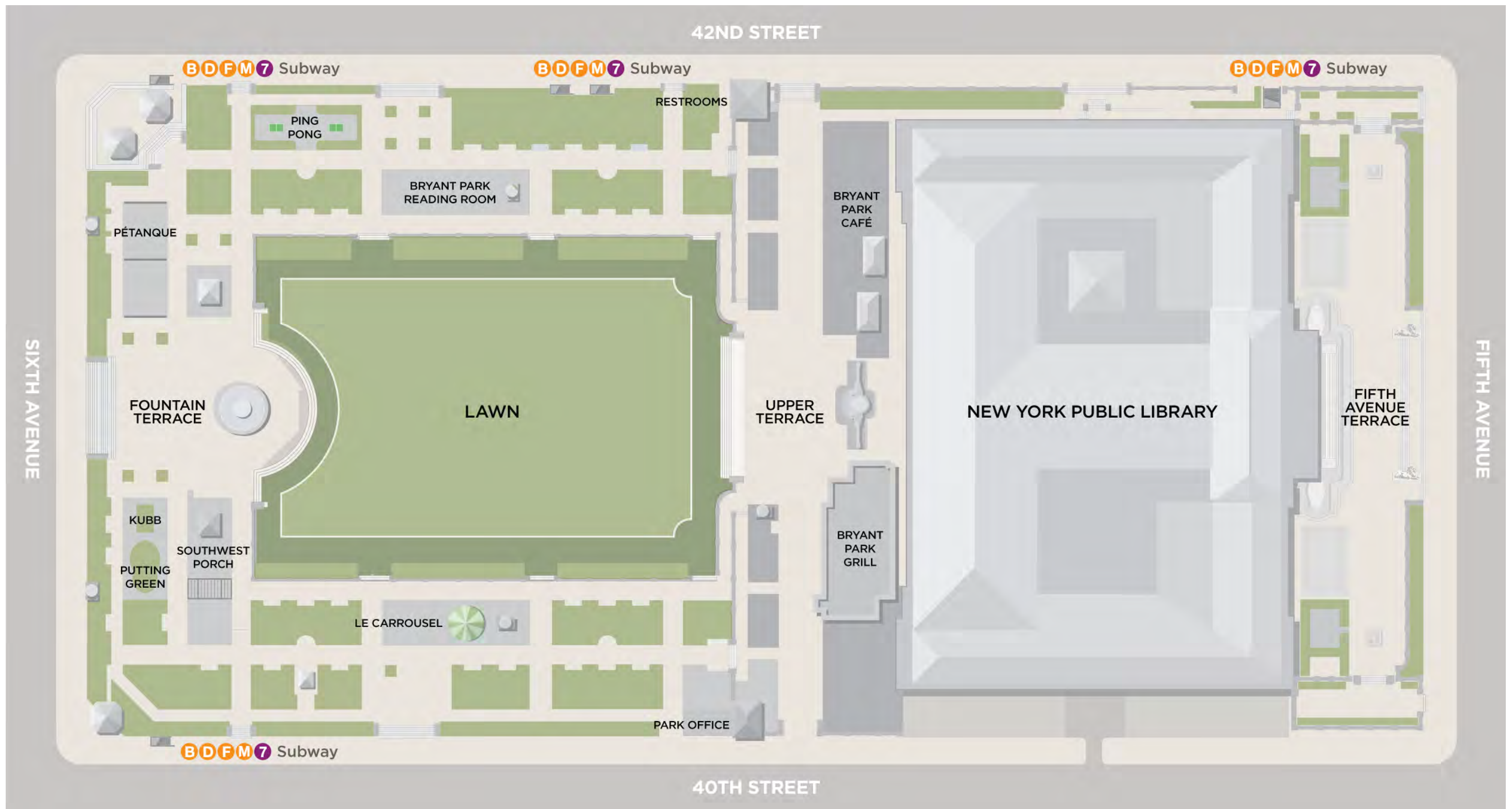
WINTER FOOT TRAFFIC

- Approximately **307,000** skaters on the Rink annually

