FOR BRANDS, SUMMER STREETS IS MORE THAN JUST BUSINESS...
CONSUMERS
COMMUNITIES
JUSTIFICATIONS
JOYFUL MOMENTS
BOTTOM LINE
BETTER NEW YORK CITY
Summer Streets attracts 300,000 people over three Saturdays in August. Park Avenue and Lafayette Street are closed to vehicles for seven miles, creating car-free space from Brooklyn Bridge to Central Park. Activities are FREE and are designed for all people of all ages and abilities.

**Summer Streets 2019**  
**August 3, 10, 17**

**INITIATIVE GOALS**

- Promote healthy lifestyle  
- Provide a family-friendly & pet-friendly atmosphere  
- Promote sustainable forms of transportation  
- Celebrate our City’s public space & dynamic built environment
FREE ACTIVITIES

The New York City Department of Transportation and brand partners design experiences for all.

- Cultural & Informational Programming
- Fitness, Sports & Adventure Programming
- Arts & Musical Entertainment
- Children’s & Family Activities
- Sponsorships & Brand Activations
- Giveaways & Sampling
THE ROUTE

- The seven mile route is composed of five rest stops, or engagement areas. These stops are where a myriad of fun activities take place from 7am to 1pm.

- Each rest stop offers a unique theme and a variety of experiences – music stages, a tasting zone, a dog park, obstacle courses, fitness classes, water activities, and much more.
BRAND ACTIVATIONS

2017 – LG INFLATABLE WATERPARK
Central Park Rest Stop
Park Avenue, 70 - 72 Streets

- LG Quadwash Waterpark
- DOT Safety Station
- Honest Sport Sampling
- Free Bike Rental
- Free Bike Valet
- LG Quadwash Consumer Experience
BRAND ACTIVATIONS

2016 – NIKE UNLIMITED NYC
Uptown Rest Stop
Park Avenue, 51 - 53 Streets

- Citi "MAKE IT HERE"
- Nike Unlimited NYC
- Zip Line
- DOT Safety Zone
- DOT Arts & Culture Hub

- Hallmark Channel “Sounds of the Shore”
- Free Bike Rental
- Free Bike Valet
- TV & Movie Sites Walking Tours
- Dance, Theater & Musical Performances
BRAND ACTIVATIONS

2015 – WHOLE FOODS CITY PICNIC
Midtown Rest Stop
Park Avenue, 23 - 26 Streets

- Whole Foods City Picnic
- Sampling Zone
- Citi Bike Activation
- Free Bicycle Helmets
- Free Bike Rental

- Free Bike Valet
- Free Bike Repair
- Performance Stage
- Art & Architecture Walking Tours
BRAND ACTIVATIONS

2018 – CLIF KIDS PARK
Astor Place Rest Stop
Astor Place & Lafayette Street

- Clif Kids Pump Track
- Clif Sampling Zone
- NY Red Bulls Soccer Zone
- GoGo squeeZ Studio Z & Sampling Zone

- I Love NY Mobile Visitor’s Center
- Gazillion Bubble Show’s Bubble Garden
- BBF Adaptive Bouldering Wall & Obstacle Course
BRAND ACTIVATIONS

2017 – CITI EXPERIENCE
Astor Place Rest Stop
Astor Place & Lafayette Street

- Citi Mobile Everest
- Mini Golf NYC
- Citi Presents Food Sessions
- Paws & Play Dog Park & Workshops
- Smellmapping Exhibit & Walks
- Creativity Cubed Collage Workshops
BRAND ACTIVATIONS

2018 – PAWS & PLAY DOG PARK
SoHo Rest Stop
Spring Street & Lafayette Street

• Paws & Play Dog Park
• Martial Arfs Agility Course
• Dog Hauz K9 Injury Prevention
• SoHo Fitness Stage
2017 – CRUNCH FITNESS CLASSES
SoHo Rest Stop
Spring Street & Lafayette Street

- Crunch Gym Fitness Classes
- Free Bike Rental
- Free Bike Repair
- Walk at Home Fitness Classes
- Honest Tea Consumer Journey
- Clif Bar Giveaway Station
BRAND ACTIVATIONS

