

GOVERNORS ISLAND

Strategic Brand Partnership Opportunities



Prepared by
**THE FRIENDS OF
GOVERNORS ISLAND**

OUR VALUE PROPOSITION:

Governors Island is New Yorkers' easiest way to get away.

Just an eight-minute ferry ride, and you're transported to another world...



Resiliency



Creativity



Stewardship



Recreation



Community

The Island hosts a full six-month calendar of **SPECTACULAR PUBLIC EVENTS.**



Our brand-new park offers boundless opportunities for
RECREATION, PLAY AND WELLNESS.



Volunteerism and sustainability are **PART OF OUR DNA.**



You can help us grow our loyal visitor base and
ENHANCE THEIR EXPERIENCES.



750,000+

annual visits
(currently a 6-month season
May - October)

4 hours

Average visit

86%

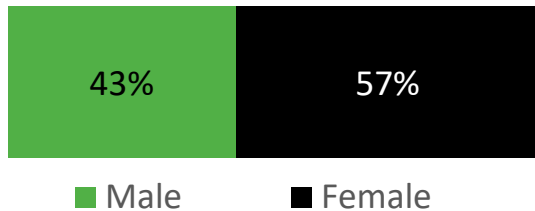
of visits are by local New Yorkers

30 Million

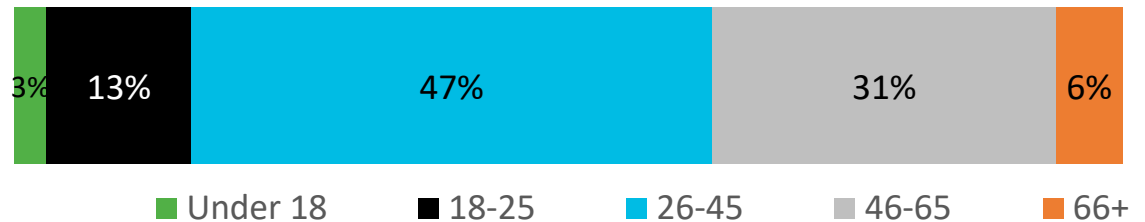
New Yorkers a year can view
Governors Island assets

Our audience is YOUNG, DIVERSE AND WELL-EDUCATED.

