

92NY150

2023-2024
CORPORATE SPONSORSHIP



FOR 150 YEARS THERE'S BEEN NO PLACE LIKE THIS

Founded in 1874, established **to provide connection and enrichment** to immigrants from Eastern Europe as they built new lives in America.

Grew to become a vital catalyst in the cultural and intellectual development of New York City — a home for the arts, **the birthplace of modern dance**, a world-class concert stage, **home of the largest and most significant talks program in the nation**, a **literary readings series** that welcomes prizewinning poets and writers from across the globe, a **lifelong learning program** that connects renowned experts with a global audience of passionate learners, **one of NYC's top nursery schools**, **the country's first parenting center**, a fitness program, summer camps, **the birthplace of Giving Tuesday**, and more ...

"Oh, that 92nd Street Y.

Talk about a cultural icon.

How ever would we amuse ourselves in the here-and-now without it?"

— JULIE ANDREWS



Kaufmann Concert Hall
Audience, 1950s

DAILY ENGAGEMENT

67% HHI \$100K+

62% hold advanced degrees

Active community seeking experiences/culture

The Insider:

Highly curated/exclusive content featuring archival gems, BTS stories and more. **Sundays, 105,000+ ticket-buyers**

Weekly Talks Updates:

Tuesdays, 75,000+ ticket-buyers - Average Open Rate: 55%

Other Communications:

Literature & Readings, Children's Programming, May Center Health & Fitness, Theater for Young Audiences, Art Center, Concerts, Dance. **Targeted communications based on interest.**

"It's where people come to hear what's really going on, not the sound bites. It's where they come to fill in the blanks."

— BILL CLINTON



Anderson Cooper & Andy Cohen



Hillary Clinton & Bill Clinton

REACH AND IMPACT

In Person

~3,500-4,000 daily/ ~700,000+ annually

Online viewers in

200+ countries and all 50 states

Reach includes: **24 million** video views annually

1.2 million live stream views

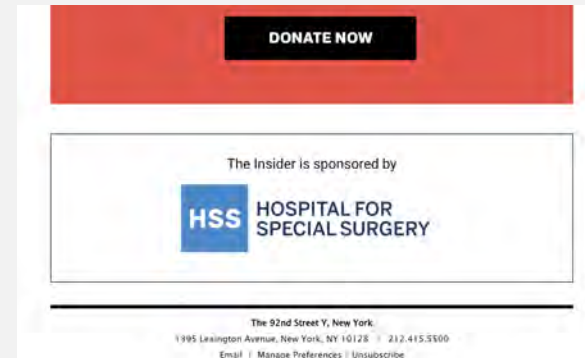
683,000+ social media followers

Email /print communications to **800,000+**

"The 92nd Street Y is the most experienced, sophisticated, and reliable audience in New York.

I love reading there"

— JOHN IRVING



FROM OUR FRIENDS AT A DOLL'S HOUSE

6 TONY AWARD[®] NOMINATIONS
INCLUDING
BEST PLAY REVIVAL
BEST ACTRESS

ACADEMY AWARD[®] WINNER
JESSICA CHASTAIN
A DOLL'S HOUSE

ACADEMY AWARD WINNER JESSICA CHASTAIN, DIRECTED BY TONY NOMINEE JAMIE LLOYD & ADAPTED BY ACCLAIMED PLAYWRIGHT AMY HERZOG

A Doll's House

Academy Award winner Jessica Chastain stars on Broadway in A DOLL'S HOUSE. The New York Times raves it's "an astonishing, breathtaking coup." Now in its final weeks. Must end 6/10.

NOW - JUN 10 | IN PERSON | [GET TICKETS](#)

92NY150
INSIDER
AUGUST 26, 2021

INSPIRED BY THE PAST
TRANSFORMING FOR THE FUTURE

Performances
Our 150th anniversary Harkness Mainstage Series celebrates a legacy of dance innovation

Just announced this week: our new dance season brings the world's great dance companies home to the place where their founders created modern dance. **Martha Graham Dance Company, Alley II, Ballet Hispanico, Limón Dance Company, Paul Taylor Dance Company** — the giants of American dance whose roots are inextricably entwined in 92NY's — gather to celebrate our 150th anniversary, alongside stars of the contemporary dance scene. Join them to revisit classic works and feel the spirit of innovation, democracy and social justice in the new works that will be debuted on our stage. [Explore the full lineup here.](#)

