Urban Park Management Seminar Series

Building a Strong Corporate Development Program

April 7, 2016
Building a Strong Corporate Development Program

Katherine King, Director of Corporate Development
As Director of Corporate Development, Katherine King is responsible for the Conservancy’s corporate partnerships and sponsorships, which support programs, events and general operations, totaling nearly $2 million annually from 90 corporations. She also oversees the Corporate Partners program, which raises unrestricted support for the Conservancy, while providing employee engagement and in-Park volunteer opportunities. Katherine joined the Conservancy in the fall of 2013 as the Associate Director of Major Gifts. Prior to her role at CPC, Katherine worked for Lincoln Center for the Performing Arts on the Individual Giving, Corporate Fund, and Sponsorship teams. Katherine has a B.A. from Gettysburg College and holds a certificate in Philanthropy and Fundraising from NYU.
Corporate giving climate

- Companies are focused on impact, visibility & engagement
- Donations via Marketing and Philanthropic Budgets
- Less interest in funding unrestricted operating funds than specific projects and providing employee experiences
- Demand for high-quality corporate volunteerism and service opportunities
Corporate Philanthropy vs. Corporate Sponsorship

It is important to understand the difference between corporate philanthropy and corporate sponsorship; one is a charitable gift, the other is more aligned with a marketing relationship.
Corporate Donor

- A company that makes a charitable contribution to a charity with no expectation of promotional or marketing return to the company; this gift would come from a “true” corporate foundation (one that operates as a separate—but related—entity from the corporation itself).

Corporate Sponsor

- A relationship in which a company makes a cash and/or in-kind contribution in return for the ability to use the assets of the non-profit to augment and support its marketing and promotional platforms; this gift would most likely come from the sponsorship, marketing, or advertising budgets.
Getting ready!

- Understand the mission of your organization; what are you selling?
- Outline your organization’s assets, including the properties for which you are selling sponsorships and the intangible assets such as institutional prestige or social importance of the cause.
- Describe the benefits you can offer in descending order of visibility and importance.
- Outline the levels of sponsorship available for each property.
- Assign benefits in descending order for each level, remembering to differentiate between each level of sponsorship.
- Value the sponsorship.
Research Prospects

• Review the assets and mission of your organization and determine what target audiences you are reaching

• Compile a list of companies that you imagine are trying to reach those same target audiences and/or manufacture the products your key audiences are interested in purchasing

• Compile a list of the organizations that fund similar institutions to yours; notice if certain industries tend to fund your organization type

• RESEARCH online and other sources about the companies on your prospect list

• Do you have entry into the organization through an executive at your organization or through your board?

• Try to assess the giving structure: marketing, philanthropy, or strategic philanthropy

• Do your homework
Contact

• If possible, it is always best to meet with a prospect company to assess their needs, marketing trends, promotional objectives

• Write a letter of inquiry and ask if you and your colleagues can meet with the decision maker and their team to explore partnership possibilities

• Understand you are selling your organization and be enthusiastic about the attributes your organization brings to any organization

• Follow up with a call or email
Proposal

• Choose the ‘property’ that best fits the marketing goals and products of the prospect

• Design the proposal in an attractive, engaging bullet point form

• Remember that the people reviewing these proposals see many of these daily and want to answer these three questions up front:
  – Who are you?
  – What are you offering the company and what benefit is it to them (what is in it for the company)?
  – How much will it cost?

• Include information about the company in the proposal

• Include demographic information about your audiences, marketing plans, benefits and hospitality information

• DO NOT PROMISE WHAT YOU CANNOT DELIVER
The Deal

• Remain flexible as you work out the details of the actual deal

• Understand why the company is purchasing the sponsorship

• Understand the point at which the price of the deal (staff time, benefits expected, cash amount) is higher than the actual money earned by your organization

• Remember your organization has value!

• Treat the sponsorship as a relationship that will become a true, mutually-beneficial partnership over time

• Partnership is the key to success and renewals
Client Service

• Fulfill all benefits

• Cultivate the relationship and look for ways to integrate the company, its brands and the employees into your organization; employees do encourage sponsors to remain involved with organizations in which they feel invested

• Create a true partnership
Soiree in a Secret Garden

Through a cream-lotus entry gate and across a perfect green space with gently basking rose, bamboo and mandarin tree awnings, comes the Sound of Music underwood in a perfectly serene setting. In a 220-year-old water fountain, a 120-year-old rose bush and a 100-year-old wooden swing, the event was a garden party in the Conservatory Garden. The garden was opened in 1858 and is one of the oldest in the world.

