



COLORED COLORS

SPRING FLING

Six Years of Culture in Bloom

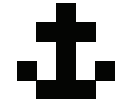


\$10,000 - 1 Available
Title Partner

The ultimate level of brand integration. Your brand becomes the face of the 2026 season.



Naming Rights
 "Spring Fling 2026 Presented by [Brand Name]" on all physical signage, press releases, and digital headers.



The Digital Anchor
 Exclusive logo placement on the "Presented By" header of Artist, Maker, and Musician promotional materials.

10x10

Season Residency
 10x10 footprint available for all 3 Saturday Series dates.

20x20

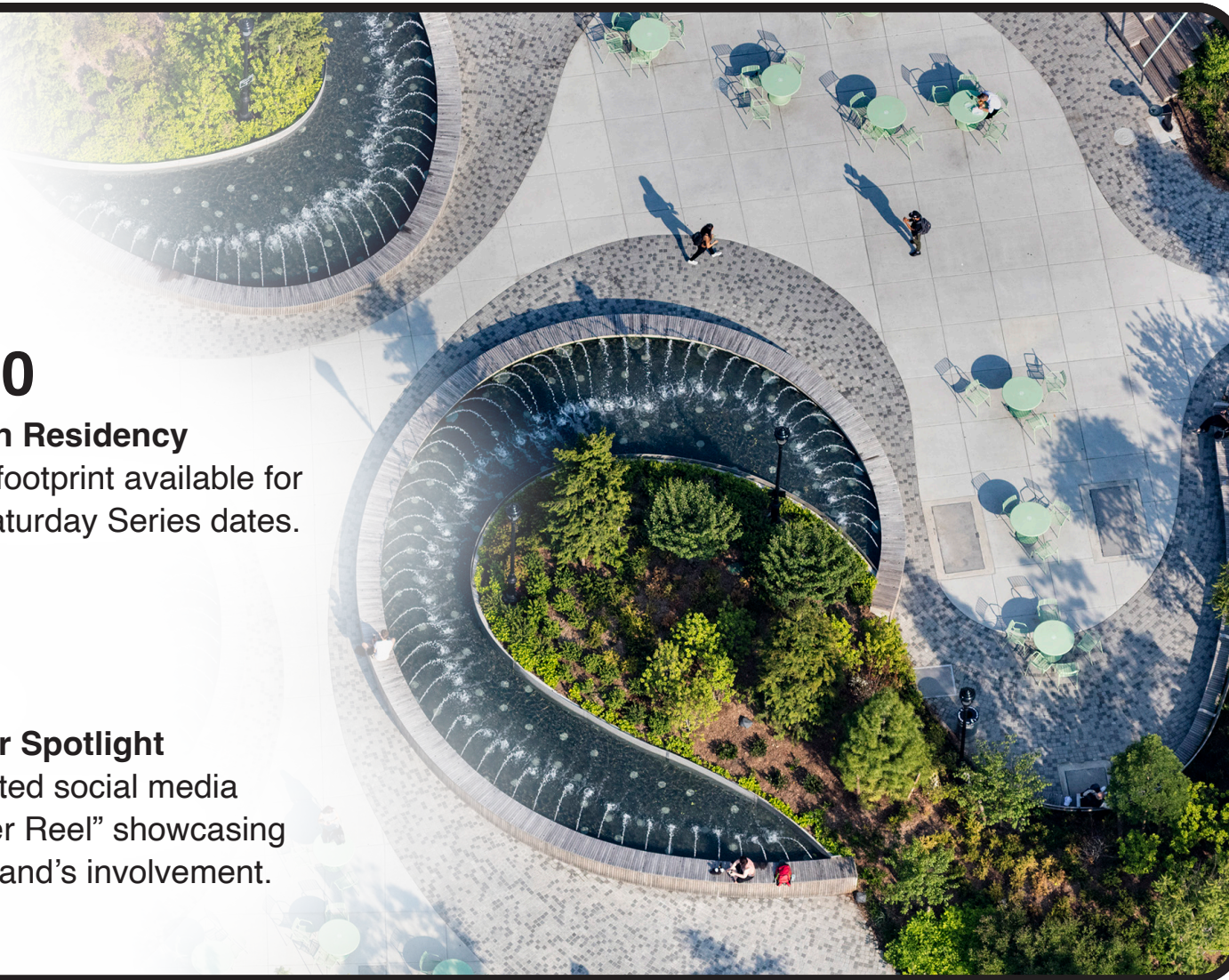
The Finale "Hub"
 20x20 premium activation footprint at the Festival Weekend Finale.



