HENRY STREET SOCIAL
L.E.S. WORK, MORE ART

Wednesday, October 16, 2019
SPONSORSHIP DECK
What happens when Henry Street brings uptown downtown? Henry Street Social—the Lower East Side’s most original and glamorous party.
HENRY STREET SOCIAL

Henry Street Settlement will host its third annual gala, renamed Henry Street Social, on the Lower East Side on Wednesday, October 16, 2019 at The Bowery Hotel! This star-studded downtown event will highlight a world-renowned guest artist unveiling a collaborative art activation with Henry Street youth. The evening will also feature an exclusive musical performance. Henry Street Social raises vital flexible funds for the Settlement’s innovative programs and services that allow us to meet our community’s evolving needs, including access to the arts, necessary guidance for youth of all ages to succeed academically, mental health counseling, and shelter from homelessness and domestic violence.

2019 Henry Street Social Co-Chairs are Polina Aronova-Cahn, Dan Colen, Ashlee Harrison, Atit Jariwala, Teddy Liouliakis & Yvette Quiazon, Angela Mariani, Lex Niarchos, Polina Proshkina, Stella Schnabel, Lesley Schulhof, Pat Steir, and Terry Zucker.

2019 Henry Street Social Host Committee members are Cecily Brown, Claire Hunter, Mica Keeney, Ruth Lloyd, and Tom Sellin.
OPENING DOORS OF OPPORTUNITY

Proceeds from Henry Street Social are channeled into the Settlement’s programs, which create a holistic network of support services that benefit individuals, families, and communities. Each year, Henry Street Settlement opens doors of opportunity for 50,000 New Yorkers through arts, social service, and health care programs.

A SAMPLING OF WHAT WE DO:

Offer over 3,000 hours of free workspace to nurture artists’ experimentation and creation.

Facilitate academic success for 800 middle and high school students.

Serve over 500,000 nutritious meals to seniors.

Assist 1,044 individuals with enrollment in affordable health insurance.
SPONSORSHIP LEVELS

**PREMIER SPONSOR $25,000**
$22,950 tax deductible

- Sponsor will be featured as the Presenting Sponsor on the following materials:
  - Invitation
  - Event press releases, tip sheets, and related marketing materials
  - Henry Street event website
  - Step and repeat
  - Signage throughout the event
- Includes 20 tickets to attend the cocktail party and after-party, with an additional 22 tickets to attend ONLY the after-party
- Reserved private seating area for cocktail party drink and menu services
- Photo opportunities with honoree, event chairs, and notable guests
- Opportunity to brand and create gift bags for the event
- Special acknowledgment from the event podium

**LEAD SPONSOR $15,000**
$13,950 tax deductible

- Sponsor will be featured as the Presenting Sponsor on the following materials:
  - Invitation
  - Event press releases, tip sheets, and related marketing materials
  - Henry Street event website
  - Signage throughout the event
- Includes 10 tickets to attend the cocktail party and after-party, with an additional 12 tickets to attend ONLY the after-party
- Reserved private seating area for cocktail party drink and menu services
- Item(s) inclusion within event-branded gift bags
- Special acknowledgment from the event podium

**BENEFACTOR CIRCLE $10,000**
$9,350 tax deductible

- Includes 6 tickets to attend the cocktail party and after-party, with an additional 8 tickets to attend ONLY the after-party
- Reserved private seating area for cocktail party drink and menu services
- Prominent recognition at the event

Packages can be customized for maximum impact. In-kind sponsorship packages available.

Aligned with one of the city’s most respected charities, Henry Street Social sponsorships will increase visibility among a global audience of high net-worth patrons and young downtown influencers and raise the philanthropic profile of your brand.
For additional information about sponsoring **Henry Street Social**, please contact:

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**Digital Reach**  
42,735 email subscribers  
252,435 monthly pageviews  
89,708 monthly visitors  
34,268 followers