The Conservatory Garden is a special place in Central Park. It is a private garden that is open to the public. The garden is located on the southeastern edge of Central Park.

Is the Conservatory Garden the Best Place to Throw an Outdoor Party in NYC?
The Central Park Conservancy held its annual Evening in the Garden there last night.

It was a beautiful evening in the garden. The flowers were in full bloom and the weather was perfect for an outdoor event.

The garden was transformed into a festive atmosphere with colorful lighting and music playing in the background.

Guests enjoyed a delicious meal with a variety of dishes to choose from.

After dinner, the Conservancy Gardener took us on a tour of the garden. We were able to see all the beautiful flowers up close and learn about the history of each one. It was a wonderful experience to see the garden in such detail.

Overall, it was a fantastic evening at the Conservatory Garden. It was a great place to celebrate and enjoy the beauty of nature.
Additional Recognition Opportunities

The Greensward Circle of the Central Park Conservancy presents the 10th annual EVENING IN THE GARDEN

Wednesday, June 24, 2015 | 6:30 pm – 9:30 pm
Conservatory Garden | inside Central Park at 100th Street and Fifth Avenue
Join us amidst the summer blooms for delectable fare, refreshing cocktails, a live musical performance, and silent auction
Festive Cocktail Attire

Tickets:
Greensward Circle Members | Complimentary Admission for Two | rsvp@centralparknyc.org
To join the Greensward Circle, visit centralparknyc.org or call 212-310-0003
$100 | General Admission for Non-Members ($25 at the door)

Sponsorship:
Greensward Circle Leadership Committee Members

Host Committee

Sponsorship: MANHATTAN
With additional support provided by:

Event Program

Invitation

Silent Auction

Sponsored by:
Greensward Circle and Central Park Conservancy
The 14th Annual My Dog Loves Central Park Fair will be held on Saturday, October 2, 2006, from 11:00 AM to 4:00 PM at the Natural History Bandshell, in the heart of Central Park at 72nd Street. Hosted by Central Park West jeans, in conjunction with the Central Park Conservancy, the Fair celebrates the dog community in Central Park and promotes responsible stewardship of the Park for the enjoyment of all visitors—canine and human alike.

This premier event attracts over 1,000 dog owners annually, and features "Best in Park" dog contests, agility trials, top dog training and vet tips, interactive pet care services, canine good citizen testing, children’s activities, pet information and much, much more.

Be Seen in New York!
- Showcase your brand to a vibrant dog community and other Central Park Conservancy supporters.
- Press coverage has included NY Times, NY Post, NY Daily News, USA Today, Urbanhound.com and many others.
- Event promotion to Central Park visitors (42 million annually) and Central Park Conservancy members (25,000 members and 780,000 social media followers).

Paws Partners | $10,000
- Recognition on all promotional, press and event materials, including Central Park Conservancy event website.
- Dedicated sponsor booth and table.
- Opportunity to distribute product samples and/or giveaways at event.
- Ability to host interactive demonstration or activity at event.
- Recognition theme and/or logo on all on-site materials and signage.
- Logo on the Central Park Conservancy's social media channels (more than 3 million posts reaching over 2 million unique viewers per week).

Best in Park | $35,000
- Logo recognition on all promotional, press and event materials, including Central Park Conservancy event website.
- Dedicated sponsor booth and table.
- Opportunity to distribute product samples and/or giveaways at event.
- Ability to host interactive demonstration or activity at event.
- Recognition theme and/or logo on all on-site materials and signage.

Bubba’s Buddies | $2,500
- Recognition theme and/or logo on all promotional, press and event materials, including Central Park Conservancy event website.
- Dedicated sponsor booth and table.
- Opportunity to distribute product samples and/or giveaways at event.
- Ability to host interactive demonstration or activity at event.
- Recognition theme and/or logo on all on-site materials and signage.

Key Deadlines
- August 15: Last day to confirm sponsorship agreement.
- August 21: Distribution of Media Advisory/Press Release.
- September 5: Last day to load in/exhibit information.
- September 12: Sponsorship contribution deadline.
- September 18: Prize donor deadline (must be received by Central Park Conservancy).
- October 1: My Dog Loves Central Park Fair.

