

WHITE PLAINS



Business Improvement District

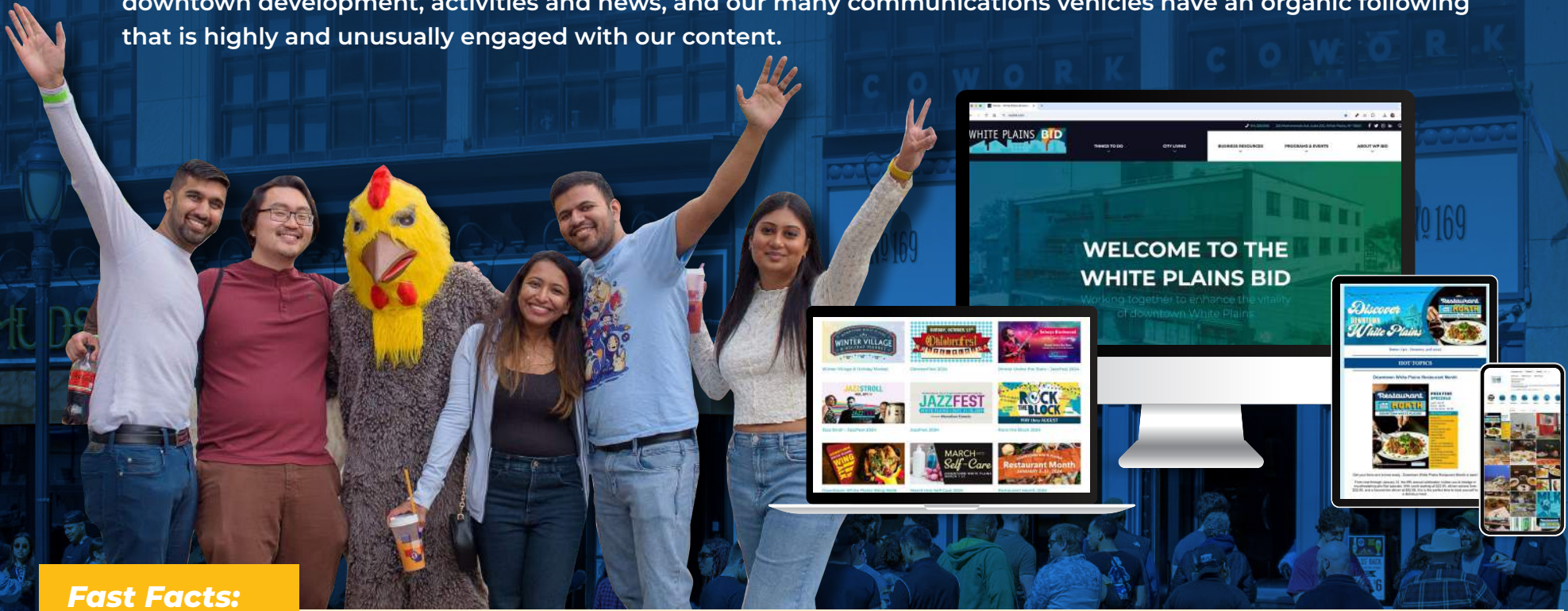
Wanting to reach a highly engaged White Plains and central Westchester audience?



ADVERTISE with the Downtown White Plains BID!

wpbid.com | 914.328.5166 | 235 Mamaroneck Ave, Suite 200, White Plains, NY 10605

The Downtown White Plains BID is one of the premier ways to reach a hyper-local audience of residents, area employees, and “super users” of Downtown White Plains. We are a local trusted source for information on downtown development, activities and news, and our many communications vehicles have an organic following that is highly and unusually engaged with our content.



Fast Facts:

- Our e-newsletter *Discover Downtown* has 10K followers (and growing) and our **open rate is twice the average** of typical e-newsletters.
- The White Plains BID’s Instagram account has **14.6K followers** and many of our posts have achieved **2 million views**.
- Our website, wpbid.com, is the only website featuring comprehensive information about downtown White Plains’ businesses, events, and news.
- Our annual calendar of events draws thousands downtown, with repeat and loyal attendees who return annually
- We are the only established advocacy group specifically dedicated to supporting downtown White Plains businesses and the central business district. We are a trusted resource for those businesses, and are also trusted by the customers who patronize those businesses.