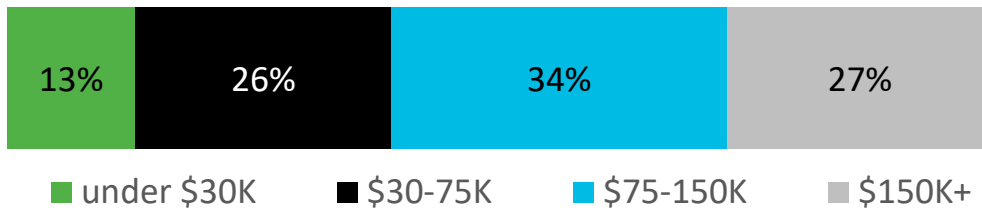
Gender



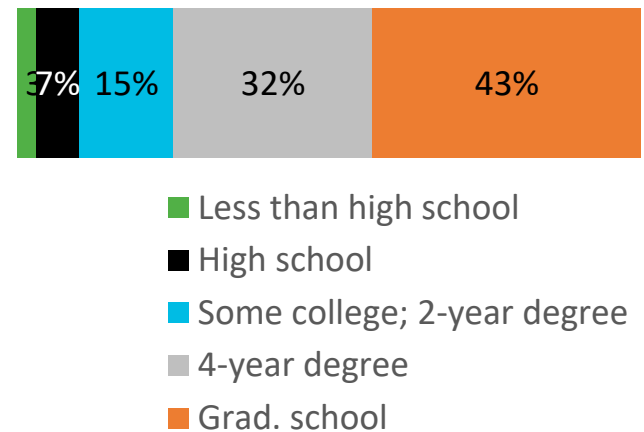
Age



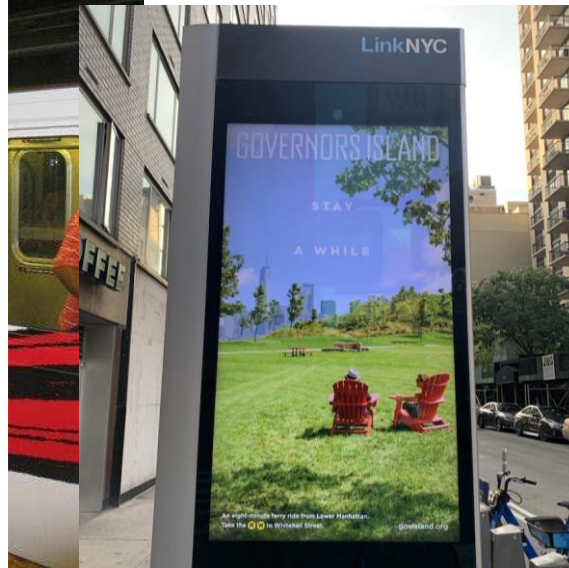
Household Income



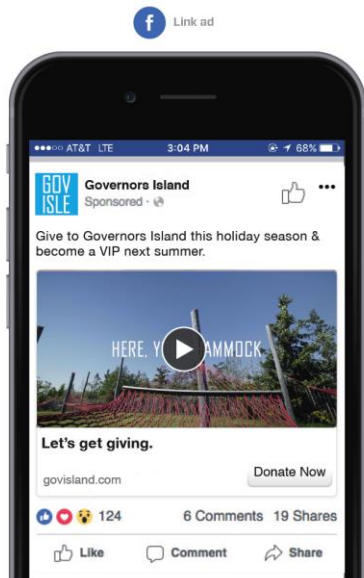
Education Level



A COMPREHENSIVE JOINT MARKETING PLAN



- **What makes this a ground floor opportunity** is the ability for Governors Island to drive significant awareness of the Island and its attractions throughout the year.
- Organic Governors Island growth can become explosive growth quickly.
- We have a million visitors and a million human stories to tell.



SPONSORSHIP BENEFITS AT-A-GLANCE

ON-ISLAND BRANDING & ENHANCEMENTS

- **Manhattan ferry terminal and Brooklyn ferry landing:** prominent branding within terminals
- **Ferry wrapping,** external and internal + ability to run content on ferry tv screens
- **Welcome Centers:** wrapping/signage; 50,000 branded and printed visitor guides; retail product placement
- **Island ambassadors** in branded apparel
- **Device charging stations** courtesy of your brand
- **New “eco-shuttle”** and golf cart branding
- **New shade structures, seating areas and drinking fountains,** courtesy of your brand
- **Open spaces:**
 - Naming rights to sports fields
 - Naming rights to play areas/park spaces
- **Sustainability projects such as:**
 - “Zero Waste Island”
 - organic park maintenance
 - solar and alternative energy uses
 - leveraging volunteers

A CADENCE OF LIVE EXPERIENCES

- **Sponsor a season of events:**
Elements to be customized and may include: signage, concessions/ music/ programming bought to by..., and custom activations:
 - *Summer Film Series*
 - *Halloween in the Harbor*
 - *Dozens of festivals & events*
- **Private events,** including after-hours, for example:
 - Team building exercises
 - Employee volunteer projects
 - Private events and experiences for VIP clients
 - Fundraisers for corporate initiatives
- **Volunteer days,** including signage, branded apparel, supplies and more
- **Table at the annual Gala at Cipriani**
- **Ticket block to annual Sunset Soiree cocktail party**

MARKETING & PR

Digital Integration

- Prominent website integration
- E-newsletter/blog posts
- Social media integration and posts

Wi-Fi & Connectivity

- Log-in screen branding & opt-in

PR & Earned Media

- Press release announcing partnership
- A seasonal cadence around seasonal events
- Any brand efforts around volunteerism
- Announcements regarding additions, restorations or renovations enabled from brand partnership

Consumer Marketing & OOH

- Customized to meet brand needs
- Will include local mass awareness such as buses, bus stations, taxi tops, taxi screens, subway wraps, billboards, digital and more

GOVERNORS ISLAND

See you on the ferry!



Contact corporate@friendsgi.org

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