

# HENRY STREET SOCIAL

L.E.S. WORK, MORE ART

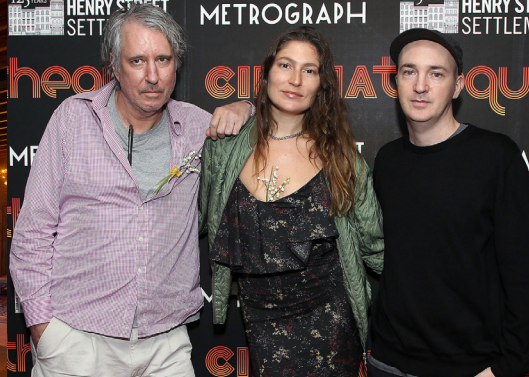
Wednesday, October 16, 2019

**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

*Limited availability.*

- 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



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.

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

# PAST MEDIA PLACEMENTS



# PAST CORPORATE PARTNERS



# READY TO PARTNER?

For additional information about sponsoring **Henry Street Social**, please contact:

**Merav Stern**

*Associate Director of Special Events*

**212.766.9200 x2247**

**mstern@henrystreet.org**



## Digital Reach

42,735 email subscribers

252,435 monthly pageviews

89,708 monthly visitors

34,268 followers