CORPORATE SUPPORT

CAPABILITIES + OPPORTUNITIES
A WORLD OF OPPORTUNITY FOR YOUR COMPANY

With multiple, renowned centers and a breadth and depth of programs serving people of every age and background, 92Y offers corporate supporters unlimited opportunities, including:

- Signature Events: Talks, Readings & Performing Arts
- Special Events & Summits
- 92U + Adult Education
- Programs for Children, Family and Seniors
- Jewish Life Programs
- K-12 Arts Education
- Digital Sponsorship Packages
- Corporate Memberships & Employee Engagement
- Corporate Philanthropy

92Y
ABOUT US

92ND STREET Y is a groundbreaking cultural and community center where people all over the world connect through the arts, education, entertainment and conversation. For 146 years – through times good and challenging -- we have been there for the local, national and global community, inspiring and uplifting people by connecting them to the arts, education, entertainment, and conversation.

Since March 2020 …

- 1 billion+ minutes of digital content viewed in over 150 countries
- 1,200+ free, original digital programs watched by 3.6 million people
- 60% new patrons; 60% outside New York
- 33+ million views of 92Y’s digital archive

Watch our sponsorship sizzle reel
Watch our short video and discover how 92Y transformed during the Covid crisis.

TALKS & READINGS

92Y convenes the brightest minds and biggest stars for entertaining and illuminating conversation and presents landmark readings and literary performances with celebrated authors and emerging writers.

Opportunities for full-year and seasonal support include:

• **92Y Talks** – Over 200 Talks per year, including signature series such as Fashion Icons with Fern Mallis and the Reel Pieces Film Series with Annette Insdorf

• **Poetry Center Reading Series and Literary Performances** – Presented by 92Y’s esteemed Unterberg Poetry Center

• **XYZ by 92Y** – Curated Talks and special experiences for over 24K young 92Y patrons
PERFORMING ARTS

92Y is a world-class performing arts center presenting classical, jazz, popular and world music and a wide variety of dance performances. Opportunities for corporate underwriting include:

- **The Harkness Dance Festival** -- Showcasing a spectrum of work from revivals of classics to cutting-edge pieces by emerging talent, curated 92Y’s Harkness Dance Center, a seminal place for modern dance. Feb/Mar. 2021

- **Classical Concerts** -- Showcasing anticipated artistic debuts and premieres by the world’s most exciting music artists. Fall and Spring seasons, 2021
SPECIAL EVENTS + FUNDRAISERS

Engage influential, prominent donors and patrons at some of the most exciting and anticipated events of the year that are critical sources of fundraising for 92Y’s program centers:

• **Nursery School Benefit** – Celebrating and supporting the premiere early childhood learning institution in New York. Apr 2021

• **92Y Gala** – 92Y’s annual spring Gala, the biggest fundraising night of the year, which was reimagined as a virtual event in 2020. May 24, 2021

• **The Extraordinary Women Awards** – Supporting 92Y programming that impacts and empowers women, girls, teens, and families. Nov 2021
92Y SUMMITS - 2021

• **Future of Democracy (March)** - Following the most tumultuous and disruptive election season in recent American history, this summit convenes politicians from across the spectrum with analysts, journalists, policy experts, scholars, activists and public servants to explore democracy, and how to preserve it. From media influence to civic participation to government function, where does democracy go from here?

• **Women's Health Summit (May)** - Convening top doctors, authors, experts, and celebrities on the latest idea and advances to help women and girls lead healthier, happier and more fulfilling lives. *New in 2021*

• **XYZ Summit (June)** - Curated conversations and experiences for 92Y’s XYZ young member group consisting of 25K members. 2020 program can be found [here](#).

• **City of Tomorrow (late Sep)** - Exploring the future of New York and Cities. 2020 program can be found [here](#).

• **Summit for Life (Nov)** - The latest ideas and advances for optimizing life and wellness for those 60+. *New in 2021*
ADULT EDUCATION AND 92Y

Over the course of history, 92Y has counted such figures as Emma Lazarus, W. H. Auden and Zero Mostel on its teaching faculty. Today, we’re discovering anew what a lifeline fully immersive, online adult learning can be.