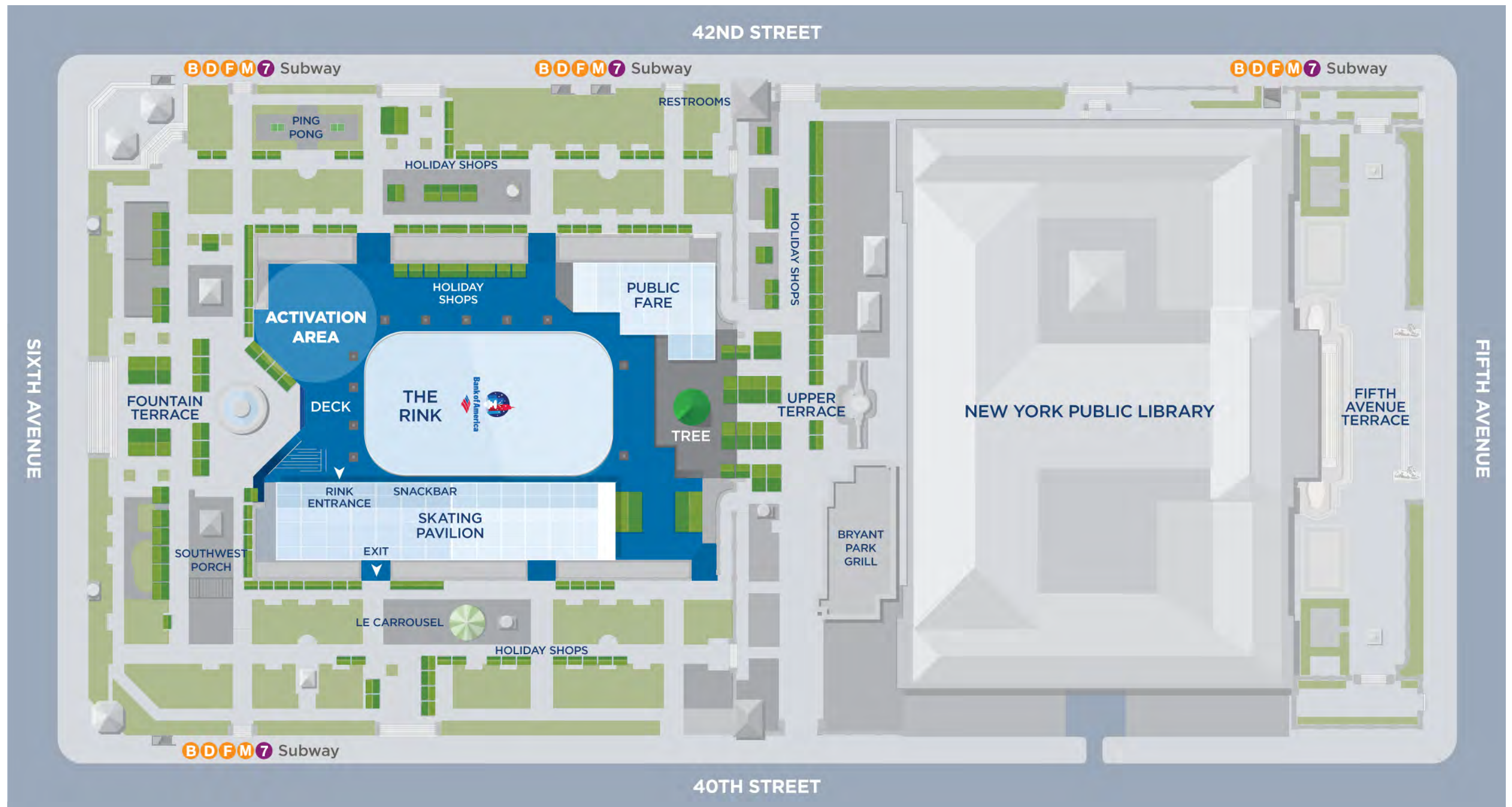
AVERAGE POINT-IN-TIME COUNTS

Average number of park patrons at specific lunch and evening hours:

