

THE WORLD COMES TO BROOKLYN

Sport. Culture. History. All in one borough. All in one summer.

The stadium is in New Jersey.
The audience is in **Brooklyn**.

5M+

VISITORS TO NYC

1M+

MONTHLY TRAFFIC
LIFESTYLE / RETAIL
DESTINATIONS

250K+

TARGETED MONTHLY
IMPRESSIONS
LINKNYC

25K+

NEWSLETTER
SUBSCRIBERS

15K+

POCKET
GUIDES

How We Reach Them

Digital & Social

WEB

VisitBrooklyn.nyc & Instagram
homepage editorial SEO-driven map
& social promotion

Pocket Guide & Map

PRINT

Distribution: hotels, restaurants,
coffee shops, cultural, retail, events & more
4x6" guide, unfolding to 11x17" map

LINKNYC

OOH

Your brand across
New York City & Brooklyn
in the most visited tourist corridors

Retail Destinations

RETAIL

Brooklyn Made tourist hubs:
City Point & Industry City stores
Greenpoint & Prospect Park pop-ups

PUT YOUR BRAND ON THE MAP!

SPORT

World Cup Global Fever

Brooklyn's bars, restaurants, and parks become a World Watching Party – global eats, game day events, family fun, and fan zones.

CULTURE

Live Music, Events & Historic Celebration

A summer of live music, parades, and historic commemoration. The Battle of Brooklyn, The Mermaid Parade, and The West Indian Carnival, among others.

ICONIC BACKDROP

Spirit of America 250 & The Tall Ships

The majestic Sail4th 250: a once-in-a-lifetime spectacle, the Brooklyn Waterfront Fireworks, and more!

ANCHOR EVENTS SUMMER 2026

JUNE 11 – JULY 19	Welcome World Cup LEAD FEATURE 16 Matches + Final at MetLife Stadium · Fan zones, watch parties, and neighborhood guides throughout Brooklyn
JUNE – AUGUST	Live Concert & Outdoor Events Brooklyn stages come alive all summer — waterfront concerts, outdoor festivals, and live events borough-wide
JUNE 20	44th Annual Mermaid Parade Coney Island's iconic procession — one of the largest art parades in the US
JULY 3 – 4	Sail4th 250 · Tall Ships Parade of Sail SIGNATURE Majestic fleet on the Brooklyn waterfront · Brooklyn Bridge Park, DUMBO, and Red Hook
JULY 4	America's 250th Birthday · Macy's Fireworks BEST WATERFRONT VIEWS Brooklyn Heights Promenade · Brooklyn Bridge Park Piers 1–6 · DUMBO
AUGUST 21 – 23	250th Anniversary · Battle of Brooklyn Reenactments, Maryland 400 Ceremony & historical tours at Old Stone House, Fort Hamilton & Prospect Park · Featuring historian Barnet Schecter
SEPTEMBER 3 – 7	West Indian Carnival Day Parade Eastern Parkway · One of the largest Caribbean celebrations in the world

Sponsor opportunity: The July 4th section will feature Brooklyn's best waterfront viewing spots — a natural placement for a hotel, waterfront venue, or hospitality brand.

TITLE SPONSOR · 1 AVAILABLE · CATEGORY EXCLUSIVE

PRESENTED BY · TITLE SPONSOR

\$7500

"Presented By" status on all platforms — print cover, website header, all 4 newsletters, dedicated co-branded LinkNYC ad campaign, spotlight reel, visitor kiosks, and social. The official voice of Brooklyn's most celebrated summer.

✓ SOLD

THANK YOU TO OUR TITLE SPONSOR

PRESENTING SPONSOR

Lead the summer

\$2000

5 Available

- **Brand Logo Banner (Footer)**
 - Digital Summer Guide and Newsletter
- **Print Pocket Guide: Spotlight**
 - Editorial: Feature with photo: 25 words
 - Map: location pinned
- **2 Monthly Newsletter Features**
- **VisitBrooklyn.nyc Summer Guide Feature**
 - Home Page sponsored content
 - 50 words + photo
- **Home Page: Interactive Digital Map**
 - Live Pin: June - mid September
 - Link to: your website or Instagram
- **Co-branded LinkNYC campaign**
 - 250K impressions across NYC & Brooklyn
- **Spotlight Reel Feature**

BROOKLYN SPOTLIGHT

Be part of the story

\$500

15 Available

- **VisitBrooklyn.nyc Summer Guide Feature**
 - One event or special offer:
 - 25 words + photo
- **Print Pocket Guide:**
 - Map: Location pinned & photo highlight
 - Index: Brand name in bold with star
- **Home Page Interactive Digital Map**
 - Live Pin: June - mid September
 - Link to: your website or Instagram
- **1 Monthly Newsletter inclusion with link**
- **Social Promotion**

MAKE THE MAP

The easiest yes of the summer!

\$150

Open · No Limit

- **Print Pocket Guide Map**
 - Map: Location pinned
 - Index: Brand name starred
- **Home Page Interactive Digital Map**
 - Live Pin
 - VisitBrooklyn.nyc: June - mid September
 - Link to: your website or Instagram
- **Category Listings**
 - Dining · Nightlife · Coffee · Culture
 - Attractions · Galleries · More!
- **No Design Work Required**
 - Submit name, address, category & URL
 - We handle the rest

Printed Guide QR Code drives to
VisitBrooklyn.nyc Digital Map

Positions are limited. The summer isn't.
Reserve your space now!

VISITBROOKLYN.NYC · SUMMER 2026

A GLOBAL MOMENT.
ONLY IN BROOKLYN.

Contact us to reserve your position:

eroseman@concretecomm.com - pwerblin@concretecomm.com