2017 – VITA COCO BEACH
Foley Square Rest Stop
Duane Street & Center Street

- Vita Coco Beach & Slide
- Brooklyn Boulders/Movement Creative Obstacle Course
- Heidi Latsky Dance Installation
- Wheelchair Sports Federation Adaptive Basketball
- MSG & New York Liberty
- Art & Architecture Walking Tours
- Free Bike Valet
New York City is a powerhouse brand! In fact, the City ranks 13th over 2,400 brands for richness of brand imagery, right behind Disney, Coke and Hallmark. The City of New York is a known financial, media and entertainment capital. It is a fashion center, creative hotbed and technology hub. Brands and organizations benefit when partnering with our city, a true cultural trendsetter.

Data Provided By Young & Rubicam Brand Asset Valuator
WHY PARTNER?

SUMMER STREETS PROVIDES AN OPPORTUNITY FOR UNTAPPED EXPOSURE & ENGAGEMENT

• Create human connections with your brand
• Create memorable consumer experiences
• Citywide media integration, including the City’s uniquely-owned media
• Vertical ownership exclusivities
• Implied endorsement by the City of New York
SUMMER STREETS MEDIA BASICS

A variety of paid ads, strategic partnerships with broadcast and unique city-owned properties deliver a media plan that creates excitement and interest in Summer Streets and elevates brand exposure for our sponsors. In 2018, the plan delivered 97,165,293 media impressions valued at over $1 million.
EXTRAORDINARY BRAND OPPORTUNITIES

- 235 Spots Running 7/30 - 8/18
- 2-Minute Custom Segments on New York Live & Acesso Total
- NBC4 Trivia Live Segment
- Digital & Social Media Integration

CLICK HERE FOR A SAMPLE PSA
EXTRAORDINARY BRAND OPPORTUNITIES

- 4 Center Spreads & 2 Full Page Ads
- E-Newsletters
- Web Banners
- Social Media Integration
PRESS INTEGRATION

New York City makes news! It’s no surprise that when the City hosts events and shares news releases it gets coverage. Partners enjoy ample mention in DOT’s public relations that span a variety of broadcast, cable, citywide print, local news, and niche media outlets. Examples include: CBS 2, ABC 7, NY1, W-KTU, WNYC, New York Times, Daily News, New York Post, Metro, Streetsblog, Gothamist, Curbed, Untapped Cities, NYCgo, Dance Enthusiast, Broadway World, Ad Age, and many more.
EVENT DEMOGRAPHICS

CROWD ORIGIN
- Manhattan: 38%
- Queens: 25%
- Brooklyn: 11%
- Staten Island: 3%
- Bronx: 2%
- Other: 7%
- NY State: 5%
- Connecticut: 2%
- New Jersey: 7%

MALE/FEMALE
- Male: 44%
- Female: 56%

AGES
- Under 18: 13%
- 18-24: 46%
- 25-44: 26%
- 45-64: 7%
- 65+: 13%
Brand activation dollars go directly to Summer Streets, supporting NYC DOT event programming.

NYC DOT prefers brand activations that enrich the consumer experience. Brands that may have an adverse impact on health or the environment do not fit the Summer Streets core mission. All activations must be approved by NYC DOT in advance.

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ACTIVATIONS MADE EASY

Summer Streets will work with your team and/or agency to make your activations flawless. We can assist in the following:

- Warehousing
- Staffing (Brand Ambassadors)
- Production
- Set up/Breakdown labor
- NYC Permitting
- Dedicated Activation Manager
- Pass-Through Partner Rights
- Custom Designs & Integration

iDEKO is an award winning experiential production company. As the official Summer Streets production partner iDEKO offers experiential fabrication/production, permitting and marketing expertise to Summer Street brand partners if needed.
PAST & PRESENT
SUMMER STREETS BRAND PARTNERS

NIKE

citibank

VITA coco

Hallmark Channel

WHOLE FOODS MARKET

LG

Life's Good

CLIF

Honest tea

GoGo Squeez
For More Information:
Emily Colasacco
Director DOT Art & Event Programming
Email: summerstreets@dot.nyc.gov

This presentation illustrates past and potential concepts, and does not constitute an offer to any party. All agreements must be approved by NYCDOT.