Music Stage Integration
 Guaranteed verbal recognition from the stage before every performer set for the full season.



Partner Spotlight
 Dedicated social media "Partner Reel" showcasing your brand's involvement.



\$5,000 - 1 Available
Main Stage Partner

Own the heartbeat of the park. This partner is synonymous with the high-energy music and performances that define the festival.



Stage Branding
 Exclusive "Main Stage" naming rights (e.g., "The [Brand Name] Stage").



Physical Presence
 Two (2) printed banners recognizing your brand in the high-traffic stage area.

10x10

Festival Residency
 10x10 activation booth adjacent to the stage for the full Festival Weekend Finale.



Digital Map Integration
 Your brand logo acts as the "Navigation Pin" for the Stage Zone on our interactive digital festival map.



Social Spotlight
 Featured in all "Saturday Series" music teaser assets and post-event performance recaps.



Partner Spotlight
 Dedicated social media "Partner Reel" showcasing your brand's involvement.



\$2,500 - 1 Per Date
Bella Abzug Stage Partner

Perfect for brands looking to own the vibe of a specific date.



Stage Branding
 Printed stage signage recognizing your brand as the "Stage Host" for your selected date.

10x10

On-Site Footprint
 10x10 activation booth for your selected date.



Social Spotlight
 Recognition in the "Lineup Announcement" and recap content.



Marketing Footprint
 Logo recognition on the official website and all promotional assets.



Microsite Footer
 Premium logo placement in the "Music Support" section of musicians' promotional material.



Partner Spotlight
 A dedicated social media "Partner Reel" showcasing your brand's involvement.

\$2,500 - 5 Available
Artist Activation Partner

Sponsor that values community and direct support. Directly funds the artists keeping Hell's Kitchen and Hudson Yards creative.



Direct Artist Support
 Your sponsorship directly covers the stipends for a "Block" of 10 local artists.

LOGO

Direct Branding
 Your logo featured on the table signage of every artist in your sponsored "Block."



Microsite Footer
 Premium logo placement in the "Artist Support" section of artists' promotional material.

10x10

Dual Presence
 10x10 space for a selected date plus an invitation to host a 10x10 space in our Community Hub at the Festival Finale.



Partner Spotlight
 Dedicated social media "Partner Reel" showcasing your brand's involvement.



Marketing Footprint
 Logo recognition on the official website and all promotional assets.

\$1,500 - 5 Available
Workshop & Engagement Partner

A hands-on partnership level focused on family, education, and interactivity.



Naming Rights
 Your brand brands the "Creation Station" for your selected date.



Direct Engagement
 Your support covers materials and fees for 3 artist-led community workshops