About Us
Central Park Conservancy restores, manages, and enhances Central Park in partnership with the public, for the enjoyment of all. A private, nonprofit organization founded in 1991, Central Park Conservancy receives 75% of the annual budget essential to keeping Central Park beautiful. The Conservancy is committed to sharing its world-class urban park management practices both locally and globally.

Central Park West ("Paw"), a program of Central Park Conservancy, provides a forum to address issues relating to dogs, dog owners, and dog parks and sites to increase awareness of the privileges and responsibilities of dog owners in the Park. Through educational and recreational programs and events, Central Park West aims to strengthen links between the dog community and the Park, in order to grow dog owners’ opportunities to support the upkeep of the Park and to strengthen mutual appreciation of the relationship between the Park and the dog community.

Contact Us
Kathleen King
Director of Corporate Development
Central Park Conservancy
Tel: 212.313.6380, Ext. 123
Email: kking@centralparknyc.org

Dennis Butts, Esq.
Chairman
Central Park West
Tel: 212.213.4612
Email: dbutts@centralparkwest.org
Five nights of films screened in Central Park in late August each year – represents the highest quality programming in the most spectacular venue in the world’s largest media and consumer market.
A Reason to Celebrate Film in Central Park

Considered the most filmed public park in the world:

Central Park has been a leading actor in New York since its film debut in the 1949 version of Romeo and Juliet.

Over 100 years later, the beauty of the Park is still a favorite backdrop for film producers—Central Park Conservancy salutes this quintessential New York landmark through its annual Film Festival.

Central Park Conservancy Film Festival History

2013 | 24,106 attendees
  Theme: Pioneering Parks: Urban Parks in History
  "West Side Story" - 2,600
  "Fiddler on the Roof" - 1,100
  "Fiddler on the Roof" - 7,100

2012 | 26,189 attendees
  Theme: Olympic Games
  "Hatton Garden" - 2,000
  "Stranger on the Third Floor" - 1,600
  "The Great Gatsby" - 7,500

2011 | 29,600 attendees
  Theme: Broadway Classics
  "Witness for the Prosecution" - 1,500
  "The Great Gatsby" - 7,500
  "The Great Gatsby" - 1,500

2010 | 31,900 attendees
  Theme: Classic Films
  "The Godfather" - 2,500
  "The French Connection" - 1,500
  "The French Connection" - 1,500

2009 | 15,600 attendees
  Theme: Oscar-Winning Films
  "American Beauty" - 1,000
  "The Shawshank Redemption" - 1,500
  "The Shawshank Redemption" - 1,500

Powerful Property

- Spinning overnights in late August each year, Central Park Conservancy Film Festival premiered in 2000 at Central Park’s Rumsey Playfield.
- In 2012, the Festival relocated to FDR Four Freedoms Park, the former site of the Franklin D. Roosevelt Memorial.
- FDR Four Freedoms Park overlooks the East River, offering stunning views of the New York City skyline.

Quality Reach

- Free and open to the public, Central Park Conservancy Film Festival attracts a diverse audience from around New York City and beyond.
- With a focus on local and international films, the Festival features a variety of genres and styles.

Sponsorship Opportunities

2013 marks the 10th anniversary of this popular and well-established film festival. For more information, visit www.centralpark.org.

- VIP tickets to center stage screenings
- Access to event photos
- Executive Presence and Participation
- Brand and Product Visibility
- Opportunity to host the screening reception
- Access to other Conservancy events
- Recognition as a sponsor in 2014 and 2015
- Opportunity to contribute input on event themes, films, location, etc.
- Logo visibility on promotional materials, on-site banners and signage, and other Festival collateral
- Levels of Sponsorship
  - Presenting: $50,000
  - Silver: $30,000
  - Gold: $20,000
  - Single: $10,000

Signage and Printed Materials

- Permanent signage
- On-site signage

One and Social Media

- Reaching 15,729,156
- Twitter: 15,729,156
- Social Media: 15,729,156

CENTRAL PARK CONSERVANCY | Film Festival
Please join us for cocktails to celebrate our 35th Anniversary and the opening night of CENTRAL PARK CONSERVANCY FILM FESTIVAL featuring films from 1980.

Tuesday, August 25
6:30 – 8:00 pm
The screening of Fame will begin at 8:00 pm.