NEW 92NY RECANATI-KAPLAN TALKS

SPEAKING TRUTH TO POWER
(No yelling required)

The Conversation
Pro-democracy Talks

If you believe there's still a need for balanced, objective, civic (and civil) political discourse, you're in the right place. Our **Newmark Civic Life series of 92NY Recanati-Kaplan Talks** welcomes guests with a range of political viewpoints and engages them in intelligent, insightful, nonpartisan conversation. Our goal: to fight disinformation and conspiracy theories with informed, unbiased discussion on the biggest issues of the day. See how autocratic leaders wield disinformation to leverage their power when scientific historian and philosopher **Lee McIntyre** discusses his new book, **On Disinformation** with *New York Times* tech reporter **Tiffany Hsu**. Take a look inside the Trump indictments with **Nicole Wallace** and veteran prosecutors **Andrew Weissmann** and **Mary McCorm**. Hear what AI means for NYC in our new **State of New York** series moderated by 92NY CEO **Seth Pinsky**. Explore the rise of American extremism with **Rachel Maddow** and **Jelani Cobb**. And save the date — Oct 11 — for the **5th State of America Summit** when leading experts and public figures in civic life galvanize audiences around pro-democracy efforts at this critical moment. More info coming soon! Informed is forewarned — [explore the series here.](#)

GREATEST MINDS ON WORLD-RENOWNED STAGE

Recanati-Kaplan Talks: Featuring the biggest stars and changemakers. **~250 programs annually.**

Fall Highlights: Oprah Winfrey, Anderson Cooper, Nancy Pelosi, Ina Garten, Arnold Schwarzenegger, Martha Stewart, Dr. Jane Goodall, Malcolm Gladwell, Josh Gad, Andrew Rannells, Jann Wenner, Cameron Crowe, Jake Gyllenhaal.

Unterberg Center for Poetry and Literature: Leading authors/icons from stage/screen pay homage to the written word in all its forms.

Fall Highlights: Roxane Gay, Rosie Perez, Andrea Long Chu, Emily Wilson, Kay Redfield Jamison, Richard Ford, John Edgar Wideman.



Oprah Winfrey



Nancy Pelosi



Roxane Gay



Andrew Rannells



Arnold Schwarzenegger



Emily Wilson

“Reading at the Unterberg Poetry Center was my life’s ambition when I was 24. The Y had every poet worth his salt. It meant you’d made it...”
— AUGUST WILSON

WORLD'S MOST CELEBRATED ARTISTS AND GROUNDBREAKING PERFORMERS

Tisch Center for Music: Legendary global artists perform in a unique and intimate setting.

Fall Highlights: Audra McDonald, Joshua Redman Group, Garrick Ohlsson, Bejing Guitar Duo, Conrad Tao, Orpheus Chamber Orchestra, Cécile McLorin Salvant, Dame Imogen Cooper

Harkness Center for Dance: World-class dancers/choreographers honoring the past and building the future.

Fall Highlights: Dorrance Dance, Ballet Hispánico, Paul Taylor Dance Company, Batsheva Ensemble, Limón Dance Company

"The 92nd Street Y is the bomb! I'm excited to be part of that history. It's actually the coolest thing to see on my calendar in a very long time"
— BRANFORD MARSALIS



Paul Taylor Dance Company



Audra McDonald



Bejing Guitar Duo



Joshua Redman Group
featuring Gabrielle Cavassa



Ballet Hispánico

ADDITIONAL CENTERS

Belfer Center for Innovation & Social Impact

Employs grassroots global initiatives, leadership programs and civic movements, to create a vibrant worldwide community built around big ideas and doing good.

- **Women InPower Fellowship:** provides mentorship needed to advance mid-level professionals
- **Share Our America:** community of people/organizations who believe that we can bridge the divides in our politics and culture
- **The #LessLonelyProject** is a social media campaign led by/for Gen Z that destigmatizes loneliness
- **Newmark Civic Life Series lectures** hosts /conversations with leading experts exploring pro-democracy



Women InPower Networking Event

"These conversations open up the door for relationships that can reach across communities and neighborhoods that never would have happened without Share Our America.

