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.
CORPORATE MEMBERSHIP  Page 5
Starting at $15,000

PROGRAM SUPPORT  Page 7
Starting at $10,000

EMPLOYEE ENGAGEMENT  Page 11
Starting at $2,500

SPECIAL EVENTS  Page 13
Numerous opportunities available

MULTI-YEAR PARTNERSHIPS  Page 16
Starting at $100,000

CONNECTIONS  Page 17

ON-SITE ACTIVATIONS & PRIVATE VENUE RENTALS  Page 20
Costs vary; inquire for additional information

HIGH LINE FACTS & FIGURES  Page 24
Visitors walk the High Line to connect with nature and enjoy a safe outdoor experience with friends and family.
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
Jordan Casteel’s
The Beaupays
(December 2019 - November 2022)
Above: Outdoor learning session with PS11
Below: CASA Plant Lab learning session with PS11
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 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.
HIGH LINE

SPRING BENEFIT

Honoring Debra and Anson M. Beard, Jr., Gillian Steel, and Bronson Van Wyck.
Thursday, May 19, 2022

The High Line Spring Benefit celebrates the people who make the High Line accessible to all New Yorkers, allowing it to remain free and open to the public every day of the year. The Spring Benefit is unlike any other gala in NYC, offering a mirror into what makes the High Line so special—creativity, the unexpected, and community—while creating a safe and engaging environment for our 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
**SPECIAL EVENTS**

**High Line Corporate Support**

**SPECIAL EVENTS**

**HIGH LINE ART DINNER**  
September 2022

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**
A successful 21st century city includes accessible public spaces that help improve walkability, safety, and physical and mental health. The High Line Connections project is a realization of a long-standing vision to connect the High Line to other key locations in New York City.
To realize this vision, we’ll soon launch a $124 million campaign that will equally leverage public and private dollars. Private funding opportunities will include naming rights of key design features and other ways for companies to make our city more livable and connected. The campaign will also allow the High Line to pursue further design, planning, and community engagement work that advances organizational objectives, including the proposed Hudson River Park Connector. Please contact us for more information.

The Moynihan Train Hall Connector is on track to open in Spring 2023.

This is our biggest commitment to date to the workforce of New York City. It embodies our commitment to act as a “civic connector,” linking people to places and opportunities.
Collective performance for *Insectageddon*, part of the High Line’s 2021 horticulture celebration.
ON-SITE ACTIVATIONS & PRIVATE VENUE RENTALS

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, fashions 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
St-Germain private event in the Chelsea Market Passage
Private cocktail reception with custom tenting along the Diller - von Furstenberg Sundeck
Above: Hulu installation in the Chelsea Market Passage
Below: Pride activation on the Diller – von Furstenberg Sundeck
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:
8+ million visitors per year

Daily visitation:
40,000+ visitors on busiest days

thehighline.org:
4.3 million annual page views

Monthly e-newsletter:
205,000 subscribers

Pocket guides passed out to visitors:
10,000 circulation

Facebook:
facebook.com/thehighline: 208,000 followers

Instagram:
@highlinenyc: 217,000 followers

Twitter:
@highlinenyc: 91,100 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 maps (quantities vary)
• Vitrine signage at 13 park entrances
• Donor recognition wall in the 14th Street Passage ($10,000 and above, updated annually)

Current as of August 2022
For more information, please contact:

**Corporate Support**
corporatesupport@thehighline.org

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