Mineral Springs, Le Pain Quotidien (garden patio)
North of Sheep Meadow, enter at W. 69th Street

With special thanks to our Presenting Sponsor: Bloomberg

RSVP to corporate@centralparknyc.org by August 13.
central play
A campaign by the Central Park Conservancy to reconstruct and enhance Central Park’s 21 playgrounds.

Sustainable design that lasts to last innovative playgrounds worthy of adventure
Integrated seamlessly with the Park landscape

Share your #centralplay memory
What memories have you made in Central Park’s playgrounds? Share your story, photo, or video at:

Facebook: centralparknyc
Twitter: centralplay

We’ll share our favorites for over 100,000 Facebook friends to enjoy! Share, learn more, and support the Central Play campaign at: centralparknyc.org/centralplay

A Paulson Family Foundation Project

Central Park Conservancy
Central to the park

CHASE
J.P. Morgan

Central Play is sponsored by CHASE
the restoration stabilizing the soil

Regrading the soil and inserting materials which help control erosion are key before planting. Removing stumps and backfill, then grinding remaining root systems help aerate the soil.
Central Park is integral to the heart and soul of New York City. That’s why Chase has taken the lead to restore the trees and landscapes damaged in the August 2009 storm.

This is just one way that Chase support New Yorkers and the communities we serve.

SOUTHWEST CORNER LANDSCAPE
Keeping it Green for Families
Sponsored by the GM Foundation
MAKE CENTRAL PARK PART OF YOUR COMPANY CULTURE

As a Corporate Partner, you'll have access to the following opportunities for team-building and entertaining.

“Day in the Dirt” Volunteer Sessions
Foster team-building, community service, and environmental stewardship by spending a rewarding half-day volunteering in Central Park. Projects and group sizes are determined based on the Park’s needs, and may include painting benches, planting ground cover, or raking leaves. Your company will be acknowledged on signage displayed in the work area while activities are underway. If you would like to schedule a picnic after your volunteer experience, the Conservancy can provide vendor names and location suggestions.

Team-Building Days in Central Park
Enhance group cohesion and team spirit through facilitated recreational activities in Central Park. Experienced group leaders will plan and lead an afternoon of activities that meet your interests and goals. Games and activities can include softball, kickball, capture-the-flag, pipeline, corporate maze, and many more. Each activity is followed by a debrief conversation to emphasize the key components of teamwork, such as goal-setting, respect, and communication.

Employee Engagement Events
- Employee invitations to a variety of family friendly events such as the Annual Skating Party, Family Night at Victorian Gardens amusement park, and access to our preferred viewing area at the Central Park Conservancy Film Festival.
- Executive invitations to behind-the-scenes tours and receptions with Park professionals, networking events in private homes with Conservancy trustees and friends, special events such as Shakespeare in the Park performances, and a private tour of Central Park.
- Opportunity to schedule company-wide events in Central Park, such as a picnic for up to 250 guests on a cherished meadow or lawn.

BE CENTRAL TO THE PARK
BECOME A CORPORATE PARTNER TODAY

For over 150 years, Central Park has provided New Yorkers with a scenic retreat from the stress of urban life, and has become an integral part of New York City’s culture, history, and economy.

Moreover, a thriving Central Park has proven to be a social and economic engine for New York City, responsible for more than $1 billion in annual economic activity and revenue for New York City.

Central Park Conservancy exists to restore, manage, and enhance Central Park for the enjoyment of all — and is committed to keeping Central Park in a beautiful and healthy state for generations to come, ensuring its continued impact on the City of New York.

As the organization entrusted with the responsibility of caring for one of New York’s legendary public spaces, our work is founded in the belief that citizen leadership and philanthropy are the keys to ensuring that Central Park remains healthy, beautiful, and thriving.

You can help the Conservancy preserve and protect Central Park by joining the Corporate Partners Program today. As a Corporate Partner, you will invest in the sustained health of New York City’s economic environment and help to improve the lives of your employees and customers. We invite you to learn more about this important opportunity to support Central Park.

corporate@centralparknyc.org | 212.310.6693
American Elm Level | $50,000+ annually
The majestic American Elms that line the Mall and the Park’s perimeter constitute one of the largest and last remaining stands of American Elms in North America, counting them among the Park's most important horticultural features.