— WILL, CHATANOOGA, TN. SHARE OUR AMERICA PARTICIPANT

ADDITIONAL CENTERS

Center for Community:

- **Himan Brown:** 60+ Program Membership-based program
- **May Center for Health, Fitness & Sport**

Children & Family:

- **Nursery School**
- **Parenting Center**
- **Theater for Young Audiences.** Original musical theater productions up to 18 yrs.
- **Grandparents Center**
- **After School Program**
- **Camps**



May Center Yoga



Nursery School

*"We had a blast [at parents' night].
 What an idyllic place to be!
 You and your staff are doing amazing things everyday!
 Thank you for that."
 — 92NY PATRON*

ADDITIONAL AUDIENCE TOUCHPOINTS

Annual Fundraising:

- **Gala:** Largest fundraising event. 2024 is 150th Anniversary celebration. May 7, 2024 at The Glasshouse.
~600 attendees
- **Extraordinary Women Awards:** Celebration of women’s impact on community. November 13, 2023 at 92NY.
~500 attendees
- **Nursery School Benefit:** Nursery School families/alum. March 13, 2024 at The Pierre Hotel.
~300 attendees

“The 92nd Street Y will continue to meet the challenges of our time — making the world a better place for everyone in its extended community, just as it has since 1874.”

— DEBORAH ROBERTS, ABC NEWS CORRESPONDENT, 2023 GALA HOST



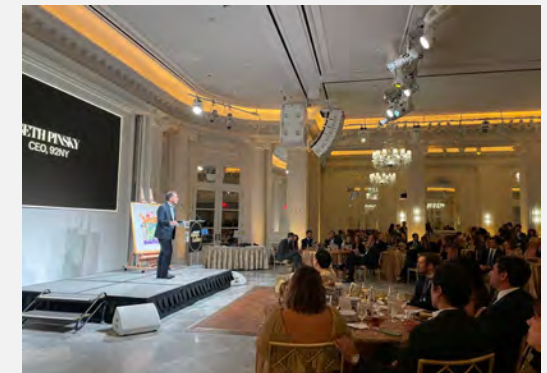
Juju Chang hosting 2022 Extraordinary Women Awards



2023 Gala Michelle Dorrance/Aaron Marcellus Dance Performance



2023 Gala Honoree Anthony McGill reacting to special performance by student



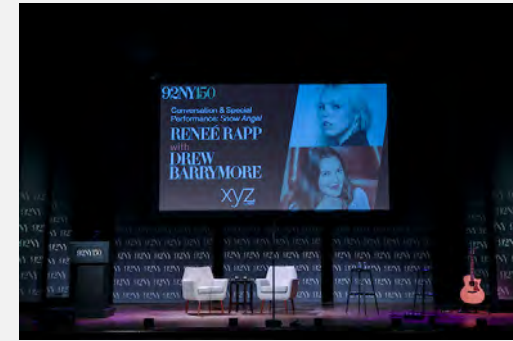
92NY CEO, Seth Pinsky at 2023 Nursery School Benefit

HIGH-IMPACT SIGNAGE

Kaufmann Concert Hall Mainstage Screen
900-seat & Livestream Audience

Buttenwieser Hall mainstage Screen
250-seat & Livestream Audience

- **External placement, high-traffic area on Upper East Side**
- **Co-branded step & repeat, high press pickup**



Kaufmann Concert Hall



Co-Branded Step & Repeat



Buttenwieser Hall



92NY Main Entrance

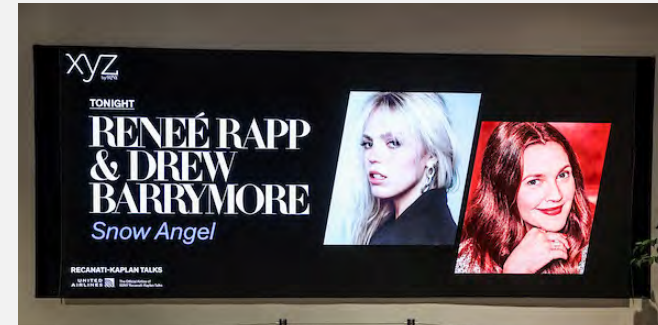
ADDITIONAL SIGNAGE

Digital, Main Lobby Screens

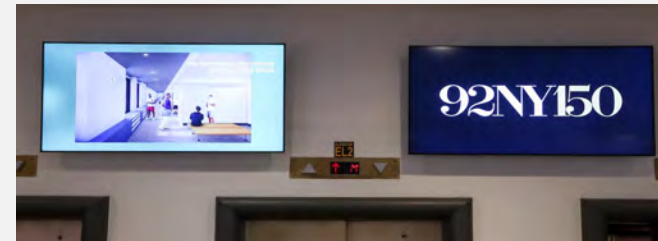
Arnhold Center/ Buttenwieser Hall Video Wall