• 92U: The new online university of 92Y offering unlimited opportunities to learn with some of the world’s most in-demand experts from top centers of learning, museums, art galleries, business and media.
• Great Thinkers: a new series of master classes with the kinds of thought leaders who appear onstage at 92Y
• Lectures and Discussion Groups
• Classes in every imaginable subject
• And much more!
PROGRAMS FOR CHILDREN & FAMILIES

- **The Parenting Center** – The first center of its type in the country providing advice and support at every stage in family life

- **92nd Street Y Nursery School** – One of the premiere early childhood learning institutions in the country, committed to building a strong foundation for its young children and to fostering a vibrant community

- **92Y Camps** – For the first time in our 146-year history 92Y is excited to bring the best of children’s programming home with you and your family with Virtual Camp Live! NEW in 2021, we will be offering golf to our campers.
PROGRAMS FOR SENIORS

• **Himan Brown Senior Program** – Fostering creativity, lifelong learning, wellness, connection and community through a wide variety of classes, lectures, programs and special events for adults 60+

• **The Grandparents Center** -- Dedicated to strengthening and celebrating the grandparenting experience
As a proudly Jewish organization, 92Y is committed to enhancing the remarkable meaning, purpose and substance of Jewish identity and the infusion of Jewish life in our broader society. 92Y’s Jewish Life programs include:

- **Jewish Innovation Fellowship** -- Offering a select group of Rabbinical students a free, year-long curriculum focused on design thinking, innovation, and leadership
- **Atid** – 92Y’s Jewish after-school program
- **High Holidays Livestreamed Services**
- **Jewish Education** classes for adults and children
- **Derekh Torah** immersion courses
- **Shababa** – the beloved celebrating the intersection between ancient Jewish tradition and the needs of modern families
K-12 ARTS EDUCATION

Through the Center for Arts Learning & Leadership (CALL), 92Y provides arts education and career readiness programs to over 70 NYC public schools annually (16K students and teachers) and to schools outside NY participating in our Fall 2020 virtual education offerings.

• **K-5 and Middle School programs** connecting students to celebrated writers, musicians, dancers and visual artists from around the world through dynamic school-based residencies; performances, and apprenticeship programs

• **Teen Producers**: Two-year career exploration and mentorship program that helps Bronx-based high school students acquire the tools they need to pursue careers in the creative industries, develop as artists and contribute to programming at 92Y

• **Teen Arts Week and Awards**: Citywide celebration of the arts featuring free classes, workshops and performances at over 30 participating arts organizations in all five boroughs

• **Young Leaders Series**: Curriculum-based, event subscription series connecting classrooms across the country with leading figures in a range of humanities topics who have or will be appearing on 92Y’s (virtual) stage. Participating classrooms will receive lessons with 92Y’s Teaching Artists introducing the featured presenters, and curriculum materials with activities and teaching resources. Fall 2020 presenters include Anthony McGill, Christian McBride, Dorrance Dance, Shamel Pitts, Claudia Rankine, and Amanda Litman

Watch a short video to see 92 CALL in action:
DIGITAL SPONSORSHIP PACKAGES

A first-time opportunity for corporate supporters to power and surround 92Y’s premium digital content across platforms and formats, including:

- 92Y weekly emails reaching 100K+
- Prominent credit during event livestreams and video archives
- Premium ad placements on 92Y.org
- 92Y social media integration
Enhance your company’s employee benefits, recruitment and retention with custom packages for your company that can include:

**92Y VIRTUAL CORPORATE BENEFITS PACKAGES**

**EVENTS AND CLASSES**
- Talks and Readings with talent including Tom Hanks, Oprah, Lin-Manuel Miranda, Zadie Smith, Meryl Streep, Seth Meyers, David Brooks, Itzhak Perlman, Ina Garten and more
- Performing Arts including concerts by such artists as Daniil Trifonov, Emerson String Quartet, Anthony McGill, Angela Hewitt, Emanuel Ax, Cécile McLorin Salvant, and more
- Master Classes with thought leaders, continuing ed classes, art classes, discussion groups and more

**CHILDREN AND FAMILY PROGRAMS**
- Virtual After-School enrichment classes and Online Camps with activities in art, music, sports, musical theater
- Parenting Center classes led by child development experts, for parents and children at every stage from newborn to pre-school. Pre-natal programs too!
- Expert advice everything from caring for your new grandchild to navigating your relationship with your adult children, from our Grandparents Center

**HEALTH AND WELLNESS**
- Virtual Membership and Group Fitness Classes
- 1-on-1 Personal Training
- Nutrition Counseling
- Meditation and Mindfulness
- Certification Courses – CPR, Babysitting
CORPORATE PHILANTHROPY

92Y is an ideal partner for companies who want to expand their philanthropic portfolio, entertain clients and offer exciting employee privileges.

Corporate philanthropy supports 92Y’s essential mission while providing a range of opportunities to complement and advance business objectives.

92Y will work with your company to help achieve your goals by supporting 92Y programs that align with your company’s philanthropic mission.
THANK YOU!

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