

ALL ABOARD!

THE 2024 FRIENDS OF THE NEW YORK TRANSIT MUSEUM GALA



CELEBRATING 120 YEARS OF THE NEW YORK CITY SUBWAY

OCTOBER 17TH || TRIBECA ROOFTOP || 2 DESBROSSES STREET

6PM COCKTAILS || 7PM DINNER || 9PM DESSERT RECEPTION || COCKTAIL ATTIRE



Photo by Ron Yee

TITLE SPONSOR *LIMIT TWO* \$50,000

- One table of 12 stage-side plus two seats at the Head Table
- Logo and Identification as Title Sponsor on all event materials, printed and digital, including:
 - Logo on the website before and after the event
 - Logo on all event email blasts (3,000 recipients)
 - Logo on the print invitation (2,000 recipients)
 - Logo on the Step-and-Repeat
 - Logo on the event program
- Recognition from the podium
- One full-page, full-color ad in the digital journal and on program screens at the event
- Visible table sign (company name and logo)
- One dedicated post on LinkedIn and Instagram (87,500 total followers)
- One-year Stockholder's Circle corporate membership
- Acknowledgement in Friends of the New York Transit Museum's 2024 Annual Report and Donor Wall
- Complimentary listing as a Silver sponsor (value \$10,000) for the Celebrating 120 Years of the NYC Subway special exhibit, including all the listed benefits (see page 2)

OR

_____ 25% off the purchase of a Gold or Platinum sponsorship for the Celebrating 120 Years of the NYC Subway special exhibit

PLATINUM _____ GOLD _____

SUPPORTING SPONSOR \$35,000

- One premium table of 10 plus one seat at the Head Table
- Logo and Identification as Supporting Sponsor on all event materials, printed and digital, including:
 - Logo on the website before and after the event
 - Logo on all event Eblasts (3,000 recipients)
 - Logo on the print invitation (2,000 recipients)
 - Logo on the Step-and-Repeat
 - Logo on the event program
- One full-page, full-color ad in the digital journal and on program screens at the event
- Visible table sign (company name and logo)
- One dedicated post on LinkedIn and Instagram (87,500 followers)
- One-year Chairman's Circle corporate membership
- Acknowledgement in Friends of the New York Transit Museum's 2024 Annual Report and Donor Wall

_____ 25% off the purchase of a Silver, Gold or Platinum sponsorship for the Celebrating 120 Years of the NYC Subway special exhibit (see page 2)

PLATINUM _____ GOLD _____ SILVER _____

BENEFACTOR SPONSOR \$25,000

- One priority table of 10
- Logo and Identification as a Benefactor on all event materials, printed and digital, including:
 - Logo on the website before and after the event
 - Logo on all event Eblasts (3,000 recipients)
 - Logo on the print invitation (2,000 recipients)
 - Logo on the event program
- One full-page, full-color ad in the digital journal and on program screens at the event
- Visible table sign (company name)
- One dedicated post on LinkedIn
- One-year Chairman's Circle corporate membership
- Listing in Friends of the New York Transit Museum's 2024 Annual Report and Donor Wall

_____ 25% off a Silver sponsorship OR 20% off a Gold or Platinum sponsorship for the Celebrating 120 Years of the NYC Subway special exhibit (see page 2)

PLATINUM _____ GOLD _____ SILVER _____

PLEASE FILL OUT
PAYMENT DETAILS ON PAGE 3

PATRON \$15,000

- One table of 10
- Identification as a Patron on all event materials, printed and digital, including:
 - Listing on the website before and after the event
 - Listing on all event Eblasts (3,000 recipients)
 - Listing on the print invitation (2,000 recipients)
 - Listing on the event program
- One half-page, full-color ad in the digital journal and on program screens at the event
- Visible table sign (company name)
- One LinkedIn post including all Patrons
- Listing in Friends of the New York Transit Museum's 2024 Annual Report and Donor Wall

_____ 20% off a Silver, Gold or Platinum sponsorship for the Celebrating 120 Years of the NYC Subway special exhibit (see page 2)

PLATINUM _____ GOLD _____ SILVER _____

VIP TICKETS \$2,500 EACH

_____ # OF TICKETS

- Prime seating
- Listing on the website, eblasts, print invitation, and event program
- Listing in Friends of the New York Transit Museum's 2024 Annual Report and Donor Wall
- A half-page, full-color ad is included in the digital journal and on program screens at the event with the purchase of four or more VIP tickets

