

MWA Metropolitan Waterfront Alliance

City of Water Day

A FREE DAY

of food, live music,

education, and adventure

ON THE WATERFRONT

JULY 14, 2012





Metropolitan Waterfront Alliance

Who are we?

- An alliance of over **550 organizations** in the NY-NJ metropolitan region
- Committed to **revitalizing the waterfront**
- A **broad coalition**—from the paddlers of the Sebago Canoe Club on Jamaica Bay to the international shippers of the New York Shipping Association

What is our Mission?

To transform the New York and New Jersey Harbor and Waterways to make them **cleaner** and more **accessible**, a vibrant place to play, learn and work with great **parks**, great **jobs**, and great **transportation** for all

City of Water Day: The Largest Harbor Festival in the NY–NJ Metropolitan Region

- A free, day-long celebration of the **world-class potential** of the water that surrounds us
- A unique and high-profile event that draws **tens of thousands** of people from throughout the region
- Hundreds of unique, fun, and educational **waterfront activities** organized by MWA and its over 550 Alliance Partners



City of Water Day July 16, 2011:





SPONSOR

**the largest harbor-wide event
in the NY-NJ region!**

Event Details

What: A FREE day of waterfront activities to celebrate our waterfront!

When: July 14, 2012

Where:

- Governor's Island, NY
- Liberty State Park, NJ
- Various other harbor locations

Direct Audience: 25,000+

Media Exposure: 500,000+ throughout the NY-NJ metropolitan region through extensive media coverage

Why Sponsor City of Water Day?

- **Key Constituencies:** Enhance brand image & your commitment to a revitalized waterfront with 25,000 City of Water Day attendees
- **Regional Reach:** MWA's large number of Alliance Partners provide us with media impact & relevancy throughout the region
- **Reputation:** MWA has built an excellent reputation among our peers for our work with communities in the NY-NJ region



A diverse audience of **over 25,000 people** on Governor's Island, Liberty State Park, and all around the New York–New Jersey Harbor

Free public **kayaking, sailing, fishing,** and other great water activities

Free, narrated harbor tours for **over 4,000 people**

Extensive media coverage from media sponsors & press, including all **major TV, print, and online outlets**

In Your Neighborhood brings other festival activities to Brooklyn Bridge Park, Hudson River Park, Harlem River Park, Staten Island, the Bronx River, and **all throughout our waterways!**





A colorful flotilla of **over 250 human-powered boaters** from around the region



A special on-water Launch Event with remarks by **prominent regional politicians and New York City officials**



Delicious food from the **region's best vendors**



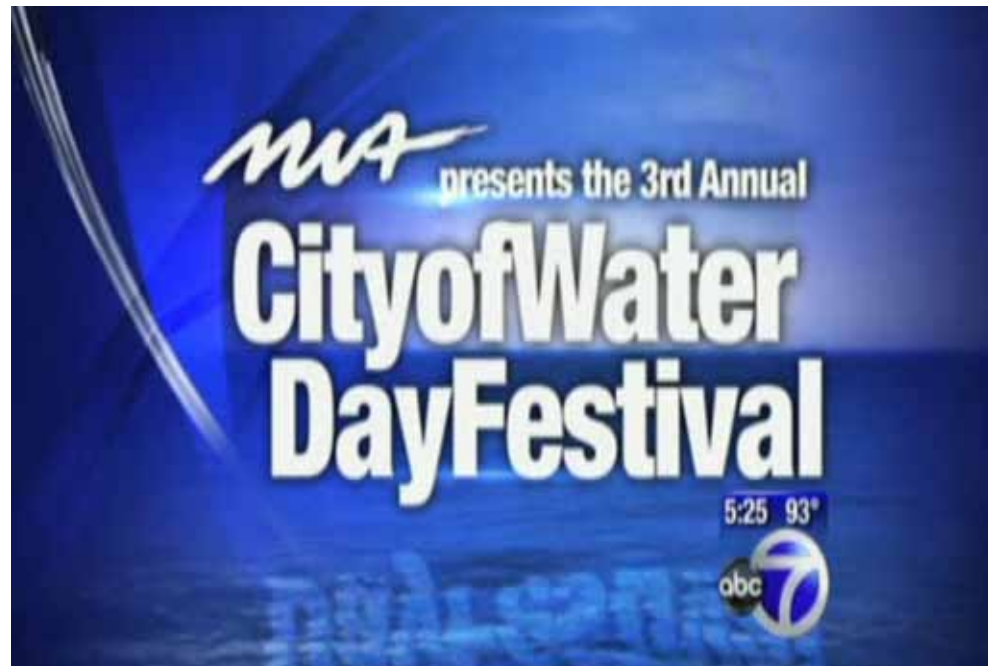
Car-free waterfront biking, free live music and performances, and so much more!



