SPONSORSHIP & EVENT OPPORTUNITIES
UNPARALLELED EXPOSURE
Rockefeller Center, located in the heart of midtown Manhattan is a premier destination for New Yorkers and a must-see attraction for visitors from around the world. This unique complex is a National Historic Landmark and one of the world’s finest examples of Art Deco architecture. On a daily basis, the Center offers a variety of touch points in its buildings, gardens and spaces to engage with and form memorable connections with a desirable consumer base. A location unlike any other, Rockefeller Center is a proven marketing vehicle that offers infinite sponsorship and branding opportunities sure to leave a lasting impression.
AN ICONIC SETTING

Rockefeller Center is the hub of culture, commerce and community in New York City. On any given day, visitors can enjoy a unique combination of entertainment, shopping and dining – all within the Rockefeller Center complex. Top attractions include Top of the Rock Observation Deck, Rainbow Room, NBC Studios, Radio City Music Hall, Christie’s Auction House, and the world-famous Ice Skating Rink.
UNPARALLELED EXPOSURE

Rockefeller Center is a major thoroughfare for pedestrian traffic, attracting an average of 400,000 people daily and up to 800,000 during the holidays.

Spanning 12 acres between Fifth Avenue and Sixth Avenue, from 48th Street to 51st Street, Rockefeller Center occupies a premium location in the heart of New York City.

Rockefeller Center is the home to NBC Studios, Top of the Rock Observation Deck, Rainbow Room, Radio City Music Hall, Christie’s Auction House and the Ice Skating Rink.

With over 100 retail and restaurant operators occupying over 700,000 square feet of retail space, Rockefeller Center attracts consumers from all over New York City. Rockefeller Center is at the epicenter of the major international media outlets and offers unparalleled access to broadcast and print coverage.

As a hub for New York transportation, Rockefeller Center is easily accessible to New Yorkers and visitors alike. Rockefeller Center tenants and visitors are a very desirable demographic for marketers as they are young, well-educated and global.
In addition to the unparalleled exposure to Rockefeller Center tenants and visitors, sponsors can take advantage of a variety of marketing opportunities, which could include:

Event identity and communication vehicles such as branded on-site signage, including the light boxes on the Plaza.

Event identity and sponsor logo on 27 touch screen displays throughout Rockefeller Center lobbies and on 236 Captivate elevator screens in 15 Tishman Speyer buildings throughout New York City – with 71,980 daily and 359,900 weekly impressions.

Customized exposure on Rockefeller Center’s online marketing channels including homepage event features, logo inclusion and direct links to the sponsor’s website on RockefellerCenter.com and TopoftheRockNYC.com, social media posts reaching up to 500,000 followers, and inclusion in the Rock List email newsletter.
## DEMOGRAPHICS

The Rockefeller Center Event Program brings together a prosperous public attendance for the Sponsor and the Center during any installation. The Plaza has an estimated 400,000 people who visit the Center daily and is comprised of a highly sought after visitor profile. We believe that the continued development with our Presenting Event Sponsors at Rockefeller Center will continue to create an unbelievable experience for both the Sponsors as well as the visitors to the Center.

<table>
<thead>
<tr>
<th>Visitor Profile</th>
<th>Rockefeller Center®</th>
<th>Top of the Rock Observation Deck®</th>
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<tbody>
<tr>
<td>Daily Visitors</td>
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<td>Mean Visitor Age</td>
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<td></td>
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<td>Visitor Geographic Distribution</td>
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<td>NY 4% US 21% Intl. 75%</td>
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</tbody>
</table>

Ugo Rondinone, Human Nature
PUBLIC EVENTS & SPONSORSHIP OPPORTUNITIES
Rockefeller Center presents a unique opportunity for our partners to market to successful business professionals in addition to tourists, shoppers and diners who visit the Center daily. The twelve acre complex, is not only the world’s largest indoor and outdoor urban museum with more than one hundred major works, it also offers a one of a kind exposure for vibrant and dynamic brands and one of a kind experiences.
The pedestrian-only Plaza Streets are the main stages for sponsorship and activation at Rockefeller Center. With extensive in-house resources for bringing ideas to life - from concept to design to implementation - imagination is the only limit to the experiences that can be created in this setting.
ROCKEFELLER CENTER
EVENTS & SPONSORSHIPS
MBC/ORACLE, GRAND-PERREGAUX, AND ALLIANZ
America’s Cup 2006
Sponsored by MBC/Oracle, Grand-Perregaux, and Allianz

Electric Fountain 2008
Sponsored by Lexus, Hosted by AMX

LEXUS
ROCKEFELLER CENTER
EVENTS & SPONSORSHIPS

Jeff Koons, Split-Rocker
BMW ORACLE Racing, Bring the America’s Cup
THE CHANNEL GARDENS

A lush urban oasis Rockefeller Center’s Channel Gardens offers daily visitors an enchanting escape. The space runs from Fifth Avenue to the Ice Skating Rink, and showcases ever-evolving botanical installations. From beautiful roses, to towering palm trees to one-of-a-kind works of art, each visit offers guests something new to explore.
THE ICE SKATING RINK

