

VILLAGE ALLIANCE

Marketing Partnership Program

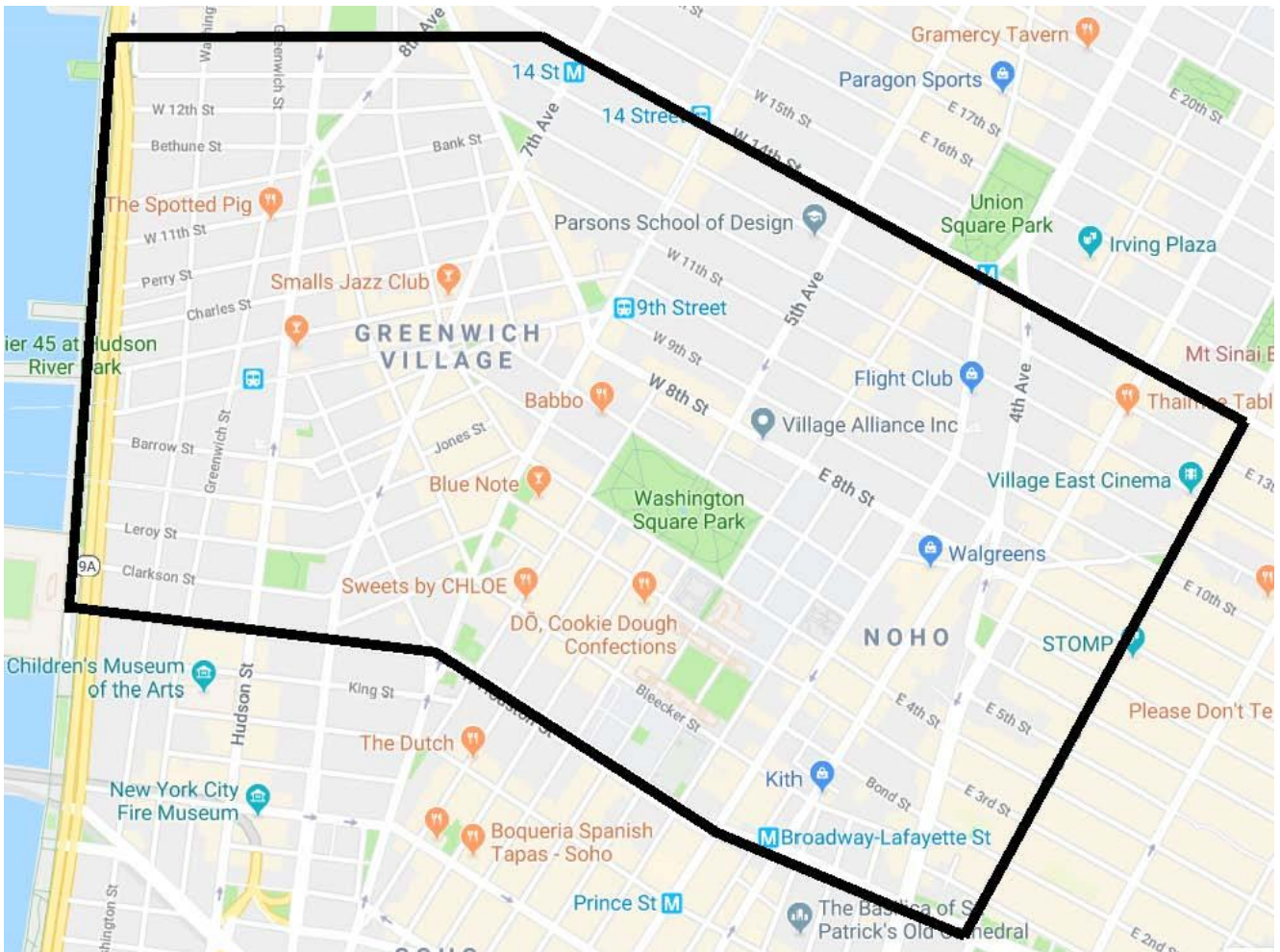
The Village Alliance has been a leading advocate for the Village community for the past quarter century. As a Business Improvement District, the Alliance works with area residents, businesses, and cultural and academic institutions to ensure the district continues to grow and succeed. Our mission is to enhance the neighborhood's quality-of-life by creating a cleaner, safer and more enjoyable environment for all who live, work and visit.

Goals of the Marketing Partnership Program

The partners agree to construct a partnership of mutual benefit. Through this marketing partnership, we, as a community can promote the business and events in Greenwich Village and Astor Place more proactively and support the district's growth and success.

Eligibility Criteria

Retail, restaurants or service providers with ten (10) or fewer locations globally are eligible for the Village Alliance Marketing Partnership Program. Furthermore, at least one location must fall **within the boundaries outlined below**. (Second Avenue to the Hudson River; Houston Street to Horatio/14th Streets)



Marketing Partnership Fees and Benefits

Digital Media Amplification (\$500)

One year includes:

- 8 posts on [Twitter](#) Reach: 4,750
- 4 posts on Facebook (2 of which will be boosted using paid promotion) Reach: 7,650
- 2 features in our bi-weekly e-newsletter, the Village Beat Reach: 6,500
- Listing and 2 features on our website Reach: 6,000/mo.
- Optional participation in the Village Access loyalty/discount card program Reach: 13,000

Streetlamp Post Banners (\$500 per banner)

Your logo visible to thousands of pedestrians daily along 8th Street or around Astor Place for one year.

Dining Guide Sponsor (\$1,000)

Prominent placement on 10,000 guides distributed annually to local universities and tourist information carts (Astor Place & Ruth Wittenberg Triangle)

Holiday Lighting & Program Title Sponsor (\$3,000)

Signage at Astor Place tree lights throughout the holiday season; signage at Astor Place Plazas during two-week holiday concert program (80,000 pedestrians daily). Plus the opportunity to co-host and/or table at other seasonal events throughout the year.

Thinking about additional opportunities not listed here? Contact us!

Rachel Brandon, Manager of Marketing & Events

rachel@greenwichvillage.nyc

212.777.2173



Village Map & Dining Guide



Village Street Lamp Banners