

2025 Partnership Opportunities



Riverside Park Conservancy

Working
side by
side
Riverside



Our Mission

From 59th Street to 181st Street, from riverfront to city-side, we repair, care for, and enhance six miles of parkland.

Working together with the NYC Parks Department, we make improvements as diverse as the park itself and the City it serves.

181st St.

181st Street

Little Red Lighthouse

Fort Washington Park

155th Street

145th Street

West Harlem Piers Park

Grant's Tomb

125th Street

Sakura Park

110th Street

Riverside Park

96th Street

Soldiers' and Sailors' Monument

81st Street

Pier I

72nd Street

Riverside Park South

59th Street

6 miles

59th St.

Six Miles of Green

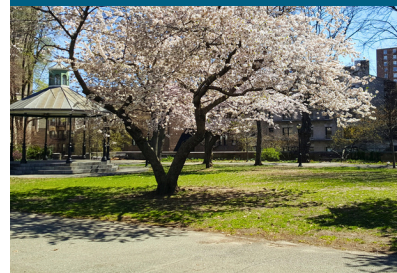
Fort Washington Park



West Harlem Piers Park



Sakura Park



Riverside Park



Riverside Park South



Stretching nearly half the length of Manhattan, our green space encompasses **five spectacular parks.**

The neighborhoods we border reflect the diversity and vibrancy that make New York the greatest city in the world.

Our Roots

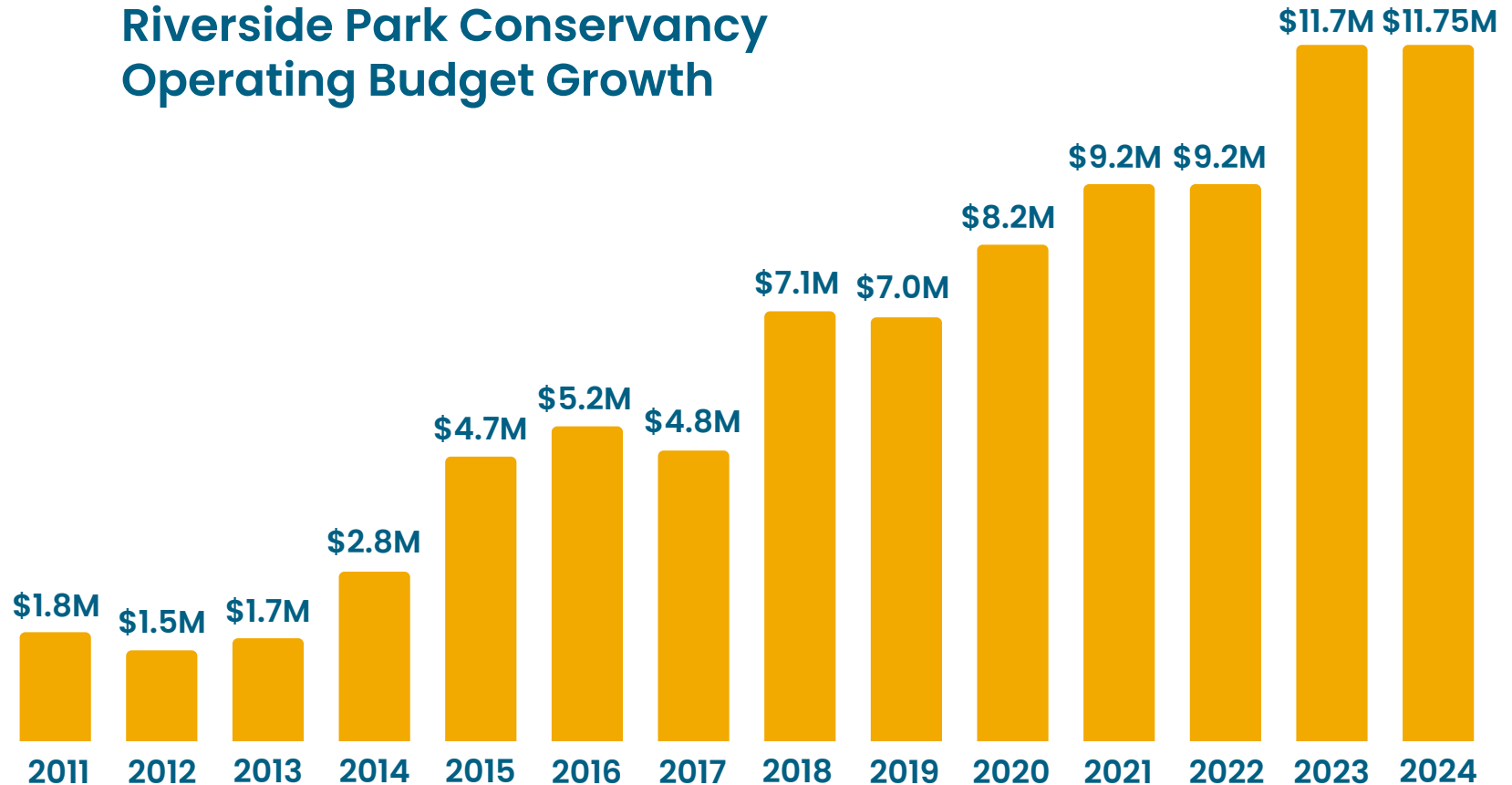


Founded by neighborhood volunteers in the 1980s, we're rooted in community partnership. It's in our DNA.

Today, we invite nonprofits and companies of all sizes to join us in making a local impact.

We are a Local Success Story

Riverside Park Conservancy Operating Budget Growth



...that continues to grow.