- Patron/ Talent Photo Ops
- Customizable/ placement in high-traffic areas

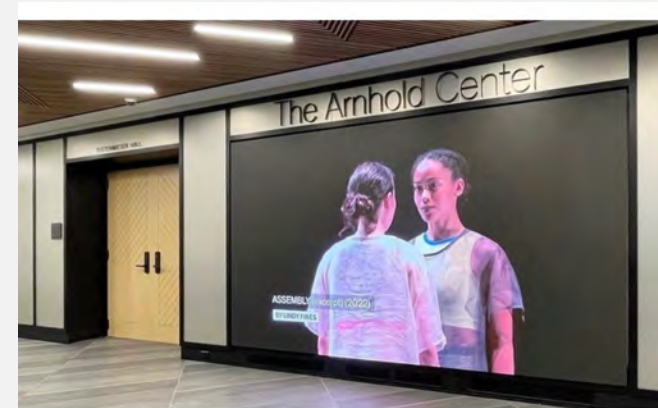
Additional temporary/digital options throughout campus



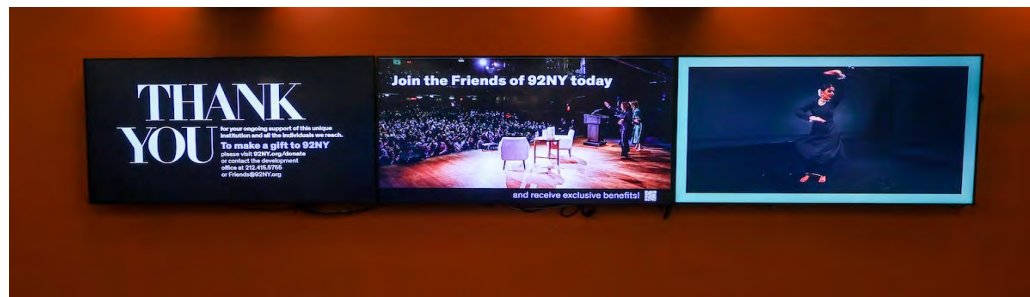
Main Lobby



Main Elevator



2nd Floor Arnhold Center



1st floor Hallway



OUTSTANDING PRESS



The Washington Post



The New York Times

THE NEW YORKER



FORTUNE



Entertainment

HELLO!



GLAMOUR

NEW YORK
Amsterdam News



VANITY FAIR

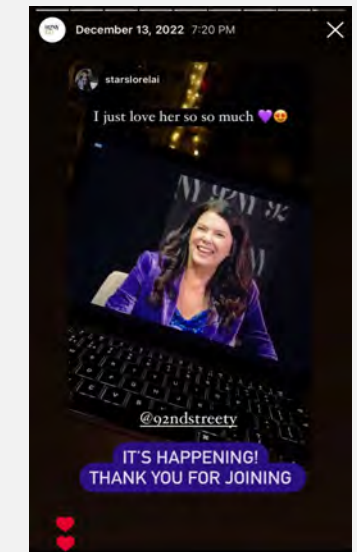
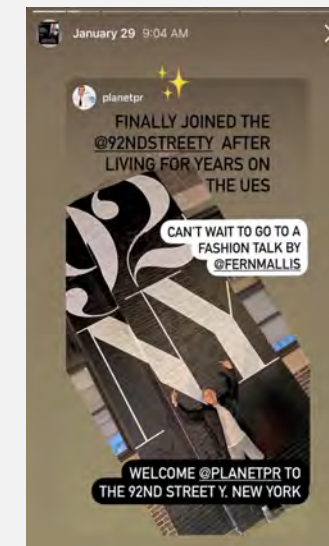
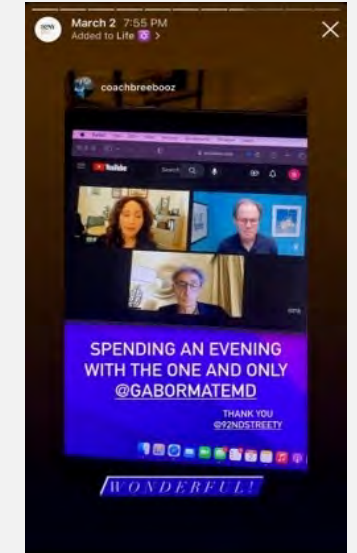
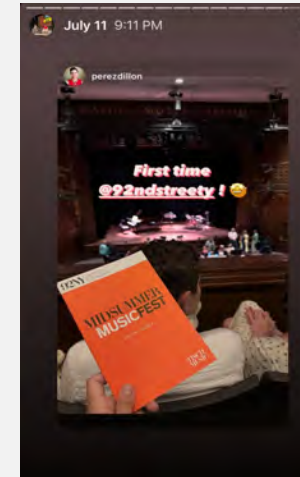
Gothamist