August 2016	Weekday	Weekend
1:00pm	2,675	1,435
6:00pm	2,771	1,691
December 2016	Weekday	Weekend
1:00pm	3,200	4,413
6:00pm	3,062	4,335



THE PARK is used in a variety of creative ways for events and sponsorship opportunities. The Fountain Terrace, Upper Terrace, and Lawn are the park's largest open spaces and are frequently used for event activations.



WHEN WINTER VILLAGE OPENS, the park takes on a different look and feel with the Holiday Shops and free admission Rink.

The deck surrounding the Rink is a popular location for activations.

NOTE: The Fountain and Upper Terraces reopen for event activations in early January, when the Holiday Shops leave the park.

SUMMER SPONSORSHIP

PEPSI

Throughout park

For the summer of 2012, Pepsi infused their *Live for Now* campaign into existing Bryant Park programs and amenities. Vinyl appliques on the park's green bistro chairs and tables, along with custom barricade covers and event signage, brought elegant visibility to both the brand and Bryant Park's free programs.





LARGE SCALE SUMMER ACTIVATION

NEW YORK RANGERS VIEWING PARTY AND FAN FESTIVAL

Lawn & Fountain Terrace

May 20, 2015

Rangerstown came to Bryant Park complete with a mini skating rink, hockey clinics, alumni appearances, and a large scale live viewing party of the 2015 NHL Stanley Cup Playoffs. Rangers fans came by the thousands to cheer on their team against the Tampa Bay Lightning in Game 3 of the Eastern Conference Finals.



MEDIUM SCALE SPRING ACTIVATION

LILLY PULITZER FOR TARGET LAUNCH

Fountain Terrace

April 16, 2015

The Fountain Terrace was transformed into Palm Beach for the day to launch Target's latest designer collaboration. The highly anticipated event featured a pop-up shop, juice bar, complimentary manicures, and was heavily covered by national outlets, including *Forbes*, *Wall Street Journal*, and *The New York Times*.





LARGE SCALE WINTER ACTIVATION

PEPCITY: SUPERBOWL

Upper Terrace

January 29 - February 1, 2014

In celebration of Super Bowl XLVIII in New York City, PepsiCo created an immersive NYC-centric experience on the Upper Terrace where guests could sample Pepsi products, see local art, and take in cultural and musical performances. The backdrop was a dramatic geodesic dome on which images related to football, New York, and the Pepsi brand logos were projected throughout the event. Media coverage included *USA Today*, *Huffington Post*, and trade publications *Ad Week* and *Sports Business Daily*.





