



**Playground  
Committee  
Media and  
Sponsorship  
Opportunities**



# What We Support



## Play Areas

Each of Hudson River Park's five playgrounds have been custom-designed by celebrated landscape architects to provide uniquely inspiring play opportunities for children. During warm weather seasons, each also provides welcoming water features to delight kids. Funds help renovate, maintain and care for the playgrounds, a top priority for Hudson River Park.

## Family Programs

Providing a wide range of free cultural, fitness and educational programs and events throughout the year, especially for children, is one of the Park's proudest achievements.



## Environmental Education

Whether it is providing STEM-focused K-12 school field trips, summer camp sessions or enrichment activities for children, the Park's hands-on learning experiences make our mission of environmental stewardship a community affair.

## Sports and Athletics

Hudson River Park is home to some of the most heavily used recreational fields and courts in Manhattan, accommodating a wide variety of sports including soccer, lacrosse, football, rugby, baseball, tennis, pickleball, basketball and more. The permitting, maintenance and upkeep of all these facilities are privately supported.



# Playground Committee Impact

Since the Playground Committee's inception, their advocacy efforts have made a profound impact and the Committee has raised over \$6 million to benefit Hudson River Park.

The Committee raised crucial funds for the renovation of the Chelsea Waterside Playground and the new Pier 26 Science Playground and provides ongoing support for five playgrounds through funds raised at their annual events. Committee activities also build awareness and encourage community involvement, ensuring the Park can continue to be a vibrant space for everyone.

Notable successes:

## Pier 26 Science Playground

Play to learn and learn to play in this marine-science-focused playground. It's a place where children can climb, slide and be inspired by wildlife and the Hudson River nature and habitat. The Playground includes two custom-fabricated play structures in the shape of endangered sturgeon species that are native to the Hudson River—the Atlantic sturgeon and shortnose sturgeon. Designed by OLIN, the same award-winning landscape design firm that designed adjacent Pier 26, this imaginative playground serves as an important educational and recreational space that further advances the Park's extensive science and environmental programming.



*"An educational wonderland"*  
— Mommy Poppins

*"A must visit for kids"*  
— Little Kid Big City



## Pier 97 Playground

Our newest playground is a safe, imaginative space for active play. Bringing a much-needed play area to Hell's Kitchen, the 6,875-square-foot playground includes a ship hull play area, a two-zone splash pad and a unique 30-foot tower rope climber with slide. Play equipment is designed by Berliner, a 160-year-old company founded in Berlin. The playground uses an All-Abilities approach to support inclusive, child-centered play.

*"Jaw-dropping...a stunning addition to the already impressive collection of Hudson River Park piers and playgrounds."*

— Mommy Poppins



## Education

Hudson River Park's River Project hosts a series of free and low-cost environmental education programs for organized groups using the Hudson River waterfront as its classroom.

Projected 2025 Field Trip highlights:

**The 250+ field trips reaching over 5,000 NYC students**

**60%**  
of programs reaching Title I\* schools

**70%**  
program fees fully waived

# Playground Committee Annual Luncheon

The annual Playground Committee Luncheon gathers together members and neighborhood friends to celebrate Hudson River Park and the dedicated philanthropists and volunteers who work to ensure the Park's continued care, growth and success. This annual event has historically sold out every year and is well attended by Playground Committee members, Park supporters and local celebrities.

## Past honorees & special guests include:

Malin Akerman  
Emilia Bechrakis Serhant  
Stacey Bendet  
Jenny Mollen Biggs  
Barbara Pierce Bush  
Nell Diamond  
Dylan Dreyer  
Uzma Rawn Dowler  
Jordan Foster  
Charlotte Groeneveld  
Prabal Gurung  
Jenna Bush Hager  
Maria Dueñas Jacob  
Laura Jarrett

Sheinelle Jones  
Catherine Juracich  
Jill Kargman  
Hoda Kotb  
Ali Kreiger  
Ally Love  
Rebecca Minkoff  
Abby Phillip  
Martha Stewart  
Diana L. Taylor  
Bobbie Thomas  
Zara Terez Tisch  
Melissa Wood Tepperberg  
Aimie Wang

*"The chicest mom's day out"*  
— Vogue







## Playground Committee Reach

Our engaging, authentic storytelling has captured the attention of local and national media.

In the past two years, the Playground Committee Luncheon captured:

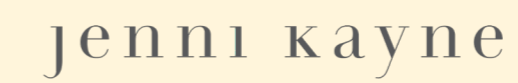
1.1 billion+ media impressions

130,000+ followers

on Hudson River Park & Playground Committee social platforms

Reaching over 9 million digital impressions

## Supporters of the Playground Committee have included:



## Playground Committee events have been featured in:





# Sponsorship Opportunities

The HRPK Friends Playground Committee Luncheon brings together Committee members and friends to celebrate all Hudson River Park provides families and the dedicated philanthropists and volunteers who work to ensure the Park's continued care, growth and success.

For more information on Sponsorship and Gift Bag Opportunities, please contact:

**Amy Molinero**

Senior Director, Corporate Engagement  
luncheon@hudsonriverpark.org

## \$25,000 Presenting Sponsor

One premier table (10 seats)

Presenting Sponsor listing on digital invitation, program and webpage

Logo placement at event on media wall

Full-page ad featured prominently in event program

Spoken recognition of your company at event

Company boilerplate included in press releases

## \$10,000 Playground Sponsor

Five individual attendees (preferred seats)

Playground Sponsor listing on digital invitation, program and webpage

Logo placement at event on media wall

Full-page ad featured prominently in event program

Spoken recognition of your company at event

## \$5,000 Supporting Sponsor

Two individual attendees

Supporting Sponsor listing on digital invitation, program and webpage

Full-page ad featured prominently in event program

## \$1,000 Models & Bottles Sponsor

Inclusion of logo placement or listing on server/model's t-shirts during the event

Quarter-page ad featured in event program

Opportunity for gift bag inclusion

## \$1,000 Full-page Program Ad

Featured in event program

## \$500 Half-page Program Ad

Featured in digital event program

*Looking for Other Ways to Contribute?*

Consider donating 400 items for the Luncheon gift bags. Support the Park while bringing smiles to attendees' faces!



**Hudson River Park is NOT a New York City Park and relies on private funding for its daily operations, maintenance and 550+ programs.**

## **Connect with Us**

**Savvy people and brands are choosing partners that add more value to their lives and to their world. Build your audience by sponsoring and/or participating in the Playground Committee events.**

Thank you for your interest in the Hudson River Park Friends Playground Committee. Please feel free to reach out to any of our staff members below with questions or interest.

**Amy Molinero**  
*Senior Director, Corporate Engagement*  
amoliner@hudsonriverpark.org

For more information about the **HRPK Friends Playground Committee Luncheon**, please email:  
playgrounds@hudsonriverpark.org