_____ 10% off a Silver, Gold or Platinum sponsorship for the Celebrating 120 Years of the NYC Subway special exhibit (see page 2)

PLATINUM _____ GOLD _____ SILVER _____

FRIEND TICKETS \$1,500 EACH

_____ # OF TICKETS

- Seating
- Listing on the website, eblasts, print invitation, and event program
- Listing in Friends of the New York Transit Museum's 2024 Annual Report and Donor Wall

FULL-PAGE AD \$2,000
in the digital journal and on program screens at the event
Size: 8.5"W x 11"H | 2550 x 3300 pixels | 300DPI

HALF-PAGE AD \$1,250
in the digital journal and on program screens at the event
Size: 7.5"W x 5"H | 1000 x 1400 pixels | 300DPI

We cannot attend but will make a \$_____ contribution to support the museum's work.

AN EXHIBIT AT THE NEW YORK TRANSIT MUSEUM IN DOWNTOWN BROOKLYN



CELEBRATING 120 YEARS OF THE NEW YORK CITY SUBWAY

NEW YORK
TRANSIT
MUSEUM

Photo by Ron Yee

On view starting September 26th, 2024, this exhibit will celebrate the people and ingenuity that built the subway 120 years ago and have sustained it ever since. Anniversary Circle Sponsorships provide opportunities for prominent brand recognition, employee engagement, and connection with the New York Transit Museum's diverse audience throughout the year-long run of the show.

TITLE SPONSOR **LIMIT ONE \$50,000**

- **Recognition with "Presented by (Logo/Business Name)" below the exhibit title on all promotional materials, printed and digital, including:**
 - **Digital campaign** running throughout the New York City transit system, potentially including 800 platform screens, 1,100 subway car digital screens, and 6,300 bus digital screens, reaching up to 5 million people per day (current daily ridership)
 - **Homepage slider and Exhibits page on nytransitmuseum.org** for one year (1.8 million annual visitors)
 - **E-newsletter story** distributed to a national and international audience of 70,000+ people
 - **Printed postcards** distributed to 10,000 New York-area households, MTA executives and transportation industry professionals
 - **Press release** to local and national news, arts, and rail journalists, including logo and quote
- **Presented by (Logo/Business Name) on the exhibit entrance wall in the Museum** for one year (144,000 annual visitors)
- **Four dedicated posts on New York Transit Museum social media** reaching 87,500 followers (two LinkedIn, two Instagram)
- **Speaking opportunity** at the exhibit's opening reception
- **25 guests** for the exhibit's opening reception
- **Curator-led tour** for 25 employees or corporate guests
- **One-year Chairman's Circle corporate membership**, including unlimited admission for employees with three guests and 30 year-long Museum passes
- **Inclusion and listing** in Friends of the New York Transit Museum's 2024 Annual Report and Donor Wall

_____ **25% off VIP Tickets for the Friends of the New York Transit Museum Gala, All Aboard! Celebrating 120 Years of the NYC Subway on October 17, 2024 (limit five)**

PLATINUM SPONSOR **LIMIT THREE \$25,000**

- **Logo and/or business name recognition as a Platinum Sponsor on all promotional materials, printed and digital, including:**
 - **Digital campaign** running throughout the New York City transit system, potentially including 800 platform screens, 1,100 subway car digital screens, and 6,300 bus digital screens, reaching up to five million people per day (current daily ridership)
 - **Homepage slider and Exhibits page on nytransitmuseum.org** for one year (1.8 million annual visitors)
 - **E-newsletter story** distributed to a national and international audience of 70,000+ people
 - **Printed postcards** distributed to 10,000 New York-area households, MTA executives and transportation industry professionals
 - **Press release** to local and national news, arts, and rail journalists, including logo and quote
- **Logo recognition as Platinum Sponsor on the exhibit entrance wall in the Museum** for one year (144,000 annual visitors)
- **Three dedicated posts on New York Transit Museum social media** reaching 87,500 followers (two LinkedIn, one Instagram)
- **Recognition in remarks** at the exhibit's opening reception
- **20 guests** at the exhibit's opening reception
- **Curator-led tour** for 25 employees or corporate guests
- **One-year Chairman's Circle corporate membership**, including unlimited admission for employees with three guests and 30 year-long Museum passes
- **Inclusion and listing** in Friends of the New York Transit Museum's 2024 Annual Report and Donor Wall

_____ **20% off VIP Tickets for the Friends of the New York Transit Museum Gala, All Aboard! Celebrating 120 Years of the NYC Subway on October 17, 2024 (limit three)**