The sunken plaza is transformed into an ice skating rink during the fall and winter months, and remains open to the public during the spring and summer months as an outdoor restaurant. The Rink is perhaps the most popular area of Rockefeller Center, as it is home to the famous gilded Prometheus statue. No matter the season, The Rink is available for private and public events.
With over 700,000 square feet of retail space and more than 100 retail and restaurant offerings, The Concourse at Rockefeller Center is the pedestrian hub of the complex. It links all of the buildings of the Center and offers multiple access points for constant flow of visitors. With 400,000 people moving through the area daily, The Concourse and its Town Center provide great options for engaging with busy consumers.
As Rockefeller Center contains more than 100 retail locations, it is the perfect venue to engage consumers through temporary retail installations. From the Plaza Streets and the Channel Gardens and Top of the Rock, there are a variety of spaces available for Pop-up Retail use. These retail outlets give companies the opportunity to bring their brand to life in the Center, while generating buzz and increasing consumer exposure.
Location is everything. From a creative standpoint in film and photography, location plays an integral part in the storytelling. While sometimes functioning as more of a backdrop, a location can become the main character of a visual piece. The uniqueness of Rockefeller Center, rich with history and breathtaking artistry as one of New York’s most famous landmarks, inspires filmmakers, photographers and artists alike and mesmerizes audiences all over the world. Rockefeller Center is a location unlike any other.
Open early morning until midnight, visitors can enjoy the sweep of an unencumbered daytime vista, the drama of a spectacular sunset, or the sparkling lights from the city that never sleeps. The Top of the Rock Observation Deck affords guests the opportunity to see New York City from three different viewing levels with indoor and outdoor vantage points. Sponsorships at Top of the Rock provide unique opportunities to connect with a global audience of over three million visitors per year.
50TH STREET VIDEO WALL

The 50th Street video wall is located next to the Top of the Rock Observation Deck public entrance. The wall provides an opportunity to begin the Top of the Rock sponsorship experience at the front door. The exposure gained by the vast number of New Yorkers and tourists who visit or pass the window daily is tremendous.

MEZZANINE & THEATER

The Top of the Rock opportunity continues in the mezzanine and theater, where thousands of visitors pass through to learn about the history of Rockefeller Center. The mezzanine offers multiple branding opportunities on the columns and within the state-of-the-art theater which shows several four-minute videos to the visitors daily. These videos can be customized to showcase any product, event or motion picture trailer.
A unique breezeway space designed to allow all of our guest’s accessibility between the North and South viewing terraces and a sensational balcony view to The Weather Room. There is a rare and special opportunity for a sponsor to develop a thematic design and product integration for this location.
THE WEATHER ROOM

After ascending 67 stories above midtown Manhattan, visitors are welcomed into the interior portion of the Observation Deck. With ever-changing panoramic views, The Weather Room offers a one-of-a-kind opportunity to showcase products or hold public events with the Manhattan skyline as the backdrop. From art installations to other public displays, The Weather Room is the perfect location to gain exposure to thousands of daily visitors.
Quintessential New York glamour finds its home above historic Rockefeller Center. The Rainbow Room offers a modern twist on high-end, old-world indulgence, tailoring special moments for corporate and social affairs.
Soaring 65 stories above Midtown Manhattan, magical moments are captured against a sparkling backdrop of city lights and expertly tailored event design. Rainbow Room chefs and hospitality professionals are among the most sought-after talent in their industries, promising to deliver on the venue’s reputation as an international event destination and guaranteeing a lifetime of unforgettable moments. Comprising four magnificent event spaces, the Rainbow Room, Bar SixtyFive, The Gallery, and Private Dining Room can accommodate 15 to 500 guests.

One night a week the Rainbow Room invites guests for an extraordinary night of dinner and dancing in the sky. Decadent à la carte Sunday Brunch is complemented by special chef stations featuring indulgent desserts and award-winning brunch cocktails, all set within New York City’s most iconic setting.
Bar SixtyFive at Rainbow Room, with the highest outdoor terrace bar in New York City, welcomes discerning guests to an elevated lounge experience, offering a modern twist on old-world glamour for dinner, light bites, drinks and private events. By day, the lounge space is transformed into the Dining Club Rockefeller Center, a private, members-only restaurant catering to the city’s industry leaders for breakfast and lunch.

From public and private corporate events to product showcases and fashion shows, Rainbow Room, Bar SixtyFive, The Gallery, and Private Dining Room are the perfect settings to shine a spotlight on any brand.
The Weather Room at Top of the Rock Observation Deck is a magnificent setting for any occasion, offering panoramic views over the city that never sleeps. Floor-to-ceiling windows frame a spectacular interior flanked by open-air terraces to accommodate receptions for up to 300 guests or seated dinners for 120.
620 Loft & Garden

Offering the most awe-inspiring views of midtown Manhattan, 620 Loft & Garden is ideal for private events. Located on the 7th floor, the outdoor garden, complete with a reflection pool, offers a breathtaking perspective on St. Patrick’s Cathedral and the soaring tower that is 30 Rockefeller Plaza. The interior loft with views of Radio City Music Hall and Rockefeller Plaza is simple, yet elegant. From press conferences and premiere parties to client receptions and sponsor dinners, the space serves as a blank canvas on which to create your own experience. 620 Loft & Garden is also a wonderful complement to any Rockefeller Plaza event and can accommodate 165 guests for a reception and 120 for a seated event.