Kwanzan Cherry Level | $25,000 annually
Kwanzan Cherry trees, found surrounding the Reservoir, are native to Japan, Korea, and China and are best known for their distinctive double-petal flowers and bright pink blossoms.

Pin Oak Level | $10,000 annually
Celebrated for its adaptability and important role in encouraging biodiversity, the Pin Oak was one of the first tree species planted in Central Park by Central Park's co-designers Frederick Law Olmsted and Calvert Vaux.

London Plane Level | $5,000 annually
The London Plane's most dramatic feature is its bark, which flakes to reveal younger and lighter inner layers. It is uniquely suited to thrive in urban environments.

Eastern White Pine Level | $1,000 annually
Evergreen trees were an integral part of Central Park’s original plan, specifically along the Park’s West Drive. Today, the Arthur Ross Pineum honors this tradition and is home to 19 species of evergreen, including the Eastern White Pine.

*Please note: The number of tickets offered for these events is based upon the level of support provided.

American Elm: 10 tickets; Pin Oak: 20 tickets; Kwanzan Cherry: 30 tickets; American Elm: 40 tickets.
CENTRAL PARK CONSERVANCY NEEDS YOU

The mission of Central Park Conservancy is to restore, manage, and enhance Central Park in partnership with the public.

Central Park Conservancy aspires to build a great organization that sets the standard for and spreads the principles of world-class park management – emphasizing environmental excellence – to improve the quality of open space for the enjoyment of all.

Central Park Conservancy is committed to sustaining this operating model to provide a legacy for future generations of park users.

MY COMPANY WOULD LIKE TO BECOME A CENTRAL PARK CONSERVANCY PARTNER

☐ American Elm $50,000
☐ Kwanzan Cherry $25,000
☐ Pin Oak $10,000
☐ London Plane $5,000
☐ Eastern White Pine $1,000
☐ Other $__________

Please list my company in the Central Park Conservancy Annual Report as follows:

_________________________________________________________

The following individual will serve as a liaison between my company and the Conservancy and manage our membership benefits:

Name

Address

City ___________________________ State ___________ Zip ___________

Phone ___________________________ E-mail (required)

My company will be making this contribution as follows:

☐ Enclosed is a check payable to Central Park Conservancy for $__________________.

☐ Or, please charge the credit card indicated for the amount of $__________________

☐ Amex ☐ MC ☐ Visa

Credit Card Number ___________ Expiration Date ___________

Signature ___________________________

Membership becomes effective upon receipt of signed form.
Payment is due within 30 days of receipt of signed form.

Please return completed form to:
Central Park Conservancy
Attn: Corporate Partners Program
14 East 60th Street, 8th Floor
New York, NY 10022

Please tear along the perforation, detach, fold and return form in enclosed envelope.
CENTRAL PARK CONSERVANCY
CORPORATE PARTNERS

Historic American Elm Level
$100,000 and Above
Bloomberg
General Motors Foundation
HSBC USA
JPMorgan Chase
Landis
Macquarie
Moody’s
New York Road Runners
Northern Trust Company
Weil, Gotshal & Manges LLP

American Elm Level
$50,000 - $99,999
American Express Foundation
Bank of America Charitable Foundation
Consolidated Edison Company of New York, Inc.
EV
Goldman Sachs Gives
Time Warner
WABC-TV

Korean Cherry Level
$25,000 - $49,999
Anonymous
AMETEK
BMW North America
Brooks Brothers
The Walt Disney Company
Viacom

Pin Oak Level
$10,000 - $24,999
AB
Aquiline Capital Partners, LLC
Arboleda Wines
Atonomous Research Foundation US
AXA Foundation
Benchmark Real Estate Group
BFA
Bike New York, Inc.
CBRE, Inc.
Central Park Sightseeing
Century Road Club Association
Clayton, Dublier & Rice, Inc.
Cloud Catering & Events
Credit Suisse
Diageo
First Eagle Investment Management Foundation
Groupe Clarins
J. Crew, Inc.
Jack Kentuck & Sons, Inc.
MANHATTAN Magazine
New York Fast Pitch League
Oasis Children’s Services LLC
REI
Sekisui America Corporation
The Blackstone Charitable
Foundation
The Plaza
Twitter
William Grant & Sons
Xerox Foundation

