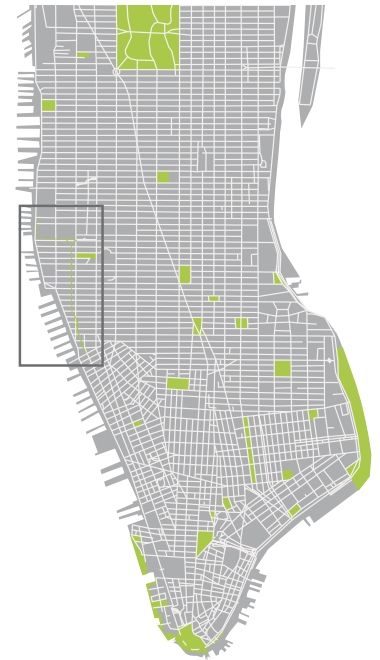




HIGH LINE CORPORATE MEMBERSHIP



THE HIGH LINE

The High Line is an historic 1.5-mile-long elevated railroad viaduct built in the 1930s to remove dangerous train traffic from street level on the West Side of Manhattan. Friends of the High Line was formed in 1999 when the structure was under threat of demolition. The organization now works in partnership with the City of New York and the Department of Parks & Recreation to build and maintain an extraordinary public park on the High Line. An international design competition was held in 2004 and landscape architects Field Operations and architects Diller Scofidio + Renfro were selected. Construction began in 2006.

From the 2009 opening of Section 1 (between Gansevoort Street and West 20th Street) and onwards, the High Line will have a transformative effect on the West Side of Manhattan, bringing community members, New Yorkers from across the city, and international visitors together in an innovatively designed park, unlike any other in the world.

