



BENEFITING THE BILLION OYSTER PROJECT

CELEBRATING THE MOVEMENT TO RESTORE NEW YORK HARBOR
Thursday May 7th, 2020



THE PROJECT

Billion Oyster Project (BOP) is on a mission to restore oyster reefs to NY Harbor through public education initiatives. We do our work because we believe that education is more engaging and exciting when learning happens by doing and that when students are empowered to play a meaningful role in a large-scale ecosystem restoration project, they excel. Similarly, our natural environment and the ecosystems where we live cannot thrive without the care and stewardship of people from diverse backgrounds.

Billion Oyster Project engages the community directly in the work of restoring one billion oysters through its education program which has built restoration based STEM education for middle and high schoolers, its shell collection program which works with 75 restaurants to collect oyster shells for reef substrate, and through its volunteer program which welcomes the community at large to get involved in hands on restoration work. To date Billion Oyster Project has restored 30 million oysters and 7 acres of habitat. Restoring oysters and reefs will restore the local marine ecosystem's natural mechanisms for maintaining itself, resulting in cleaner water and greater biodiversity.





THE PARTY

The Billion Oyster Party is the ultimate oyster eating and education experience. At the Billion Oyster Party, guests interact with farmers and chefs while enjoying live music, unlimited oysters from 50 oyster farms, and delicious bites from 20 top NYC restaurants. Program partners are present to speak about their work with the Billion Oyster Project.

Format: Guests are free to mingle and discover the warehouse space at their own pace.

Time & Place: May 7th, 2020 6-10pm
Liberty Warehouse in Red Hook, Brooklyn

Size: 1500 guests

Media: Previous coverage in *The New York Times*, *Time Out New York*, *Grub Street*, *New York Magazine* and elsewhere, reaching ~ 60MM+ media impressions yoy. Awarded *The Village Voice's* Best Environmental Benefit in Best of NY issue.

2019 Sponsors:

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www.BillionOysterParty.com



A PARTY THAT INSPIRES

The Billion Oyster Party is our biggest event of the year and has grown in audience 500% since launching in 2014. The party is a significant moment to celebrate restoration accomplishments of the previous year and share future goals and hopes with BOP's diverse community of supporters.

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR

\$25,000

- “Presented By” inclusion on all marketing materials, website, press releases, program, and on-site signage
- 20 VIP tickets to the Billion Oyster Party with reserved seating and private space in the VIP Lounge. The VIP lounge comes complete with a private beverage bar and raw bar for your guests.
- One curated Oyster Social co-hosted by Billion Oyster Project
- Opportunity to customize an activation at the Party to engage guests, chefs and oyster farmers
- Opportunity to give a branded parting gift and collateral to event attendees
- Logo placement on all Billion Oyster Party dedicated email blasts with one company spotlight (circulation 9,000+)
- Inclusion in all media and social media outreach
- A private tour of BOP HQ and Harbor School
- Screen acknowledgment as Presenting Sponsor



SPONSORSHIP OPPORTUNITIES

HARBOR SPONSOR

\$15,000

- Twelve VIP tickets to the Billion Oyster Party
- Tier two logo inclusion on all marketing materials, website, program, press releases and on-site signage
- One curated Oyster Social
- Opportunity to customize an activation to engage guests, chefs and oyster farm partners
- Logo placement on all Billion Oyster Party dedicated email blasts (circulation 9,000+)
- Opportunity to provide branded takeaway gift to Billion Oyster Party event audience
- A private tour of BOP HQ and Harbor School
- Screen acknowledgment as Harbor Sponsor

UPPER BAY SPONSOR

\$10,000

- Eight VIP tickets to the Billion Oyster Party
- Tier three logo inclusion on all marketing materials, website, program, press releases and on-site signage
- One curated Oyster Social
- Logo placement on all Billion Oyster Party dedicated email blasts (circulation 9,000+)
- Opportunity to provide branded takeaway gift to Billion Oyster Party event audience
- Screen acknowledgment as Upper Bay Sponsor

EAST RIVER SPONSOR

\$5,000

- Four VIP tickets to the Billion Oyster Party
- Tier four logo inclusion on all marketing materials, website, program, press releases and on-site signage
- Logo placement on all Billion Oyster Party dedicated email blasts (circulation 9,000+)
- Opportunity to provide branded takeaway gift to Billion Oyster Party event audience
- Screen acknowledgment as East River Sponsor

INLET SPONSOR

\$2,500

- Two VIP tickets to the Billion Oyster Party
- Tier five logo inclusion on all marketing materials, website, program, press releases and on-site signage
- Logo placement on all Billion Oyster Party dedicated email blasts (circulation 9,000+)
- Opportunity to provide branded takeaway gift to Billion Oyster Party event audience
- Screen acknowledgment as Inlet Sponsor

Billion Oyster Socials

Billion Oyster Socials are intimate dining experiences that offer your members, staff and clients the opportunity to take a deeper dive into the world of the Billion Oyster Project. Oyster Socials are complete with unique oyster-driven menus designed by world-class NYC chefs, talks from oyster farmers about the shellfish industry, and an education from BOP staff on the oyster's incredible history and potential in NY Harbor.

Oyster Socials take place at a participating BOP partner restaurant. Each social features a chef participating in Billion Oyster Project's Shell Collection Program. Currently, 70 restaurants participate in the Shell Collection Program by donating their would-be discarded oyster shells to the Billion Oyster Project for use in restoration. The socials are approximately **2 hours long** and welcome approximately **30 guests** depending on restaurant capacity.

A full list of our restaurant partners can be found at <https://billionoysterproject.org/restaurants>

INCLUDED WITH SELECT SPONSORSHIPS



JOIN US

Please contact Madeline Wachtel at 917.885.9595 or MWachtel@nyharbor.org to be part of this special event. To learn more, visit: www.billionoysterparty.com/