London Plane Level
$5,000 - $9,999
21st Century Fox
Banfield Pet Services
Biscuits & Bath Pet Services
Castillo
Chronicle Support Network
Coach Foundation
Colgate-Palmolive Company
Cowen Group
Freshpet
Harney & Sons Fine Teas
Hotel Plaza Athenee
Hugo Boss
InterContinental New York
Times Square
Loews Regency Hotel
Native Capital Markets, Inc.
New York Croquet Club, Inc.
Ocean Prime New York
Park Hyatt New York
The Naked Grape
The Pierre New York, A Taj Hotel
Sony Corporation of America
Warburg Pinus LLC
West Side Soccer League

Eastern White Pine Level
$1,000 - $4,999
ACE Group
Belfer Management
Bowman Dahm
Bronx Brewery
Brooklyn Brewery
Bulldog Ball Club
Chess & Three
Coaptant Technology Solutions Corporation
Craft Studio
Dribbl Basketball
Goldfarb & Freede
Hampton Racquet
Interpublic Group of Companies
Jack Rabbit Sports
JW Marriott Essex House
Moody’s
New York Lawn Bowling Club
Sprinkles
Stop & Stor Charitable Fund
The Little Gym
Upper East & West Sides, Scarsdale, NY and Waldwick, NJ
The Little Gym International
Triple Crown Sports
Tully Construction Corporation
Twin America, LLC
W.P. Carey, Inc.

List as of December 2015
Central Park Conservancy invites you to join us for the

9th Annual Family Member Night at Victorian Gardens

Enjoy free admission, unlimited rides, and refreshments

Monday, June 29, 2015
6:00 pm - 8:00 pm

Victorian Gardens at Wollman Rink
Inside the Park at East 63rd Street

Please reply, acceptances only, by June 26
to 212.310.6693 or corporate@centralparknyc.org

Cordially invites you to our

Annual Skating Party at Wollman Rink inside Central Park

Tuesday, February 2, 2016 | 6:00 pm - 9:00 pm

Your guests will enjoy the following complimentary benefits:
Admission • Skate rentals • Refreshments

Please reply (acceptances only) by emailing names to corporate@centralparknyc.org
Names will be held at the door.

Directions: From East 66th Street and Fifth Avenue, walk north approximately three blocks on the pedestrian path along the East Drive. Wollman Rink will be on your left.

By accepting this invitation, attendees acknowledge and assume all risks associated with participating in this event.
This invitation is not transferable. Standard locker rental fees apply.
BECOME A CENTRAL PARK CONSERVANCY HOSPITALITY PARTNER

Central Park has proven to be an economic engine for New York, producing an estimated $1.2 billion annual impact on the City. In order to keep Central Park a beautiful and thriving community resource, Central Park Conservancy works year-round to provide the daily maintenance and care that keep the Park looking its best. As the benefactors of Central Park’s positive impact on the surrounding neighborhoods, leading businesses within the hospitality industry offer their appreciation for the Conservancy through membership in the Hospitality Partners Program.

Membership has its perks, and the Conservancy is pleased to offer the following opportunities for guest engagement and entertaining to our partners.