Recent Festival Sponsors



Media Sponsors



6,355,068

Online & Television Impressions

130,000

Page Views

70,900

MWA Promotional Outlets

32,750

Street Level Activation: Posters, Hard Tickets, Banners



HOME PAGE TODAY'S PAPER VIDEO MOST POPULAR TIMES TOPICS

The New York Times

N.Y. / Region

WORLD U.S. N.Y. / REGION BUSINESS TECHNOLOGY SCIENCE HEALTH SPORTS OPINION

Hot City, a Guide

By RACHEL LEE HARRIS
Published: May 28, 2011

While no man may be an island, the city is, as the City of Water Day Festival reminds us, with harbor boat tours on historic vessels, classes on waterfront ecology, nautical-themed storytelling and a giant flotilla, as well as other events, taking place around several of the city's harbors. (July 16, 10 a.m. to 4 p.m.; 212-935-9831; cityofwaterday.org.)



HOT TOPICS NYC's spiciest dishes Five events today Free events today
Fringe Festival picks Apartment tour Outdoor guide

Things to Do Arts + Culture Music + Nightlife Restaurants + Bars

This week in New York

A guide to City of Water Day

The fourth annual event on July 16 features new sailing classes, up to 200 paddle-ready kayaks, and a full slate of boat tours, seafood and waterfront activities. *By Amanda Angel*

Harbor Sponsor: \$50,000

- Company name included in festival title
- One premium activity & superior booth near departing ferries
- Category exclusivity for your brand
- Private VIP Boat Tour for company representatives & guests
- Superior logo placement on all banners & signage
- One full-page ad in event program
- Logo on all web pages with link to your company website
- Company profile & listing in WaterWire e-newsletter
- Logo, company quote & company info in all press releases
- Featured speaker & twelve tickets at Launch Press Event



Hudson River Sponsor: \$25,000

- Naming of one premium activity & premier booth at Waterfront Action Fair
- Private VIP Boat Tour for company representatives & guests
- Prominent logo placement on all banners & signage
- One half-page ad in event program
- Logo on website's main & sponsor pages with link to your company website
- Company profile & listing in WaterWire e-newsletter
- Logo & company info in all press releases
- Featured speaker & eight tickets to Launch Press Event



East River Sponsor: \$10,000

- Naming of one premium activity & preferred booth at Waterfront Action Fair
- VIP Boat Tour for company representatives & guests
- Preferred logo placement on all banners & signage
- One quarter-page ad in event program
- Logo on website's main & sponsor pages with link to your company website
- Listing in WaterWire e-newsletter
- Logo & mention in all press releases
- Eight tickets to Launch Press Event



Jamaica Bay Sponsor: \$5,000

- Booth at Waterfront Action Fair
- Boat Tour for company representatives & guests
- Logo placement on all entrance banners & signage
- Featured on event program's sponsor page
- Logo on website's sponsor pages with link to your company website
- Listing in WaterWire e-newsletter
- Logo in all press releases
- Six tickets to Launch Press Event



Passaic River Sponsor: \$2,500

- Booth at Waterfront Action Fair
- Featured on event program's sponsor page
- Logo on website's sponsor pages
- Special thanks in WaterWire e-newsletter
- Four tickets to Launch Press Event

Friend: \$1,000

- Booth at Waterfront Action Fair
- Featured on event program's sponsor page
- Invite to Launch Press Event



Overall Matrix of Sponsor Levels & Benefits

	\$50,000	\$25,000	\$10,000	\$5,000	\$2,500	\$1000
NAMING OPPORTUNITIES	Event & Premium Activity	Premium Activity	Premium Activity	-	-	-
CATEGORY EXCLUSIVITY	Yes	-	-	-	-	-
BOOTH	Superior Booth	Premier Booth	Preferred Booth	Booth	Booth	-
VIP BOAT TOUR	Private	Private	VIP	Yes	-	-
SIGNAGE & BANNERS	Superior Logo Placement All Signage	Prominent Logo Placement All Signage	Preferred Logo Placement All Signage	Entrance Signage	-	-
EVENT PROGRAM	Full Page Ad	Half Page Ad	Quarter Page Ad	Sponsor Page	Sponsor Page	Sponsor Page
LOGOS ON WEBSITE	All Pages	Main & Sponsor Pages	Main & Sponsor Pages	Sponsor Pages	Sponsor Pages	Sponsor Pages
WATERWIRE E-NEWSLETTER	Company Profile & Listing	Company Profile & Listing	Sponsor Listing	Sponsor Listing	Sponsor Listing	-
PRESS RELEASES	Logo, Quote, & Company Info	Logo & Company Info	Logo & Mention	Logo	-	-
LAUNCH PRESS EVENT	Featured Speaker & 12 Invites	Featured Speaker & 8 Invites	8 Invites	6 Invites	4 Invites	1 Invite