GOLD **\$15,000**

- **Recognition as Gold Sponsor with business name listing on promotional materials including:**
 - **Digital campaign** running throughout the New York City transit system, potentially including 800 platform screens, 1,100 subway car digital screens, and 6,300 bus digital screens, reaching up to five million people per day (current daily ridership)
 - **Homepage slider and Exhibits page on nytransitmuseum.org** for one year (1.8 million annual visitors)
 - **E-newsletter story** distributed to a national and international audience of 70,000+ people
 - **Printed postcards** distributed to 10,000 New York-area households, MTA executives and transportation industry professionals
 - **Press release** to local and national news, arts, and rail journalists
- **Recognition as Gold Sponsor with business name on the exhibit entrance wall in the Museum** for one year (144,000 annual visitors)
- **Two dedicated posts on New York Transit Museum social media** reaching 87,500 followers (one LinkedIn, one Instagram)
- **Recognition in remarks** at the exhibit's opening reception
- **15 guests** at the exhibit's opening reception
- **Curator-led tour** for 25 employees or corporate guests
- **One-year Executive Circle corporate membership**, including unlimited admission for all employees and 20 year-long Museum guest passes
- **Listing** in Friends of the New York Transit Museum's 2024 Annual Report and Donor Wall

_____ **15% off VIP Tickets for the Friends of the New York Transit Museum Gala, All Aboard! Celebrating 120 Years of the NYC Subway on October 17, 2024 (limit three)**

SILVER **\$10,000**

- **Recognition as Silver Sponsor with business name listing on promotional materials including:**
 - **Exhibits page on nytransitmuseum.org** for one year (**600,000 annual visitors**)
 - **E-newsletter story** distributed to a national and international audience of 70,000+ people
 - **Printed postcards** distributed to 10,000 New York-area households, MTA executives and transportation industry professionals
 - **Press release** to local and national news, arts, and rail journalists
- **Recognition as Silver Sponsor with business name on the exhibit entrance wall in the Museum** for one year (144,000 annual visitors)
- **One dedicated post on New York Transit Museum LinkedIn**
- **Recognition in remarks** at the exhibit's opening reception
- **10 guests** at the exhibit's opening reception
- **One-year Executive Circle corporate membership**, including unlimited admission for all employees and 20 year-long Museum guest passes
- **Listing** in Friends of the New York Transit Museum's 2024 Annual Report and Donor Wall

_____ **10% off VIP Tickets for the Friends of the New York Transit Museum Gala, All Aboard! Celebrating 120 Years of the NYC Subway on October 17, 2024 (limit three)**

PLEASE FILL OUT
PAYMENT DETAILS ON PAGE 3

ALL ABOARD!

THE 2024 FRIENDS OF THE NEW YORK TRANSIT MUSEUM GALA



CELEBRATING 120 YEARS OF THE NEW YORK CITY SUBWAY

OCTOBER 17TH || TRIBECA ROOFTOP || 2 DESBROSSES STREET

6PM COCKTAILS || 7PM DINNER || 9PM DESSERT RECEPTION || COCKTAIL ATTIRE

NEW YORK
TRANSIT
MUSEUM

Photo by Ron Yee

CONTACT INFORMATION:

COMPANY NAME [as you want it to be listed on all event materials]

CONTACT

CONTACT TITLE

CONTACT EMAIL

TABLE HOST [if different than contact]

HOST TITLE

HOST EMAIL

PAYMENT INFORMATION:

- Send me an invoice for \$_____
- My check made out to **Friends of the New York Transit Museum** is enclosed
- Please charge my credit card for \$_____

NAME

NAME ON CARD

COMPANY

CARD NUMBER

ADDRESS

EXP DATE

SECURITY CODE

CITY/STATE/ZIP

BILLING ADDRESS [if different than listed]:

PHONE

EMAIL

RETURN THIS FORM TO:

Gala@nytransitmuseum.org

MAIL TO: Friends of the New York Transit Museum

130 Livingston Street, 10th Floor

Brooklyn, NY 11201

SIGNATURE

GALA DEADLINES:

- To be listed on the invitation commitment must be received by **August 29th**
- To be listed in the Guest Guide, names must be received by **October 10th**
- Journal ads must be received by **October 15th**

ADDITIONAL INFORMATION:

- For further information please contact **Allison Grandy 718-694-3451** or **gala@nytransitmuseum.org**
 - For tax purposes \$250 per ticket is non-deductible
 - All net proceeds benefit the New York Transit Museum
- EIN: 11-32994708**