



ABOUT JANE JACOBS:

A pioneer in urban planning, **Jane Jacobs** believed in the power of individuals to shape the cities they inhabit. Her ideas continue to influence how we understand community today. **Jane's Walk NYC** ensures her legacy lives on, inspiring the next generation of urbanists.

ABOUT JANE'S WALKS:

Walks explore all 5 NYC boroughs. Themes range from the history of activism in the South Bronx to explorations of local cuisine in Flushing, Queens. Each walk offers a unique snapshot of New York City and celebrates its vibrant past, present, and future.

Jane's Walk NYC

Partner with MAS to Celebrate the History & Culture of New York City!

Jane's Walk is an annual global festival of free, volunteer-led walking conversations inspired by the renowned urbanist and New Yorker, Jane Jacobs. The Municipal Art Society's **Jane's Walk NYC** is the largest of 500 gatherings worldwide.

Every year, through **200+** in-person and virtual walks across the five boroughs, Jane's Walk NYC encourages the public to engage more deeply with the city's diverse neighborhoods, cultures, and histories. The event draws **7,000+** participants annually, including historians, architects, urban planners, writers, designers, and other creatives.

Jane's Walk NYC kicks off at **Celebrating the City**, an awards ceremony celebrating creative contributions to New York's public realm in art, architecture, urban design, and the performing arts.

JANE'S WALK NYC SPONSORSHIP OFFERS YOU:

- exposure to **thousands of community-minded New Yorkers and visitors** to our city
- **recognition across multiple platforms**, including social media, website, email, and print
- **recognition in press materials and press outreach**, amplifying your brand's association with a high-profile, citywide event

YOUR SPONSORSHIP WILL HELP MAS:

- host **hundreds of free walks** across NYC
- train and support **hundreds of volunteer walk leaders**
- ensure the festival remains **free and open to all**
- **foster civic engagement** and **empower New Yorkers of all ages and backgrounds** to celebrate their stories





Jane's Walk NYC is promoted across the Municipal Art Society's various channels:

- Email (**35,000+ subscribers**)
- Instagram (**8,200+ followers**)
- LinkedIn (**3,000+ followers**)

Jane's Walk NYC receives coverage in several local and national press outlets including:

- **The New York Times, NY Daily News, Time Out NY, WNYC, Gothamist, Curbed, New York Observer**, and more.

Sponsorship Levels

Friend - \$5,000

- **Logo placement** on Jane's Walk webpage and marketing materials
- **Listing** on Jane's Walk t-shirt
- **Recognition in social media post** thanking all event sponsors.

Partner - \$10,000

- **Prime logo placement** on Jane's Walk webpage and marketing materials
- **Logo placement** on Jane's Walk t-shirt
- **Recognition in social media post** thanking all event sponsors
- **On-stage recognition** at the **Celebrating the City** kickoff event.

Advocate - \$25,000

- **Prominent logo placement** on Jane's Walk webpage and marketing materials
- **Prominent logo placement** on Jane's Walk t-shirt
- **Recognition in social media post** thanking all event sponsors
- **Dedicated social media post** highlighting your company as a Jane's Walk Advocate
- **On-stage recognition** at **Celebrating the City** kickoff event and **featured ad** in slideshow shown throughout the evening.