### HOTEL BENEFITS

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<th>$5,000</th>
<th>$10,000</th>
<th>$15,000</th>
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<tbody>
<tr>
<td><strong>MARKETING OPPORTUNITIES</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Logo inclusion on online listing of Hospitality Partners</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to include details of a Central Park-themed package on our online listing of Hospitality Partners</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Opportunity to collaborate on a Central Park-themed package</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td><strong>TOUR OPPORTUNITIES</strong></td>
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<tr>
<td>Custom guided walking tour (up to 10 guests per tour)</td>
<td>2</td>
<td>3</td>
<td>5</td>
</tr>
<tr>
<td>Private dining tour with Official Central Park Conservancy historian (up to 10 guests per tour)</td>
<td>1</td>
<td>2</td>
<td>5</td>
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<tr>
<td>Tour with Central Park Conservancy President &amp; CEO Doug Blonsky for hotel manager</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Quarterly walking tour of Central Park for up to 3 hotel staff members</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td><strong>EMPLOYEE ENGAGEMENT OPPORTUNITIES</strong></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Day at the Zoo Volunteer Opportunity</td>
<td>1</td>
<td>1</td>
<td>1</td>
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<tr>
<td>Corporate Field Day</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td><strong>TICKET OFFERS FOR EMPLOYEES OR GUESTS</strong></td>
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<tr>
<td>Central Park Conservancy Donor Event Invitations (behind-the-scenes tours and cocktail reception)</td>
<td>2 tickets</td>
<td>5 tickets</td>
<td>7 tickets</td>
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<tr>
<td>Corporate Partner Event Invitations (backstage access)</td>
<td>10 tickets</td>
<td>20 tickets</td>
<td>30 tickets</td>
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<tr>
<td><strong>SPECIAL EVENT PLANNING</strong></td>
<td></td>
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<tr>
<td>Access to Central Park Conservancy permitting concierge</td>
<td>✓</td>
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For questions about the Hospitality Partners Program or to join today, please contact the Corporate Development team at corporate@centralparknyc.org or 212.316.8699.
J.CREW
AND CENTRAL PARK CONSERVANCY
INVITE YOU
TO AN EVENING OF STYLING,
SHOPPING AND COCKTAILS
Thursday, October 22nd
6–9pm
J.Crew and J.Crew Men’s Shop
10 Columbus Circle
New York, NY
Kindly RSVP to Joseph McClintock at
Joseph.McClintock@jcrew.com.
Guests will enjoy an exclusive 20% off purchases of $150 or more.*
15% of the proceeds will benefit Central Park Conservancy.
“Day in the Dirt”
Corporate Volunteer Opportunities
“The [situation] is exacerbated by the corporate world’s growing emphasis on “employee engagement” and “corporate social responsibility,” which are typically code for volunteerism. That is considered crucial to recruit and retain millennials.”

- The Boston Globe; “Corporate volunteers can be a burden for nonprofits;” March 25, 2015
Day in the Dirt

- Benefit of membership in Corporate Partners Program
- Monday, Tuesday, Thursday & Friday
- 10 am – 1 pm
- 20-25 volunteers
- 2-4 CPC Volunteer Operations Staff members
- 1 CPC Corporate Development Staff member

799 Volunteers

from 61 companies participated in the Day in the Dirt program – contributing **2,400 hours** of service. Tasks included: raking, mulching, weeding, and painting benches.
Scheduling & Setup

Long term and ongoing
- Pro-active outreach in February/March for VIP Companies
- Making exceptions to the rules
- Fielding special requests
- Collaborating with Operations staff in project selection and retention
- Rain dates

Two weeks out
- Send waiver and emergency contact collection link
- Send project location & details

One week out
- Check in on head count and waivers
Day of Event

Prep Work (90 minutes)
- Arrive early to prep and clean the site
  - Poison Ivy
  - Hazardous waste
- Meet group on Park’s perimeter
- Check that each participant has a completed waiver and provide paper copies as needed

Speaking Program (20 minutes)
- CPC Development: Welcome & Thank you!
- CPC Operations: Park history & location specific information
- CPC Horticulture: CPC Zone Management Program & Project Overview
- Group photo with sign
- Lock valuables in the van
- Distribute gloves, hats, and tools

- Get to work!
Visibility

On site
• Signage
• Tee shirts

Social Media
• Day of @CentralParkNYC tweet with photo and company hashtags

Newsletters
Post Event Follow Up

- **Send Group Photo**

- **Survey**
  - Knowledge and understanding of CPC
  - Knowledge about company’s CSR initiatives
  - Program specific feedback
Value of the Day in the Dirt Experience

• Creating employees as advocates

“I had not known that the Conservancy raised so much of the funds needed for the park upkeep so as soon as I got home I was telling everyone I could about making donations & even made one myself which my company will match.”

• Involving executives as participants

• Ensuring that decision makers understand the value of the program
  • Team-building
  • Community Service
  • Employee engagement and enrichment

• Leveraging a volunteer experience as an upgrade or acquisition technique
This was my favorite volunteer event. I love Central Park and appreciated the opportunity to get my hands dirty and help. I was really proud of the work we did, even if it was minor compared to the daily efforts that are put in by the Conservancy staff to keep the park looking as good as it does.
And above all, keep it valuable for YOUR Park!
The Impact of Corporate Support

IN 2015, 80 corporations contributed over $2 million to Central Park Conservancy. 799 volunteers from 61 companies participated in the Day in the Dirt program — contributing 2,400 hours of service. Tasks included: raking, mulching, weeding, and painting benches. 71 companies matched employee giving for a total of $140,000.
For more information about the seminar series and other Park-to-Park programs, please contact:

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