

2015 to 2016



NoHo SPONSOR PROGRAM

NOHO BID

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 @NOHONYC

 @NOHONYCITY



ABOUT THE NoHo BUSINESS IMPROVEMENT DISTRICT

Who we are.

The NoHo Business Improvement District (BID) is a non-profit organization of property owners, commercial tenants, residents, and government officials working to improve NoHo's quality of life and promote its economic and cultural vitality.

Governed by a diverse Board of Directors, and working in partnership with the City of New York, we pride ourselves on our innovative and responsible stewardship of NoHo.

What we do.

Since our founding in 1996, the NoHo BID has invested significantly into making the neighborhood a cleaner, safer, and more attractive place for the community.

With an annual budget of around \$550,000, the NoHo BID provides the following supplemental services:

- Sanitation and Graffiti Removal
- Public Safety and Visitor Services
- Neighborhood Marketing and Events
- Streetscape Beautification and Public Improvements

Where we do it.



The NoHo BID's boundaries are from Astor Place south to Houston Street and Lafayette Street west to Mercer Street.



**EXPAND YOUR
BRAND.
SUPPORT THE
NEIGHBORHOOD.**

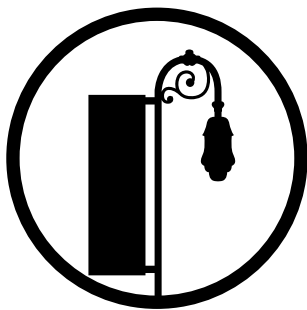
**Become a NoHo
Sponsor.**

We are excited to present a bunch of sponsorship opportunities in NoHo – New York City's unique downtown destination.

As a sponsor of NoHo's Business Improvement District, your support will help improve the neighborhood's quality of life and promote its vitality.

On behalf of our community, we sincerely thank you for partnering with us as a *NoHo Sponsor*.

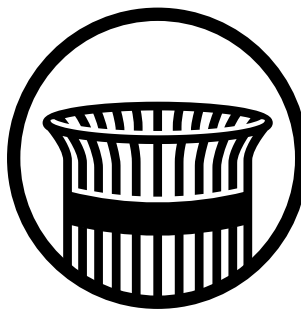
**Many ways to
show support.**



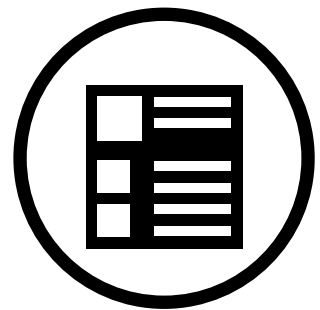
**STREET
BANNERS**



**CLEAN TEAM
UNIFORMS**



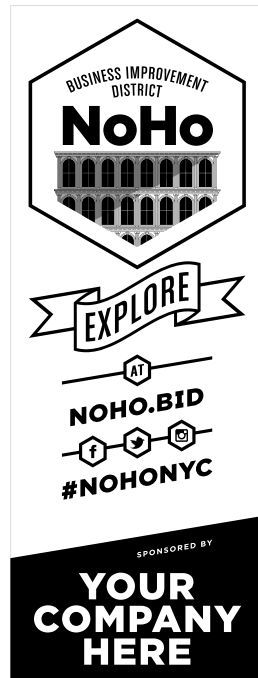
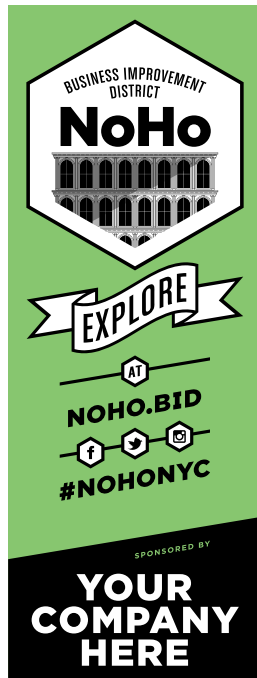
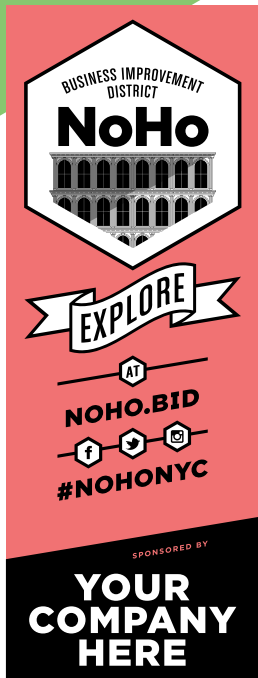
**CUSTOM
DECAL**



NOHO NEWS



STREET BANNERS



Eye-catching, highly visible two-sided banners displayed for six months throughout NoHo. Over 50 banner locations can be picked on a first-come, first-serve basis. Custom designed by Box Creative. Fabricated, installed and maintained by Titan Outdoor Media. Proudly sponsored by Your Company.

◀ 2015 Spring and Summer Banner Design

QUANTITY	CONTRIBUTION	QUANTITY	CONTRIBUTION
1	\$650	10	\$5,525
2	\$1,300	50	\$27,625
3	\$1,755		
4	\$2,340		
5	\$2,925		
6	\$3,510		
7	\$4,095		
8	\$4,680		
9	\$5,265		

10% Discount 15% Discount



CLEAN TEAM UNIFORMS



Your company name and logo featured prominently on the Clean Team's spring and summer uniforms. Our design team will work with you to select the best color combination and layout. With five Clean Team members sporting custom uniforms throughout the streets of NoHo - eight hours a day, seven days per week - this high impact sponsorship opportunity is a great way to show your support for a clean, vibrant, and thriving neighborhood.

CONTRIBUTION

\$4,000





CUSTOM DECAL



Your company name and logo will be placed on a decal on the District's custom litter receptacles. Specific locations may be requested in order to be near your property or business.

With thousands of people utilizing the BID's 60+ litter receptacles daily, this sponsorship opportunity is a fun and effective way to show your support for a clean, healthy neighborhood.

QUANTITY	CONTRIBUTION	10% Discount	15% Discount
1	\$500		
2	\$1,000		
3	\$1,350		
4	\$1,800		
5	\$2,250		
6	\$2,700		
7	\$3,150		
8	\$3,600		
9	\$4,050		
10	\$4,250		
20	\$8,500		



NoHo NEWS



SPOTLIGHT

Business showcase

NoHo News is a monthly e-newsletter sent to over 1,500 area businesses, property owners, residents, students, government officials, and friends of NoHo.



NEWS

Latest from the BID

Spotlighting the very best of the neighborhood, NoHo News highlights local fashion, dining, fitness, design, and the arts and culture scene.



EVENTS

NoHo happenings

As the sponsor, your company's name, logo and a brief bio will be displayed prominently in the mailing; and it will be linked to our social media channels, including Twitter, Facebook and Instagram.



HISTORY

From Abe Lincoln to architecture

CONTRIBUTION

\$100 per issue

CONTACT US TO GET STARTED

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