LOGO

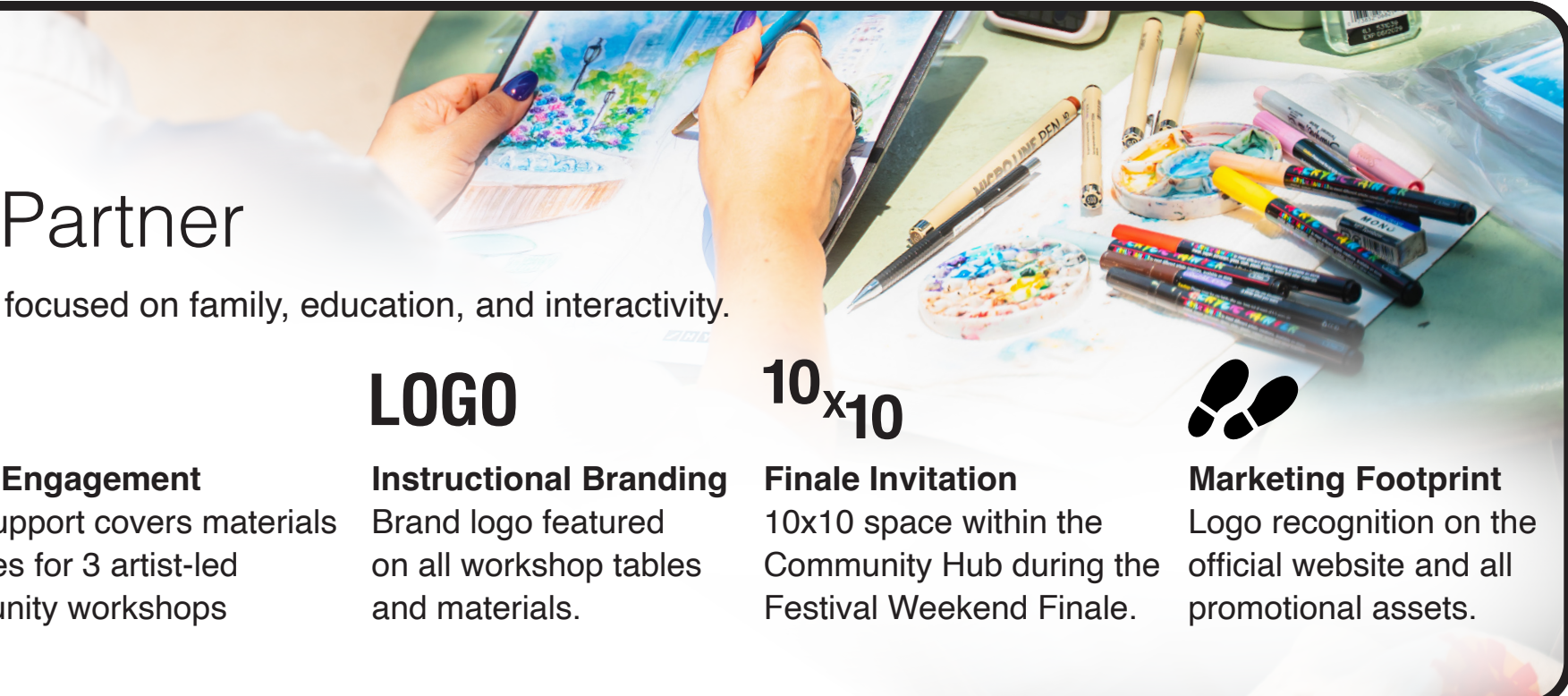
Instructional Branding
 Brand logo featured on all workshop tables and materials.

10x10

Finale Invitation
 10x10 space within the Community Hub during the Festival Weekend Finale.



Marketing Footprint
 Logo recognition on the official website and all promotional assets.



\$1,000
Festival Supporter

10x10

The Finale
 10x10 space within our Community Hub at the Festival Weekend Finale.



Marketing Footprint
 Logo recognition on the official website and all promotional assets.

\$500
Community Supporter



Standard Table Presence
 One (1) 6ft table space for any single selected date. (No tent footprint included).



Marketing Footprint
 Logo recognition on the official website and all promotional assets.





Why This Location Matters



The Tourism Anchor

Situated between The Vessel, The High Line, and The Javits Center, capturing a massive audience of international travelers and local New Yorkers.