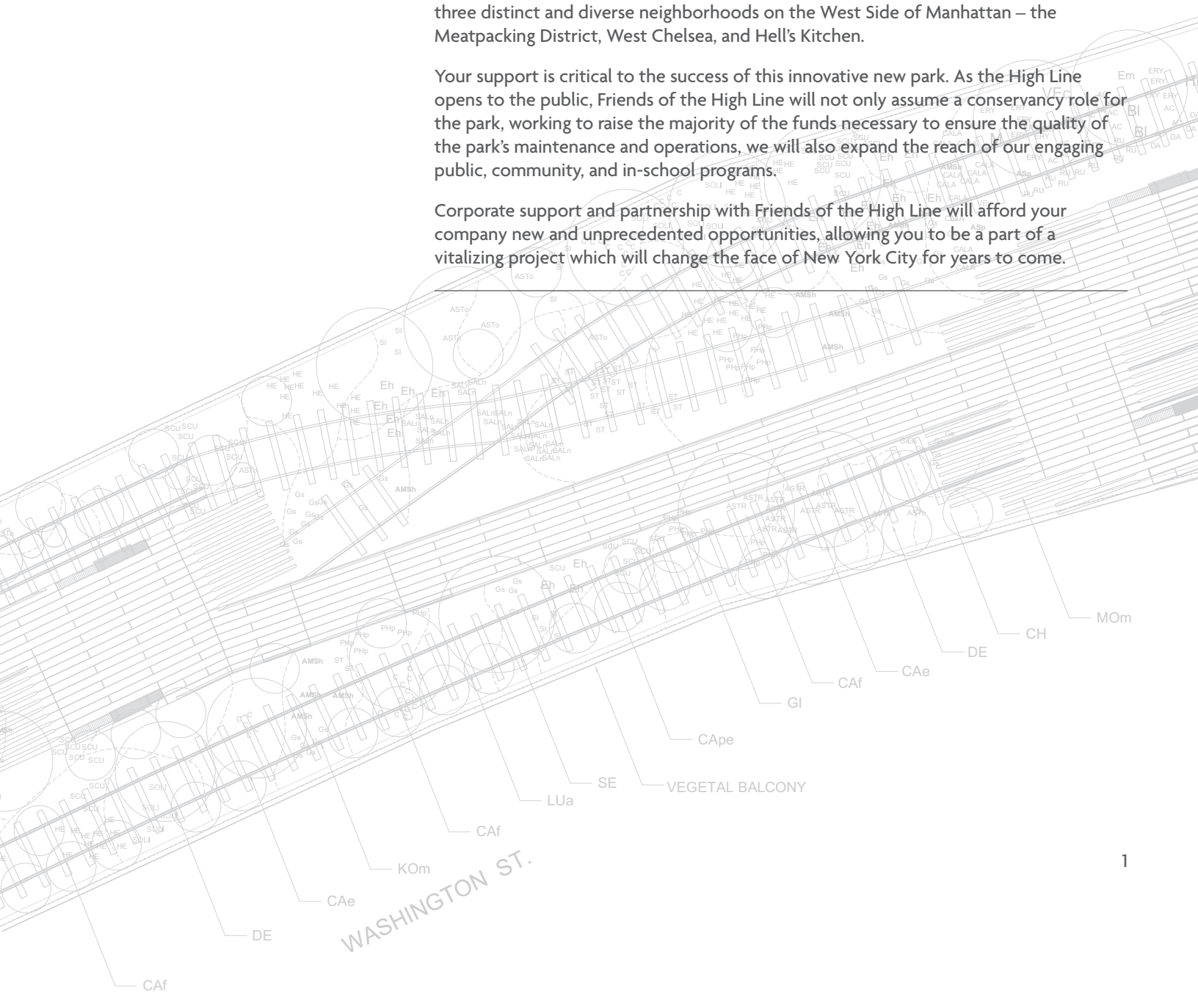
JOIN NOW

BE PART OF AN HISTORIC PROJECT THAT IS CHANGING THE FACE OF NEW YORK CITY.

The High Line's inspiring transformation has captivated New Yorkers and supporters from across the country – and around the world. Corporate Membership, Sponsorship, and Events provide unique opportunities for your company to partner with Friends of the High Line in reclaiming a part of New York City's industrial heritage while connecting three distinct and diverse neighborhoods on the West Side of Manhattan – the Meatpacking District, West Chelsea, and Hell's Kitchen.

Your support is critical to the success of this innovative new park. As the High Line opens to the public, Friends of the High Line will not only assume a conservancy role for the park, working to raise the majority of the funds necessary to ensure the quality of the park's maintenance and operations, we will also expand the reach of our engaging public, community, and in-school programs.

Corporate support and partnership with Friends of the High Line will afford your company new and unprecedented opportunities, allowing you to be a part of a vitalizing project which will change the face of New York City for years to come.



CORPORATE MEMBERSHIP LEVELS

ADVOCATE: \$2,500

- Inclusion on all Friends of the High Line donor listings, including all newsletters (circulation ~ 2,500), the Friends of the High Line Web site, and other listings
- Advance notice and opportunity to participate in exclusive High Line special events, including the Summer Benefit, Chefs' Dinner, and additional special events each year
- "Preferred Partner of Friends of the High Line" listing for supporting retail businesses, hotels, restaurants, or other partners. Partners have the option to use text credit in publications and to display a "Preferred Partner" sticker or decal at their place of business
- Opportunity for businesses to participate in a High Line Member Discount Program providing and promoting special offers and discounts to Friends of the High Line Members

BENEFACTOR: \$5,000

- All benefits above, plus:*
- Exclusive High Line design presentation given by Friends of the High Line senior staff at an event arranged by the corporate member/sponsor
 - 2 VIP invitations to select Friends of the High Line events, including the annual Founder's Circle event and Corporate Membership events
 - Employee discounts on Friends of the High Line merchandise and publications

ENGINEER: \$25,000

- All benefits above, plus:*
- Exclusive construction tour* of the High Line for up to 25 VIPs, executives, and guests:
 - Tours of Section 1 (Gansevoort Street to West 20th Street) will take place through spring 2009
 - Tours of Section 2 (West 20th Street to West 30th Street) will begin in or around summer 2009
 - 10 VIP invitations (total) to select Friends of the High Line events
 - All employees may become "Spike"-level Members and receive benefits which include special notification of Friends of the High Line tours, lectures, and events
 - Access and rights to use Friends of the High Line-approved photographs and logos in corporate materials, annual reports, promotional brochures, etc.

PRESERVATIONIST: \$10,000

- All benefits above, plus:*
- Exclusive tour* of the rail yards section of the High Line (West 30th Street to West 34th Street) for up to 25 VIPs, executives, and guests
 - 5 VIP invitations (total) to select Friends of the High Line events, including the annual Founder's Circle event and Corporate Membership events
 - Employee engagement and volunteer opportunities throughout the year

CONDUCTOR: \$50,000

- All benefits above, plus:*
- Exclusive opportunity to host an "off-the-Line" event in cooperation with Friends of the High Line, potentially following a tour* or featuring a presentation by High Line Co-Founders, staff, and/or members of the High Line design team (Event expenses are the responsibility of the Sponsor)
 - 25 VIP invitations (total) to select Friends of the High Line events
 - Sponsor logo inclusion on the FHL Web site, one (1) issue of the High Line newsletter and one (1) issue of the High Line e-newsletter (circulation ~ 18,000)
 - All employees may become "Rail"-level Members and receive special discounts to Friends of the High Line tours, lectures, and additional events
 - Framed artist photograph of the High Line

* PLEASE NOTE: The High Line, south of 30th Street, is the property of the City of New York. High Line tours are scheduled by Friends of the High Line. Construction tours are held at the discretion of the City of New York and the Department of Parks & Recreation and tours of the rail yards are held at the discretion of CSX Transportation and the MTA.

