

**VILLAGE
ALLIANCE**

**SPONSORSHIP
+ MARKETING
OPPORTUNITIES**

2024



ABOUT THE VILLAGE ALLIANCE

The Village Alliance has been a leading advocate for the Greenwich Village community for over 30 years. As a Business Improvement District, the Alliance works with area residents, businesses, cultural and academic institutions to ensure our neighborhood continues to grow and succeed. Our mission is to create a cleaner, greener, and more enjoyable Greenwich Village for everybody.



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DIGITAL MARKETING PARTNERSHIP

\$600

- 3 posts on Village Alliance Facebook page (8K followers)
- 2 posts and 2 stories on Village Alliance Instagram (20K followers)
- 5 posts on X, formerly Twitter, (5K followers)
- 1 posts in our monthly newsletter, the Village Beat (5K hyperlocal subscribers, 50% open rate)
- 1 blog post on www.greenwichvillage.nyc
- Optional participation in our Village Access program (3K users)

Total Villagers reached: 41K

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Greeting & Note Cards

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**VILLAGE
ALLIANCE**

VILLAGE VISIONARY

\$25,000

- Corporate name or logo displayed on six (6) lamp post banners, posted around the Village for 1 year.
- Lead sponsor of one (1) large Village Alliance event of your choice. (eg: 8th St Block Party, Light Up the Village, Feast on St. Marks).
- Reserved space for tabling at ALL Village Alliance public events for promotion and/or data collection.
- Corporate name or logo on three (3) content features across digital platforms including website, blog, e-blasts, and three social media platforms (50,000+ subscribers).
- Large Ad in 2024 Village Alliance Map
- Corporate name or logo featured on all event collateral and signage:
 - 5,000 printed event programs
 - Stage banner for Astor events
 - A-Frames in Astor Place Plaza



GREENWICH GAMECHANGER

\$20,000

→ Corporate name or logo displayed on four (4) lamp post banners, posted around the Village for 1 year.

→ Logo on collateral for one (1) large Village Alliance event

→ Reserved space for tabling at three (3) Village Alliance public events for promotion and/or data collection.

→ Corporate name or logo on two (2) content features across digital platforms including website, blog, e-blasts, and three social media platforms (50,000+ subscribers).

→ Medium Ad in 2024 Village Alliance Map

→ Corporate name or logo featured on event collateral and signage:

- 5,000 printed event programs
- A-Frames in Astor Place Plaza



STREETSWEEP SUSTAINER

\$15,000

- Sponsor on three (3) smaller Village Alliance events (eg: lunchtime music in Astor Place).
- Logo on collateral for one (1) large Village Alliance event
- Corporate name or logo displayed on two (2) lamp post banners, (30M viewership).
- Reserved space for tabling at one (1) Village Alliance public event for promotion and/or data collection.
- Corporate name or logo and one (1) content feature across digital platforms including website, blog, e-blasts, and three social media platforms (50,000+ subscribers)
- Corporate name or logo featured on event collateral and signage:
 - 5,000 printed event programs

COBBLESTONE CONTRIBUTOR

\$5,000

- Lead sponsor on one (1) smaller Village Alliance event (eg: lunchtime music in Astor Place).
- Corporate name or logo displayed on one (1) lamp post banner, with two seasonal designs, (30M viewership)
- Corporate name or logo and one (1) content feature across digital platforms including website, blog, e-blasts, and three social media platforms (50,000+ subscribers)
- Corporate name or logo featured on event collateral and signage:
 - 5,000 printed event programs

VILLAGE ALLIANCE

electric body

A LA CARTE OPTIONS

You can directly support the creation of certain projects in the Village. The Village Alliance has listed options eligible for outside support, and we encourages ideas for additional beautification projects.

BEAUTIFICATION PROJECTS

ASTOR PLACE TABLES

RUTH WITTENBERG TABLES

PLANTERS ON ASTOR PLACE

SINGLE BANNER

**VILLAGE
ALLIANCE**

BEAUTIFICATION PROJECTS

HOLIDAY INSTALLATION

\$10,000+

PUBLIC ART INSTALLATION

\$10,000+

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