Bella Abzug Park

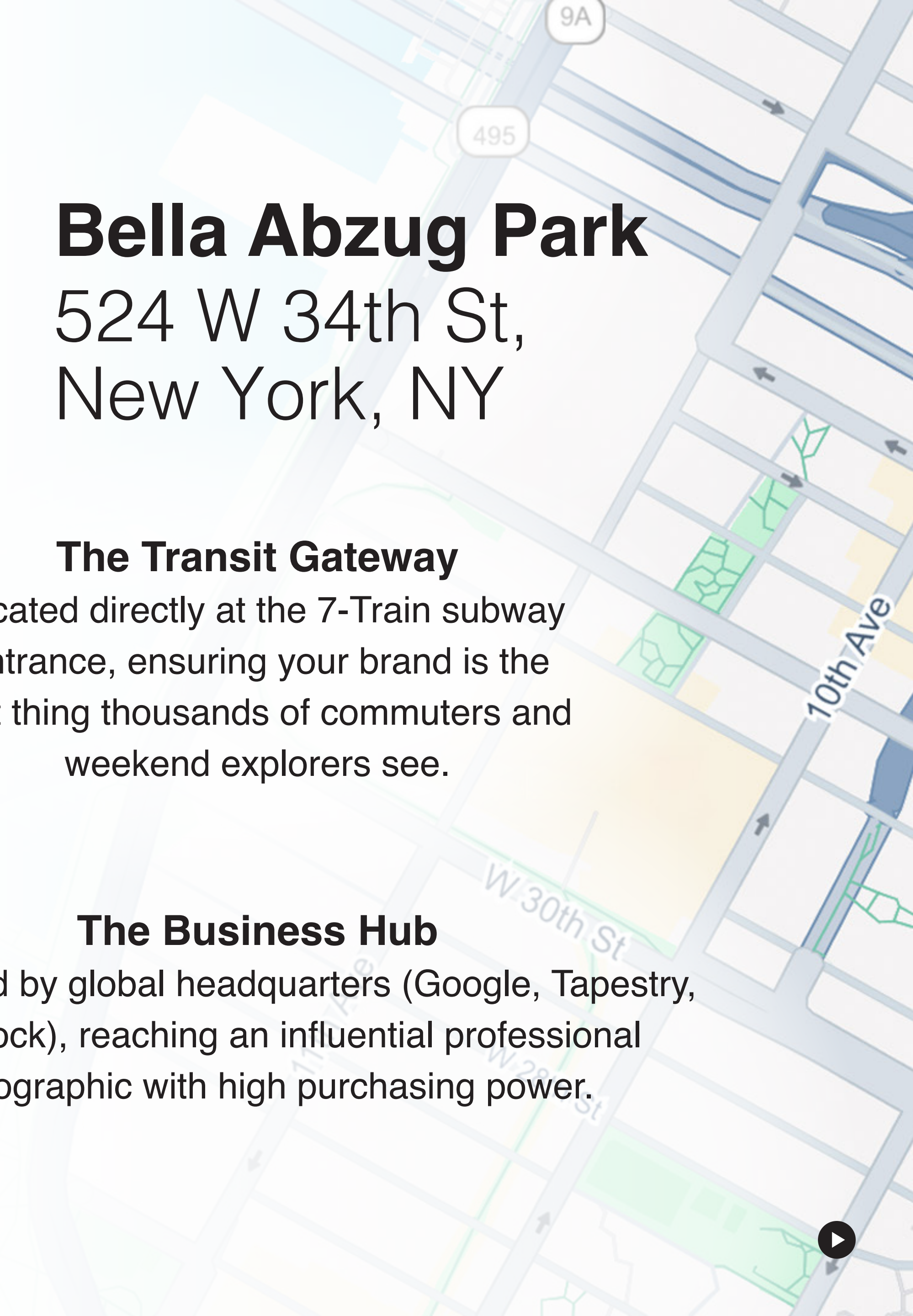
524 W 34th St,
New York, NY

The Transit Gateway

Located directly at the 7-Train subway entrance, ensuring your brand is the first thing thousands of commuters and weekend explorers see.

The Business Hub

Surrounded by global headquarters (Google, Tapestry, BlackRock), reaching an influential professional demographic with high purchasing power.



What began in 2020 as a grassroots effort to maintain community connection has blossomed into a signature tradition for the Hudson Yards district. As we enter our sixth year, Spring Fling is evolving into a 6-week Cultural Residency—providing a stable, high-visibility platform for the city’s premier creators.

Our Mission



Establish a Cultural Hub

Transforming Bella Abzug Park into a destination where art, music, and community intersect.



Direct Artist Advocacy

Providing a professional launchpad for local makers and musicians, directly combatting the decline of artists in our district.



Building Momentum

Moving beyond a “one-off” event to create a season-long rhythm that residents and visitors look forward to.





By partnering with Spring Fling, your brand isn't just buying an ad—it's joining a movement.

100,000+ Projected Digital Impressions

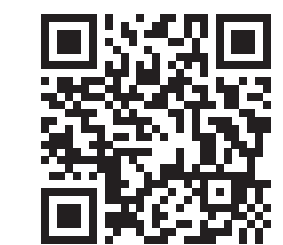
Through our integrated social media campaigns and individual artist microsites.

6-Week Brand Residency

Unlike traditional festivals, our model provides repeated weekly exposure to the same high-value audience.

Curated Excellence

Join a select group of partners dedicated to preserving the creative soul of Hell's Kitchen and Hudson Yards.



For more info visit springflingnyc.com or email admin@springflingnyc.com





The Saturday Series

May 23rd

May 30th

June 13th

(12 PM – 6 PM)



The Festival Finale

June 27th

June 28th

(Grand Finale Weekend)