VULTURE



SOCIAL MEDIA PRESENCE

- Patrons frequently post content pre/post event.
10% average engagement with spikes up to 75%
- Building wrap and branded collateral offer
“Instagrammable” moments
- Global audiences join virtually to watch live and engage on social: **60% outside of NY, 40% outside of US**
- Rapid YOY growth **50%**



“Oh, I wish Vancouver had the equivalent of the 92nd Street Y! I'd be at every event I could fit in! Love attending when I am in Manhattan.”

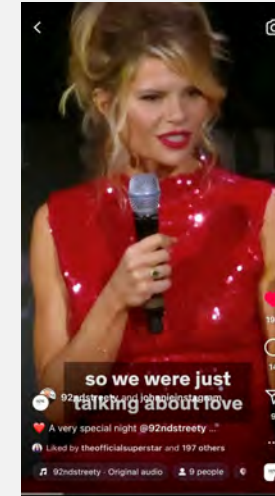
— 92NY PATRON

680,000+ FOLLOWERS & GROWING

- Frequent collaborations with **high-profile celebrities** drive massive reach
- Range of platforms: Instagram, Threads, X (Twitter), LinkedIn, TikTok, Facebook, YouTube and Mastodon
- Several viral videos/ year **achieving 1 million + views/shares**



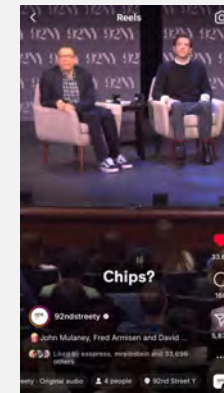
Sam Heughan, *Outlander* Star: 400K+ views



Collaboration with Johnnie Ingram, EP & Co-Creator, Reagan Baker, Star *Swiping America*. 15K+ views



Kiefer Sutherland, 24 Actor. 17K views



John Mulaney, Fred Armisen and David Byrne. 765K views



Isabel Allende, Author. 995K views



Chase Stokes, *Outer Banks* Star. 1.3 M views



Collaboration with Ashley Graham, Model and Activist and Fern Mallis, 30K+ views



Lauren Graham, *Gilmore Girls* Star. 35.4K views

“92NY has always been a place I’ve dreamt of speaking at. So, bucket list moment check?”

— CHASE STOKES

DISTINGUISHED SPONSORS



92NY AT 150



[Click to play video](#)

EXPANSIVE SPONSOR OPPORTUNITIES

- **Brand Visibility:** inclusion in website, promotional materials, step & repeat, signage, press releases, social media and e-newsletters/member communications
- **Client Entertainment:** tickets for VIPS and client guests, discounts for employees/clients, private events or receptions pre/post event
- **Networking Opportunities:** access to network of influential community members and donors, executive/brand participation in select programming, sponsored bar, distribution of branded collateral
- **Philanthropic Impact:** demonstrate commitment to arts, culture and NYC community, association with institution's mission and values



Jann Wenner & Bruce Springsteen



Andrew Garfield and Annette Insdorf

"This is a night I'll never forget."