Our Annual Impact



450

acres of parkland
cared for

63

Conservancy staff
members at work

40,000

volunteer hours
from dedicated
neighbors

1,400

kids attending our
multi sport camp

300

free public events,
festivals, concerts, classes
and fitness programs

39

paid interns, including our
"TeenCorps," which trains
the next generation of park
stewards

Our values

We are committed to work that advances our goal to be the most inclusive, innovative and sustainable park in NYC.



Inclusivity



We believe everyone has a right to the social, cultural and health benefits of a high-quality public park.

Unfortunately, our Park north of 120th Street has seen years of disinvestment, leading to great disparities in accessibility, amenities, cleanliness, and overall conditions.

From horticultural maintenance to capital improvements, from teen internships to free programming, from grassroots volunteering to partnerships with local organizations, we work alongside community members to ensure a consistent and high standard of care along all six miles of our 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 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.

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. Our wildflower meadows support the native bees and butterflies that play a vital role in our local ecosystem. 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.

We are where New Yorkers...



RELAX



EXERCISE



LEARN



LET LOOSE

and spend time with their...



KIDS



FRIENDS



NEIGHBORS



DOGS

Our Audience

3 Million+ visitors a year



Our core users are residents from the Upper West Side, Morningside Heights, West Harlem and Washington Heights. They are:

- multi-generational
- ethnically diverse
- engaged in their neighborhoods
- regular daily visitors



Marketing & Brand Integration

The Conservancy can create customized Brand Integration Packages that will connect your brand with our audiences and communities that use the park through our digital channels which include:

RPC Website

250,000+ unique page views annually

Impressions

40,000+ subscribers to our email newsletter

30,000+ followers across social media platforms, including:



Press

CBS NEW YORK



The Conservancy regularly receives earned media features in major daily newspapers, weekly magazines, culture, tourism and event websites.

THE WALL STREET JOURNAL
WSJ



Goats return to Manhattan to help weed
Riverside Park



Gothamist

**The Ultimate Guide To
Riverside Park, The Lowkey
Best Park In NYC**



The New York Times

Art Blooms Alongside
Nature in Riverside Park



**science
FRIDAY**



**USA
TODAY**

gothamist



Partnership Opportunities

We are focused on finding new ways to collaborate that can provide maximum benefit to the Park, build audience, and enhance your company's positive impact on the community. Opportunities include:

- Volunteer programs
- Summer on the Hudson event activations
- Custom collaborations like our "More Trees. Less Trash." campaign.





Corporate Volunteer Program

We'll work with you to create customized volunteer activities that align with your CSR strategy while offering meaningful, fun, and engaging activities for your team.



Volunteer with Us: 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**
- **Sustainably source materials**
- **Exponentially increase our impact**

What Corporate Volunteering Looks Like



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

Current Corporate Partners

Bloomberg
Philanthropies



Morgan Stanley

APOLLO

Blackstone



GT GreenbergTraurig

SIDLEY AUSTIN LLP
SIDLEY



KM KNOPMANMARKS



Riverside



amazon

NEUBERGER BERMAN

NewYork-
Presbyterian

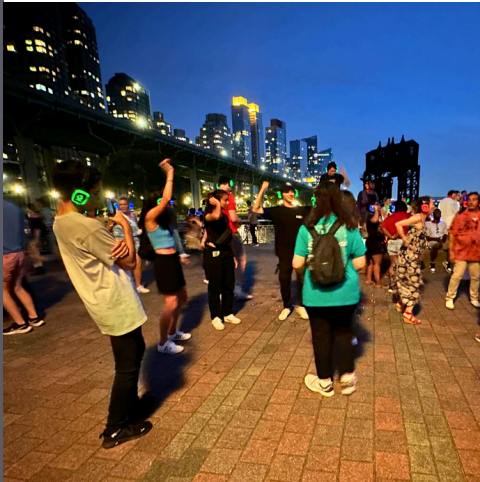
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Summer on the Hudson

300+ Free Events
50,000 Attendees

Drawing a diverse audience from all over NYC, our *Summer on the Hudson* series presents hundreds of free events from May through October, including concerts, movies, dance parties, family programs, health and wellness classes, and full-day festivals. With daily events at Pier I (70th St) and West Harlem Piers Park (125th St), we partner with local artists, nonprofits and businesses to provide high-quality, community-centric programming.



...and
much
more!

Sample Co-Branding Opportunities

- 25,000 print brochures (mailed and distributed at live events)
- Season-long banners on light-poles
- Event activations and tabling
- Recognition from the podium at festivals, concerts and other public programs
- Stage banner signage
- Movie Night promo slide
- Vehicle branding
- Branded apparel for event staff
- Giveaways at volunteer events such as “SandSational” and Coastal Cleanup days



Support
Riverside Park Conservancy's
campaign for



More Trees. Less Trash.

Your Company can have immediate impact on Riverside Park—
Our goal is to plant 120 new trees alongside Riverside Drive, and
install 60 new solar-powered trash-compacting receptacles
throughout the Park.

Your support will mean a greener and cleaner Riverside Park.

More Trees. Less Trash.



Trees give our beautiful, six-mile stretch of parkland its unique character. Due to ongoing cuts to the NYC Parks budget, there is a minimum three-year wait for the City to plant a new street tree. We have a faster solution. RPC can hire our own contractor and work in sections to plant trees quickly for less than half the cost.



The Conservancy wants to replace the barrels with solar-powered, compacting receptacles that are rodent-proof and can hold 4X as much trash. Your sponsorship can bring 60 state-of-the-art, earth-friendly bins to locations where they're needed most.