50 Years | New York Transit Museum





Holiday Train Show

November 13, 2026 – February 21, 2027

New York Transit Museum Gallery
in Grand Central Terminal





Celebrating 50 years of telling New York's most moving story.

Founded in 1976 as part of America's Bicentennial celebration, the New York Transit Museum began as a temporary exhibition proposed by NYC Transit employees. Housed in a decommissioned 1936 subway station in Brooklyn, the exhibition was meant to last only a few months but became the largest museum in North America dedicated to mass transit and a beloved cultural institution.

As stewards and champions of New York's mass transportation history, the New York Transit Museum connects people, sparks curiosity, and inspires important conversations around the past, present, and future of cities and transportation.

Gallery & Store at Grand Central

The Museum hosts rotating exhibits and a retail store inside of the iconic Grand Central Terminal!

You'll find us just off the Main Concourse in the Shuttle Passage, next to the Station Master's Office.

Learn more at nytransitmuseum.org/50years







Holiday Train Show

November 13, 2026 – February 21, 2027
New York Transit Museum Gallery in
Grand Central Terminal

For over 20 years, New Yorkers and visitors of all ages have joined us for the Holiday Train Show at our Grand Central Gallery.

More than 225,000 people visit our iconic display of model trains set in motion on a miniature railroad through the city's most beloved landmarks.

Become a Corporate Sponsor

Your support will allow us to continue offering the **Holiday Train Show seven days per week through the holiday season, absolutely free!**

This opportunity offers **brand exposure and a chance to align with a beloved institution** that reaches thousands of New Yorkers and visitors.

First Look During our Donor Preview Party

Thursday, November 12, 2026 at 6pm

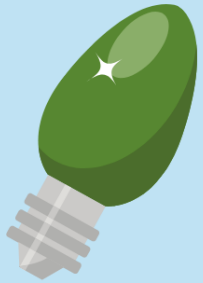






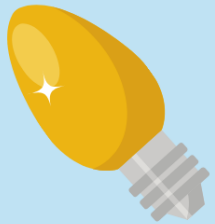
See Your Company Name in Lights!

Holiday Train Show Sponsorship Opportunities



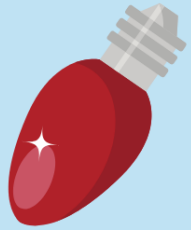
Champion $5,000

- 12 tickets to the Preview Party
- 12 guest passes to the Museum in Downtown Brooklyn
- Recognition from the podium at the Preview Party
- ***Name listing on the Exhibit Donor Wall**
- ***Name listing on Donor Wall in the Museum in Downtown Brooklyn**



Advocate $2,500

- 10 tickets to the Preview Party
- 10 guest passes to the Museum in Downtown Brooklyn
- ***Name listing on the Exhibit Donor Wall**
- ***Name listing on Donor Wall in the Museum in Downtown Brooklyn**



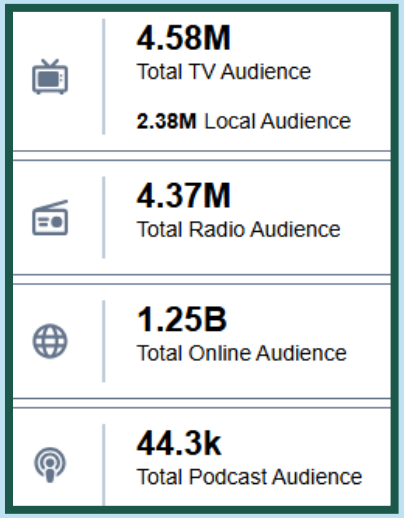
Friend $1,000

- 8 tickets to the Preview Party
- 8 guest passes to the Museum in Downtown Brooklyn
- ***Name listing on the Exhibit Donor Wall**
- ***Name listing on Donor Wall in the Museum in Downtown Brooklyn**

***Deadline for listings is Thursday, October 22**

Our 2025 Impact





Our Social Media Reach:

58M+ impression in 2025

In 2025, we served a total audience of well over half a million unique visitors:

- **159,000** total visits to exhibits at our main location in Brooklyn
- **446,000** total visits to exhibits at our Gallery in Grand Central Terminal
- **21,000** total students and teachers on field trips
- **6,000** total participation in on-site, off-site, and online public programs
- **60,000** total attendance at community events
- **1.8 million** annual website visitors
- **90,000+** engaged e-newsletter subscribers (national & international)

Sponsors' support makes all this possible.

Featured press in...

abc · NBC · FOX NEWS channel · CNN · The New York Times · TODAY · HISTORY · New York Magazine · The Atlantic · New York Post · amNY · Daily News · PIX11 News · news12 Brooklyn · Spectrum News NY1

Become a Sponsor

Your support is crucial in helping us preserve and share New York's transit history.

For sponsorship opportunities please contact:
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