

Working
side by
Riverside

Riverside Park Conservancy

Corporate Partnership

in Riverside Park





About Us



Partnership is in our DNA

With six miles of green space stretching from 59th Street to 181st Street, Riverside encompasses five spectacular parks that connect Upper Manhattan’s diverse neighborhoods with nature and recreation along the Hudson River.

In the 1870s, legendary landscape architect Frederick Law Olmsted envisioned sweeping parkland that carved out the valleys and rock outcroppings overlooking the river, which subsequent designers brought to life. A century later, a grassroots group of neighbors invested their hearts and wallets in reclaiming the park’s majestic beauty after years of neglect, creating a public-private partnership rooted in direct community action. Riverside Park Conservancy was born out of that commitment.

Today, in partnership with the City of New York, the Conservancy works to restore, maintain and improve 400 acres of forests and meadows, ballfields and sport courts, playgrounds and dog runs. With a staff of 60 park professionals, including 24 full-time gardeners, we rely on 40,000 hours of annual volunteer time from engaged community members. We produce over 250 free public events each year, and our sports camp serves more than 1,600 children from diverse neighborhoods across the five boroughs.



Join Us

By becoming a corporate partner you will be aligning your brand with a critical natural resource in a city starved for quality green space. You will be supporting a “people’s park,” frequented and beloved by a population as diverse as the Park itself and the city it serves. More than 3 million New Yorkers visit us every year to stroll, play, run, bike, picnic, or just sit on a bench and soak in the natural beauty.

Your employees will experience the joy of giving back alongside a community that is deeply invested in the outcome of their work. With over 300 active local volunteers, we remain true to our grassroots. Your sponsorship will help us do our job of preserving and protecting this beautiful green space - and show just what the power of partnership can accomplish for generations.



Stewarding an Extraordinary Place

The Principles that Guide Our Stewardship

Riverside Park is a complex and unique public space. To expand our impact and make sure we can address the extensive needs of the park's historic landscape, structures, and facilities, the Conservancy engages a cross-section of individual and corporate partners in active stewardship. Our commitment is grounded on three principles that guide and inform our work: Sustainability, Environmental Justice, and Innovation.



Sustainability

Our commitment to sustainability is reflected in every aspect of our operations. Our renowned herd of weed-eating goats provides a sustainable, chemical-free method of removing invasive species from the landscape. Our wildflower meadows support the native bees and butterflies that play a vital role in the global food system. And our new compost facility is the first of its kind in an NYC Park, with on-site composting of park debris to reduce waste, cut emissions and improve soil quality.



Environmental Justice

The Park north of 120th Street has seen years of disinvestment, leading to great disparities in amenities, cleanliness, and overall conditions. The Conservancy's North Park Initiative focuses on addressing the systemic lack of investment in these areas of the Park and the surrounding communities of color. Our commitment has led to significant improvements but much work remains to be done to ensure all of our neighbors have access to the social, cultural and health benefits of a well-managed and well-funded public park.



Innovation

We pride ourselves on being ahead of the curve when it comes to identifying emerging needs and implementing novel solutions. As an urban park on the water's edge, we are keenly attuned to the realities of climate change. From green infrastructure improvements like bioswales, engineered soils, and solar charging stations, to new systems and ways of working, we are constantly evolving our methods. We stay connected to the latest trends through strong partnerships with local nonprofits and community boards, and through our own field research.



Become a Corporate Partner: It's Fun and It Matters!



It's Fun

Your company can help propel our mission forward. Partnership is a great way to recognize and celebrate your employees, lift up your brand, and reinforce your commitment to the community and the common good. Our corporate partnerships are the opposite of out-of-the-box. Every experience is tailored to your needs and organizational culture. We can design a one-day event or a series of happenings that align with your goals and resources. We offer volunteer projects, park tours, branded signage and educational opportunities that are meaningful, well-executed, and just plain fun!

It Matters

Companies like yours are vital to our mission. Your financial support, as well as your team's sweat equity through volunteerism, represent an invaluable investment in one of New York's most vibrant public spaces. Corporate partners have a multiplier effect on our ability to support the daily operations and programming of Riverside Park. With your help, we can:

- **Expand the quality and impact of volunteer activities**

Financial contributions from corporate partnerships provide us with resources to retain our incredible professional staff who oversee our volunteer programs for both companies and local schools and community groups.

- **Sustainably source materials**

We strive to secure the highest quality and most eco-friendly tools and materials, which often carry a premium and continue to rise with inflation.

- **Exponentially increase our impact**

There's power in numbers! So many landscape projects require many hands to get the job done. Something that would take our small staff weeks to accomplish can be completed in a few hours with the help of an energetic team. Your volunteer power will have an immediate and long-lasting impact on our operating capacity and the health of the Park.





What Partnership Looks Like

Our partnership program is structured to give your employees a rewarding workday with fresh air and spectacular views. We rely on volunteer groups to accomplish major landscape improvements that our horticulture staff can't do alone. All projects support our efforts to build a more climate resilient and ecologically diverse park and may include planting, mulching, painting, raking, trash cleanup, and invasive plant species removal.



Champion: \$25,000

- Opportunity for up to 4 days in the Park, up to 100 volunteers
- *All opportunities of Advocate level plus:*
 - Behind-the-Scenes guided tour of Riverside Park's Special Initiatives (Compost Center, North Park, Historic Monuments, Forever Wild and Pollinator areas)



Advocate: \$20,000

- Opportunity for up to 3 days in the Park, up to 80 volunteers
- *All opportunities of Supporter level plus:*
 - Branded signage at the project site during your event
 - Opportunity for a "lunch-and-learn" with RPC team members in Sakura Park or at your office



Supporter: \$15,000

- Opportunity for up to two days in the Park, up to 60 volunteers
- *All opportunities of Friend Level plus:*
 - Lunch from a local eatery for all participants
 - Call-out in the RPC monthly newsletter



Friend: \$7,500

- A custom-designed volunteer day in the Park for up to 30 volunteers.
- Name recognition in the RPC Annual Report, Website, and dedicated Social Media Post
- Digital photo album and impact report

Interested in sponsoring a program or event? We have a diverse array of happenings from festivals to concerts to fitness classes and more! Please reach out to Caroline Leary, Director of Corporate Relations, at caroline@riversideparknyc.org for more info.