By advertising in our marketing/communications platforms, you can:

- ✓ Reach a highly targeted and engaged White Plains and central Westchester audience—after all, we consider White Plains to be Westchester’s downtown as well!
- ✓ Increase traffic to your own social media account by leveraging our popular and rapidly growing Instagram account.
- ✓ Align your brand with our “feel good” and trusted platforms. We stick to positive news with an upbeat tone in our marketing and communications materials. We bring smiles, helpful tips, fun deals, and unique surprises to our audience.
- ✓ Support us in our mission. **Advertising funds are 100% invested back into our nonprofit’s mission** of making downtown a vibrant destination through marketing, events, business support and beautification!



ADVERTISE with the Downtown White Plains BID!



Downtown White Plains BID Annual Report

Published annually, this report provides a helpful overview of downtown development and new businesses in the last year, and recaps the BID's programs and financials. The Annual Report is widely distributed to new and existing businesses, community groups, elected officials and other individuals of influence. In addition to being physically printed, it is also digitally posted on our website (both current and past year publications); ensuring longevity and visibility for advertisers.

- ▶ **3.875" w x 2.5" h v full color ad: \$300 for businesses within the BID, \$325 for businesses outside BID boundaries.**



Annual Meeting Program

Every year the BID hosts its annual meeting. Similar to a "state of the city" but specifically for the downtown, the Annual Meeting is a gathering of White Plains' most influential downtown stakeholders—local elected officials, developers, businesses, all registered BID members, and civic and community groups. The event program is placed directly in the hands of attendees and in addition to the meeting's program, usually contains helpful information that attendees wish to keep handy (such as useful downtown demographics or development information), so your ad will have extended visibility beyond one day. Advertise in this report to show your support for downtown and our cleaning, marketing and business support programs!

- ▶ **Full page full color ad 4.5" w x 7.5" h: \$500**
- ▶ **Half page full color ad 4.5" w x 3.725" h: \$300**
- ▶ **Quarter page full color ad 4.5" w x 1.8375" h: \$200**



Digital E-newsletter Ads

Our e-newsletter, typically published every other week, is designed to provide consumers information about downtown, ranging from upcoming events, business promotions/deals, and general downtown news. It is the only area newsletter specifically dedicated to what's happening downtown, and is thus widely read by local residents and businesses. A special section with economic development news and events also appears at the bottom of the newsletter, ensuring us a loyal small business following as well.

- ▶ **One (1) 1080x1080 digital ad: \$75 if located within BID boundaries, \$100 if located outside BID boundaries.**
- ▶ **Full year special—pay for 26 ads in advance, and take 20% off your total:**
 - ▷ **Within BID boundaries-26 ads: \$1560**
 - ▷ **Outside BID boundaries-26 ads: \$2080**



EVENT SPECIFIC ADVERTISING



Wing Walk

At our annual Wing Walk, an annual moveable feast bringing thousands of customers from one restaurant to another in our downtown to sample wings, we are offering advertising opportunities for the first time on the back of our Map and Guide, which is handed to every participant.

- ▶ **Print Ad 2.75" x 2.5": \$250** – this ad will be located at the back of our Wing Walk passport, which is carried by the guests during the event. The passports have extended longevity as a follow-up voucher for free wings at a later date is included in the passport, ensuring your ad will be present for 1 week plus

Rock the Block-Sponsor a Hole

Rock the Block is our signature al fresco dining and concert event held four Wednesday evenings May through August, where Mamaroneck Avenue is closed to vehicle traffic and instead turns into a magical pedestrian plaza with outdoor dining, live music, ping pong tables, hands on art projects, see-saws and so much more. The event crowds the street and fills the hearts of all attendees, from young families, to after work friends to empty nesters on date night. This year we are enlivening our event with 9-hole mini golf course and we are looking for hole sponsors! (2 concert requirement). By participating, your logo and website will be placed on one of the 9 holes' flags. Your name and business (and a QR code to your social media or website if you'd like) will be listed with other hole sponsors on a sandwich board next to the golf course.



- ▶ **\$500: Credits your brand/business at a golf hole for 2 of the 4 concerts (we require a two-concert commitment)**
- ▶ **Early Bird Full Season Discount—pay in full and commit to full season of having a hole branded for four concerts by April 15:**
 - ▷ **Within BID boundaries: 15% off \$1000: \$850**
 - ▷ **Outside BID Boundaries: 10% off \$1000: 900**
 - ▷ **After April 15th \$1,000 to sponsor one hole for all four concerts.**

For more information, contact:

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The White Plains BID reserves the right to refuse material it deems inappropriate and to limit the number of advertisements accepted.