



CORPORATE SUPPORT

2024

Partner with one of the world's most innovative and beloved public green spaces.

The High Line relies on the generous support of corporations and local businesses to remain a destination for world-class design, beautiful plantings, and museum-quality public art.

We offer several opportunities for collaboration and brand alignment, including customized sponsorships, on-site activations, and corporate membership.

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Visitors walk the High Line to connect with nature and enjoy a safe outdoor experience with friends and family.



CORPORATE MEMBERSHIP

Corporate members provide crucial funding in support of the park's daily maintenance and operations. In return, the High Line extends year-round benefits and recognition, including employee engagement activities in the park.

Corporate membership is a great way for companies to develop a relationship with the High Line. Benefits and recognition are available at the following levels of support and can be customized to meet your CSR and marketing needs.

\$15,000 Preservationist

\$25,000 Engineer

\$50,000 Conductor

> [Corporate Membership Brochure](#)



The High Line's most important initiatives and programs offer meaningful partnership opportunities.

Horticulture & Sustainability

The High Line's green practices, such as storm water reuse and pollinator studies, and the park's four-season landscape that includes plantings chosen for their hardiness, sustainability, and textural and color variation.

[Learn more](#) →

High Line Art

World-class contemporary public art projects presented free of charge, 365 days a year.

[Learn more](#) →

Community Engagement

Programs and partnerships dedicated to empowering local communities and providing paid jobs to **local teens**.

[Learn more](#) →

Education

School partnerships and remote learning sessions that engage hundreds of New York City public school students each year.

[Learn more](#) →

High Line Network

A group of infrastructure reuse projects from across the country—and the people who are helping them come to life.

[Learn more](#) →

Program partners receive invitations to in-person and virtual donor events throughout the year, plus prominent recognition across the High Line's owned media channels.

**For contributions of
\$10,000 to \$24,999:**

- Acknowledgment in the annual donor listing displayed in the park
- Text and link recognition in digital materials
- Text recognition on print materials and temporary on-site signage

**For contributions of
\$25,000 or more:**

- Acknowledgment in the annual donor listing displayed in the park
- Logo recognition across print and digital materials and temporary on-site signage
- Social media recognition
- Additional customized benefits



Lily van der Stokkers
Thank You Darling
(December 2023–
November 2024)



Above: Families enjoying a hands-on art and poetry activity at our Fantastic Forests Saturday Family Workshops in 2023

Below: Students from the Fannie Lou Hamer Freedom School Internship Program receive a guided tour of the park from High Line Educators and Landscape Architects to explore the intersection of Public Art and Public Space.



EMPLOYEE ENGAGEMENT

With multiple experiences available throughout the year, the High Line offers opportunities to build camaraderie, connect with nature, and learn more about New York City.

Opportunities are available at multiple levels of support under the following categories:

Volunteering

Wellness

Workshops & Tours

Mentoring

Events

> [Employment Engagement Brochure](#)

Corporate group volunteering at Spring Cutback



SPECIAL EVENTS



The High Line's special events provide a unique and festive atmosphere to introduce company executives, employees, and clients to the High Line, affording an opportunity to connect and give back to the park in new ways.



25TH ANNIVERSARY HIGH LINE SPRING BENEFIT

Honoring Philip Aarons and Shelley Fox Aarons
and J. Tomilson Hill

Wednesday, May 22, 2024

The High Line Spring Benefit celebrates the people who make the High Line accessible to all New Yorkers, allowing it to remain free every day of the year. In celebration of the 25th anniversary of the founding of Friends of the High Line, this year's Spring Benefit will be unlike any other, offering a mirror into what makes the High Line so special—creativity, the unexpected, and community—while creating an engaging atmosphere for over 500 of our most generous supporters to connect with one another and the High Line itself.

Single tickets:

\$2,500 / \$5,000 / \$7,500

Evening program advertisements:

\$10,000 / \$20,000

Sponsorships:

\$25,000 / \$50,000 / \$100,000 / \$250,000



HIGH LINE **ART DINNER**

September 2024

The High Line Art Dinner celebrates the High Line's commitment to bringing today's best contemporary art to park visitors, free of charge. Underwriting sponsorship provides an exclusive opportunity to support this crucial part of the High Line's mission, receive prominent recognition on event materials, and engage with artists, art collectors, gallerists, and other members of the visual arts community. An intimate sunset reception, the Art Dinner takes place entirely on the High Line during the magical time of year when summer turns to fall.

Single tickets:

\$2,500 / \$5,000 / \$7,500

Sponsorships:

\$25,000 / \$50,000 / \$100,000 / \$200,000

A partnership with the High Line provides visibility on a scale that very few other parks and cultural organizations can provide.

These six- and seven-figure opportunities are highly customized to the partner's marketing and philanthropic priorities, and afford the strongest brand alignment with the High Line.

Multi-year partnerships are available for many opportunities and signature High Line initiatives, including:

Horticulture & Sustainability

Employee Engagement

Wellness

Winter Lights

Staff Uniforms

Technology



¡Arriba! is the High Line's open salsa-dance night held during the summer.

The High Line's venues can accommodate a wide range of public-facing activations and private events, including product demonstrations, audio and video productions, experiential marketing events, installations, pop-up retail shops, fitness activities, fashion shows, cocktail receptions, and seated dinners.

The park's unrivaled outdoor setting is ideal for:

- Celebrating a product launch or major campaign
- Engaging High Line visitors in an otherwise commercial-free setting
- Acting as a backdrop for a digital or in-person experience
- Entertaining clients, partners, and employees in a safe outdoor setting

>[Venue Rentals webpage](#)

Genesis Winter Lights activation in the Chelsea Market Passage



Victoria Secret activation along the
Diller - von Furstenberg Sundeck





Above: Hulu installation in the Chelsea Market Passage

Below: Pride activation on the Diller – von Furstenberg Sundek



The High Line is both a nonprofit organization and a public park on the West Side of Manhattan.

Through our work with communities on and off the High Line, we're devoted to reimagining the role public spaces have in creating connected, healthy neighborhoods and cities.

Built on a historic, elevated rail line, the High Line was always intended to be more than a park.

You can walk through gardens, view art, experience a performance, savor delicious food, or connect with friends and neighbors — all while enjoying a unique perspective of New York City.

Nearly 100% of our annual budget comes through donations from people like you, who help us operate, maintain, and program the park.

The High Line is owned by the City of New York and we operate under a license agreement with NYC Parks.

MARKETING CHANNELS

Annual visitation:

6 million visitors

Daily visitation:

40,000+ visitors on busiest days

thehighline.org:

3.9 million annual page views

Monthly e-newsletter:

~189,000 subscribers

Pocket guides passed out to visitors:

13,000+ circulation

Facebook:

facebook.com/thehighline: 210,000 followers

Instagram:

@highlinenyc: 233,000 followers

X:

@highlinenyc: 90.1K followers

High Line Blog:

thehighline.org/blog

Press releases:

announcing pertinent High Line information, programs, and events

On-site signage & materials:

- Promotional postcards, flyers, booklets, and pocket guides (quantities vary)
- Annual donor wall in the 14th Street Passage
(\$10,000 and above, updated annually)

Current as of January 2024

HIGH LINE

For more information,
please contact:

Corporate Support

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Photo Credits

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