Partner with one of the world’s most innovative and beloved public spaces

The High Line relies on the generous support of corporations and local businesses to ensure that the park remains a place where world-class design, four-season gardens, innovative public art, and engaging public programs provide transformational experiences for over 8.3 million visitors each year.

We offer several opportunities for collaboration and brand alignment, including customized sponsorships, on-site activations, and corporate membership.
CORPORATE MEMBERSHIP
Starting at $5,000

PROGRAM SUPPORT
Starting at $10,000

EMPLOYEE ENGAGEMENT
Starting at $5,000

SPECIAL EVENTS
Numerous opportunities available

MULTI-YEAR PARTNERSHIPS
Starting at $100,000

ON-SITE ACTIVATIONS & PRIVATE VENUE RENTALS
Costs vary; inquire for additional information

HIGH LINE FACTS & FIGURES
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 invitations to exclusive events attended by other High Line supporters, employee engagement activities in the park, and inclusion in annual donor listings.

Corporate membership is a great way for companies to develop a relationship with the High Line. Benefits and recognition opportunities are available at the following levels of support:

$5,000 Benefactor
$10,000 Preservationist
$25,000 Engineer
$50,000 Conductor

> Corporate Membership Brochure
High-visibility partnerships are available for the High Line's most important initiatives and programs:

**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 →](#)

**Public Programs**

Cultural events and live performances for New Yorkers and park visitors of all ages, including stargazing and salsa dance nights.

[Learn more →](#)

**High Line Art**

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

[Learn more →](#)

**Families**

Hands-on, nature-based programs for the whole family to make memories and new friends as they play, create, and learn together in the park.

[Learn more →](#)

**Education**

In-school and after-school programs that engage thousands of New York City public school students each year.

[Learn more →](#)

**Teens**

Paid job opportunities for underserved local teens, focusing on urban gardening, civic participation, and neighborhood engagement.

[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 exclusive donor events throughout the year, plus prominent recognition across the High Line’s communications channel.

<table>
<thead>
<tr>
<th>For contributions of $10,000 to $24,999:</th>
<th>For contributions of $25,000 or more:</th>
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<tbody>
<tr>
<td>• Acknowledgment in the annual donor listing displayed in the park, visible to more than 8 million High Line visitors</td>
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<td>• Text and link recognition in electronic materials</td>
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<td>• Text recognition on print materials and temporary on-site program signage</td>
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<tr>
<td>• Acknowledgment in the annual donor listing displayed in the park, visible to more than 8 million High Line visitors</td>
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<tr>
<td>• Logo recognition across print and electronic materials and temporary on-site program signage</td>
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<td>• Social media recognition</td>
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<td>• Additional customized benefits</td>
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Dorothy Iannone’s I Lift My Lamp Beside the Golden Door. (February 2018 – March 2020)
Above: Family program on the High Line
Below: High Line Teens taking part in the New York City Council’s Participatory Budgeting initiative
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
The High Line's special events provide a festive atmosphere to introduce company executives, employees, and clients to the High Line. Many corporations and local businesses support the High Line through these signature fundraising initiatives.
HIGH LINE

SPRING BENEFIT

Thursday, May 14, 2020

Honoring Debra and Anson Beard, Susan and Coleman Burke, Gillian Steel, Bronson van Wyck, and Corey Johnson, Speaker, New York City Council

The Spring Benefit is the High Line’s largest annual fundraiser of the year, attended by nearly 700 of the High Line’s most generous and influential supporters from the worlds of finance, real estate, government, philanthropy, fashion, entertainment, art, and architecture. The event is held at an off-site location and includes cocktails, a seated dinner, and a brief program recognizing the event honorees.

Single tickets: $2,500 / $5,000 / $7,500

Evening program advertisements: $10,000 / $20,000

Tables: $25,000 / $50,000 / $100,000

Underwriting Sponsor: Starting at $250,000
SPECIAL EVENTS

HIGH LINE

ART DINNER

An intimate cocktail reception and seated dinner on the High Line benefiting the park’s acclaimed public art program, which brings today’s best contemporary public art to millions of people free of charge, 365 days a year.

Underwriting sponsorship provides an exclusive opportunity to engage with members of the visual arts community, including artists, art collectors, and gallerists, and to receive prominent recognition on event materials.

Single tickets:
$2,500 / $5,000 / $7,500

Tables:
$25,000 / $50,000 / $100,000

Underwriting Sponsor:
Starting at $200,000
SPECIAL EVENTS

HIGH LINE

HAT PARTY
Thursday, June 11, 2020

In celebration of the High Line’s open and inclusive spirit, Hat Party guests are encouraged to flaunt the wild side of their personal style with a creative hat for this night of cocktails, dancing, and a hat competition. The High Line Hat Party offers ticket packages and sponsorships with opportunities for visibility and integration into the event.

Single tickets:
$75 (Late Night) / $150 (GA) / $250 (VIP)

Supporter Sponsor:
$5,000

Highliner Sponsor:
$10,000

Vice Chair Sponsor:
$25,000

Lead Sponsor:
Starting at $50,000
A partnership with the High Line provides visibility on a scale that very few other parks and cultural organizations can provide. High visibility, multi-year partnerships are available for the following opportunities and other signature initiatives: High Line milestones and anniversaries, staff uniforms, merchandise collaborations, and digital programs and applications.

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.
Community procession to celebrate the opening of the third section of the High Line
The High Line’s open-air and semi-enclosed venues can accommodate a wide range of marketing activations and private events, including interactive installations, pop-up retail shops, fitness classes, fashion shows, press announcements, cocktail receptions, and seated dinners.

**The park’s unrivaled outdoor setting is ideal for:**

- Celebrating a product launch or major campaign
- Engaging thousands of New Yorkers and domestic and international visitors
- Entertaining clients, executives, and employees

>Venue Rentals webpage
St-Germain private event in the Chelsea Market Passage
Private cocktail reception with custom tenting along the Diller - von Furstenberg Sundeck
NEARLY 70,000 VISITORS

Because the High Line is a landmark destination and not a street-level commercial thoroughfare, visitors arrive with an open mind and ample time to participate in unexpected experiences. This mindset, along with the park’s narrow pathways and visitation density, ensure that on-site activations are a success, reaching nearly 70,000 visitors on the park’s busiest weekend days.
Above: Hulu installation in the Chelsea Market Passage
Below: Google activation in the 14th Street Passage
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.
COMMUNICATIONS CHANNELS

thehighline.org:
5.3 million annual visitors

Monthly e-newsletter:
155,000 subscribers

Event calendar listings:
435,000 annual visitors

Seasonal program calendars mailed to supporters:
10,000 circulation/calendar; two calendars/year

Facebook:
facebook.com/thehighline: 210,000 followers

Instagram:
@highlinenyc: 190,000 followers

Twitter:
@highlinenyc: 92,000 followers

High Line Blog:
thehighline.org/blog

Press releases:
announcing pertinent High Line information, programs, and events

On-site signage & materials:

• Promotional postcards, flyers, and maps (quantities vary)
• “This Week at the High Line” signage at thirteen park entrances
• 6-10 High Line promotional A-frame signs throughout the park
• 1-2 dedicated A-frame signs at events and public programs
• Donor recognition wall in the 14th street Passage
  ($10,000 and above, updated annually)

Current as of December 9, 2019
The High Line is now one of New York’s most popular destinations and attracts millions of visitors each year. Of our 7.6M visitors in 2017, over 1.6M visitors were New Yorkers, over 350K visitors were from the High Line neighborhood, and 700K visitors were from the City’s outer boroughs.
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