— ANDREW GARFIELD

CUSTOMIZABLE OPPORTUNITIES

- On-site **Activations**
- On Campus **engagement**
- **Gifting opportunities** at gala and fundraising events
- Direct email opportunities*
- Potential to create **co-branded merchandise**
- **Social Media campaigns**, contests
- **Teaching opportunities** for experts across program centers/audiences*
- **Product sampling/ brand exposure** in talent green room
- **Flexibility** to select benefits to create a unique **sponsorship package**

* Subject to approval from 92NY Producers



**FOR MORE INFORMATION,
CONTACT:**

92NY

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PRESS LINKS

- CBS Sunday Morning <https://www.cbsnews.com/news/the-key-to-finding-happiness/?ftag=CNM-00-10aab8c&linkId=196446746>
- The View/Liz Cheney: <https://www.youtube.com/watch?v=IW9q8QBmXOI>
- Good Morning America: <https://abcnews.go.com/GMA/Living/video/pickleballs-popularity-rise-country-85917931>
- WPIX 11: <https://pix11.com/video/mr-g-tries-his-hand-at-pickleball/8820440/>
- Extra TV: <https://extratv.com/2022/12/19/james-corden-predicts-tears-when-late-late-show-ends-in-2023-exclusive/>
- NY1: https://ny1.com/nyc/all-boroughs/news/2023/03/06/movie-talk-on-the-upper-east-side?cid=id-app15_m-share_s-web_cmp-app_launch_august2020_c-producer_posts_po-organic
- Washington Post: https://www.washingtonpost.com/lifestyle/2023/08/08/winfrey-maddow-schwarzenegger-92nd-street-y/b69c71e2-3600-11ee-ac4e-e707870e43db_story.html
- ABC News: <https://abcnews.go.com/Lifestyle/wireStory/winfrey-maddow-schwarzenegger-helping-nycs-92nd-street-mark-102103634>
- New York Times: <https://www.nytimes.com/2023/08/08/arts/dance/jody-arnhold-dance-education.html?smid=nytcore-ios-share&referringSource=articleShare>
- New Yorker: <https://www.newyorker.com/magazine/2023/03/27/an-upper-east-side-temple-of-culture-gets-a-touch-up>
- USA Today: <https://www.usatoday.com/story/opinion/2023/04/17/national-week-conversation-how-fight-toxic-polarization/11658802002/>
- Fortune: <https://fortune.com/2022/09/22/ray-dalio-stock-market-fall-further-recession/>
- U.S. News & World Report: <https://www.usnews.com/news/best-states/new-york/articles/2023-08-08/winfrey-maddow-and-schwarzenegger-among-those-helping-nycs-92nd-street-y-mark-150th-anniversary>
- Independent, UK: https://www.independent.co.uk/news/world/americas/arnold-schwarzenegger-ap-rachel-maddow-nyc-michael-lewis-b2389669.html?utm_term=Autofeed&utm_campaign=IndyUS&utm_medium=Social&utm_source=Twitter#Echobox=1691511574

PRESS LINKS

- Entertainment: <https://ew.com/tv/how-julia-louis-dreyfus-life-changed-after-telling-warner-bros-to-f-off/>
- Hello!: <https://www.hellomagazine.com/film/495095/outlander-sam-heughan-caitrona-balfe-more-wow-fans-celebrating-season-seven/>
- People: <https://people.com/andy-cohen-daughter-first-gestational-surrogacy-ny-7507640>
- Glamour: <https://www.glamour.com/story/sarah-ferguson-reveals-she-met-the-editor-who-coined-duchess-of-pork-in-the-british-press>
- The Amsterdam News: <https://amsterdamnews.com/news/2023/07/20/christian-cooper-talks-the-magic-of-birding-at-92-street-y/>
- Financial Times: <https://www.ft.com/content/321d711d-63da-442e-8bdc-07eef34adfa6>
- Vanity Fair: <https://www.vanityfair.com/hollywood/2023/04/al-pacino-says-he-gave-harrison-ford-a-career-after-turning-down-star-wars>
- Gothamist: <https://gothamist.com/arts-entertainment/cartoonist-adrian-tomine-reflects-on-20-years-of-new-yorker-illustrations>
- Vulture: <https://www.vulture.com/2023/03/yellowjackets-van-was-supposed-to-die.html>
- WNYC: <https://www.wnyc.org/story/kwame-alexander-why-fathers-cry-night/>

THANK
YOU