MEDIUM SCALE WINTER ACTIVATION

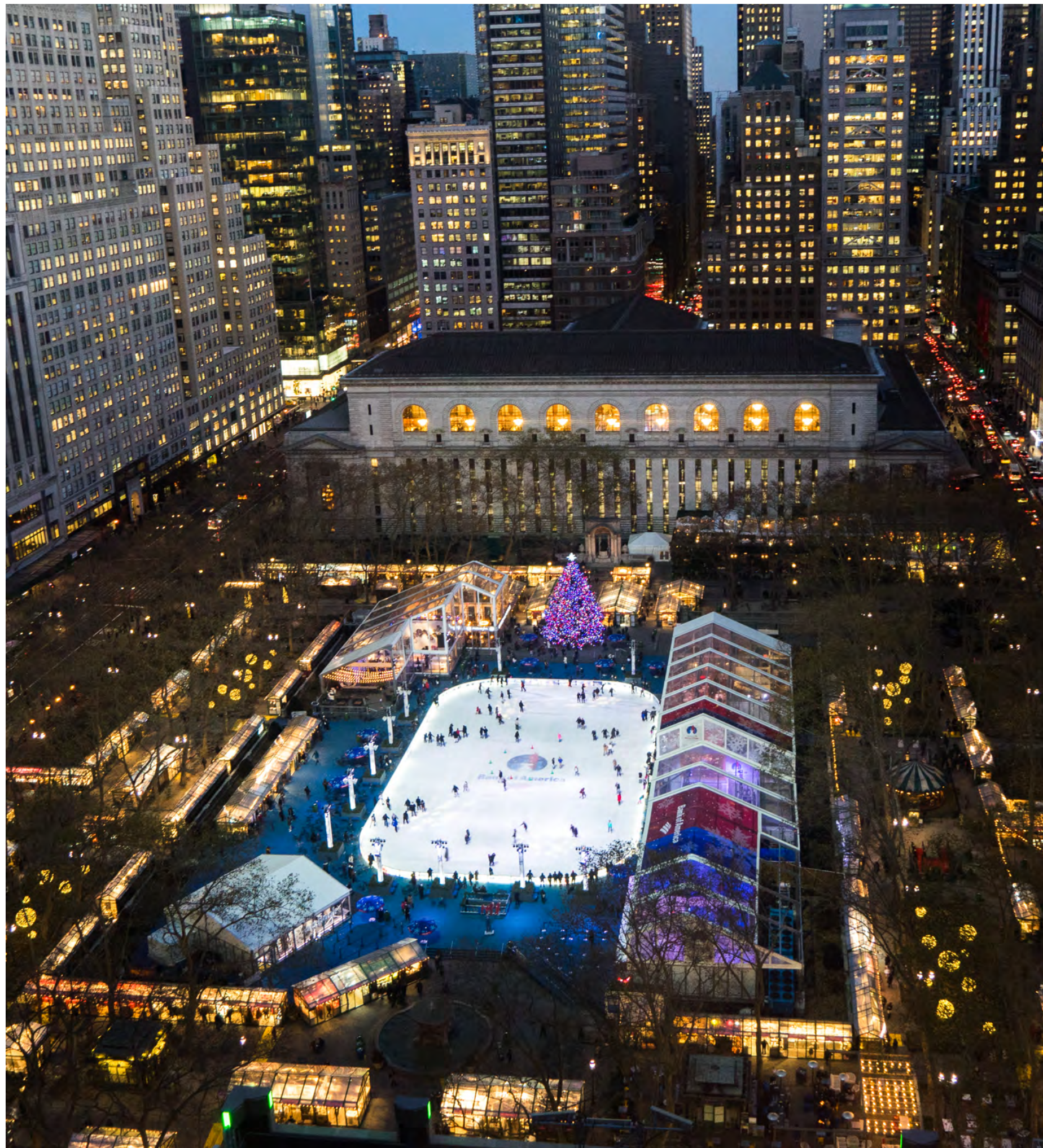
FACEBOOK VIRTUAL REALITY EXPERIENCE

NW Corner of the Rink Deck

November 16 - December 29, 2016

Facebook introduced thousands of park-goers to virtual reality at Winter Village in 2016. Visitors were guided through a new world of experiences which included an African safari, a trip to outer space and a game of one-on-one with LeBron James - all via Facebook's Oculus headset technology while their feet were safely on the rink deck at Bryant Park.





AND THAT'S NOT ALL

For more information about sponsorship opportunities or hosting an event, please see our other guides or contact the Events Department.

Bryant Park Corporation also manages smaller public spaces in the Herald Square area through its sister organization, 34th Street Partnership — which may also be a perfect fit for your event or sponsorship idea.

GET IN TOUCH

Bryant Park Events and Sponsorship

Direct: (917) 438-5119

Main: (212) 768-4242

Email: events@urbanmgt.com

Front Cover: HBO Bryant Park Summer Film Festival

Left: Bank of America Winter Village at Bryant Park

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RangersTown photos: courtesy of NY Rangers