



# Long Island City Partnership

## Branding & Sponsorship Opportunities

### LIC Neighborhood Banners:

Promote your business or organization to hundreds of thousands of people per day with your logo prominently displayed on LICP neighborhood banners that brighten and brand LIC.

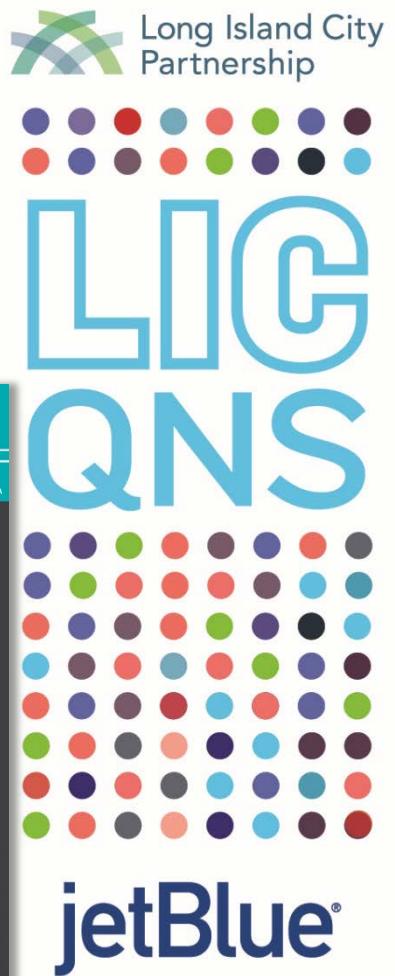
- Under 10: \$500 each
- 10-24: \$400 each
- 25+: \$350 each

### LIC Maps:

Make your mark by sponsoring the brand-new Long Island City maps, created through NYC Department of Transportation's WalkNYC program. The maps feature area attractions, including dining, cultural institutions, retail, and parks, and are correlated to the new WalkNYC Wayfinding signs already placed throughout LIC that help familiarize area employees, residents, and visitors. Your logo will be placed prominently on the back of the map when it's fully folded.

Pricing options:

- 500 (minimum): \$1,560
- 1,000: \$1,720
- 5,000: \$2,970
- 7,500: \$3,720
- 10,000: \$4,340



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### LIC Partnership Perks Cards:

Add value to your business or building through a co-branded Partnership Perk card with your logo or image.

Pricing (contact LIC Partnership for additional order amounts):

- 100: \$225
- 500: \$425
- 1,000: \$700
- 5,000: \$3,000



For more information or to take advantage of any of these branding opportunities, please contact Ryan Cagle, Director of Marketing and Events, at 718 786 5300 x27 or [rcagle@licpartnership.org](mailto:rcagle@licpartnership.org)



## ANNUAL SPONSORSHIP SUMMARY

Annual Sponsors receive ongoing visibility throughout the year while maximizing support for LIC Partnership's special projects and initiatives. All levels include the opportunity to purchase banners at the bulk rate discount of \$350 each, and include full corporate membership to our organization. We would be happy to discuss which package will best suit your needs.

Event Sponsorship at all levels include recognition on all print and digital materials, including invitation/flier, registration page, e-newsletter, print materials, signage & social media, plus on-site activation. Marquee Events are the Real Estate Breakfast, LIC Summit, and November Gala and Business Awards event.

Level	Marketing & Collateral	Event Sponsorship
Premiere \$25,000/year	Ongoing presence as a Premiere sponsor on the LICP website homepage and on the weekly e-newsletter (12K+ reach), including the logo and link to your organization's website	<ul style="list-style-type: none"><li>Premiere Sponsorship for LICP Marquee Events &amp; Business Breakfasts</li><li>12 tickets/full table for each Marquee Event</li><li>Free admission for your employees at all annual Networking Nights and up to 10 at Business Breakfasts</li></ul>
Platinum \$18,500/year	Ongoing presence as a Platinum sponsor on the LICP website homepage and on the weekly e-newsletter (12K+ reach), including the logo and link to your organization's website	<ul style="list-style-type: none"><li>Platinum Sponsorship for LICP Marquee Events &amp; Business Breakfasts</li><li>8 tickets/half table for each Marquee Event</li><li>Free admission for up to 10 of your employees at all annual Networking Nights and up to 5 at Business Breakfasts</li></ul>
Gold \$12,500/year	Includes Marquee Event marketing as stated above	<ul style="list-style-type: none"><li>Gold Sponsorship for 2016 LICP Marquee Events</li><li>6 tickets for each Marquee Event</li><li>Free admission for up to 5 of your employees at all annual Networking Nights</li></ul>