BENEFITS OF CORPORATE MEMBERSHIP

Corporate Membership at Friends of the High Line provides your company, clients, employees, and executives with a comprehensive collection of benefits, access to special events, special recognition, and the opportunity to be one of the very first supporters of the High Line, a once-in-a-lifetime project that will change the face of New York City forever.

	ADVOCATE \$2,500	BENEFACTOR \$5,000	PRESERVATIONIST \$10,000	ENGINEER \$25,000	CONDUCTOR \$50,000	SPONSORSHIP \$50,000+
Inclusion on all Friends of the High Line donor listings	X	X	X	X	X	X
Opportunity to participate in exclusive High Line special events	X	X	X	X	X	X
“Preferred Partner of Friends of the High Line” listing	X	X	X	X	X	X
Opportunity to participate in the High Line Member Discount Program	X	X	X	X	X	X
Exclusive High Line design presentation at a corporate event		X	X	X	X	X
VIP invitations to select events, including the annual Founder’s Circle event		2	5	10	25	LEVEL TBD
Employee discounts on Friends of the High Line merchandise and publications		X	X	X	X	X
Exclusive tour* of the rail yards section of the High Line for up to 25 VIPs, executives, and guests			X	X	X	X
Employee engagement and volunteer opportunities			X	X	X	X
Exclusive construction tour* of the High Line for up to 25 VIPs, executives, and guests				X	X	X
All employees may become “Spike”-level Members				X	X	X
Access and rights to use Friends of the High Line-approved photographs and logos				X	X	X
Exclusive opportunity to host an “off-the-Line” event in cooperation with Friends of the High Line					X	X
Sponsor logo inclusion on the High Line Web site, one (1) newsletter, and one (1) e-newsletter					X	X
All employees may become “Rail”-level Members					X	X
Framed artist photograph of the High Line					X	X
A feature article in the High Line newsletter						X
The opportunity to designate sponsorship to a specific area of High Line operations, including:						X
- Education and Community Programming						X
- Art on the High Line						X
- High Line Summer Benefit and Special Events						X
- Horticultural Programs and Operations						X
- Design Features and Capital Projects						X
- Areas of High Line Maintenance and Operations						X

SPONSORSHIP OPPORTUNITIES

Sponsorships at Friends of the High Line may be designated to special programs or a specific area of High Line operations for additional recognition and impact.

EDUCATION & COMMUNITY PROGRAMMING

- In-school curriculum
- Field trips and on-the-High-Line school programs
- Community outreach
- Adult education
- Tours, lectures, and other history, horticulture, design, and architecture programs

ART ON THE HIGH LINE

- High Line Public Art Program
- High Line Emerging Artist Program
- Additional art programming

EVENTS

- High Line Summer Benefit
- Membership events
- Sponsored public events
- Volunteer opportunities

THE HIGH LINE

- Maintenance and operations
- Horticulture and gardening
- Design features and capital projects
- Naming opportunities

Friends of the High Line will work with sponsors to create a package of benefits and recognition opportunities that meet the sponsor's philanthropic objectives and business needs.

(opposite, top) Gansevoort Woodland, between Gansevoort and Little West 12th Streets; (opposite, bottom) Washington Grasslands, between Little West 12th and 13th Streets. Design by Field Operations and Diller Scofidio + Renfro, Courtesy the City of New York

CORPORATE EVENTS

Corporate events on the High Line may include sponsored public events or programs and, on a limited basis, private corporate events on the High Line. Events on the High Line require a significant contribution to support the park's maintenance and operations and are subject to the approval of the City of New York and the Department of Parks & Recreation.

Friends of the High Line welcomes discussion of special events and opportunities that highlight the High Line and create meaningful partnerships to support our organization's mission. Due to the space constraints of the park and our relationship with the City of New York and the Department of Parks & Recreation, Friends of the High Line is limited in the number and types of events that we are able to accommodate. It is our goal to create partnerships that provide significant funding for the High Line and will ensure the quality of its maintenance and operations for years to come.

For more information about Corporate Membership, Sponsorship, and Corporate Events, please contact:
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Construction of the Gansevoort
Woodland, between Gansevoort
and Little West 12th Streets,
January 2009.
Image by Field Operations

