



LOWER EAST SIDE

PICKLE DAY

SUNDAY, OCTOBER 15TH ON ORCHARD STREET

What is Pickle Day?

A literal slice of Lower East Side History! Barrels filled with pickles used to line the streets of the LES, which are now adorned with boutiques, art galleries and delicious restaurants. Drawing crowds of 15,000 - 20,000 annually, this free fall family festival will be celebrating it's 16th year in 2017 and is brought to you by the Lower East Side Partnership.



PICKLES & MORE

Pickle Day invites the best in local, national and international picklers down to the Lower East Side for a day full of fall festival fun! Each year, the pickler lineup gets fuller and tastier and is paired with a delightful smattering of local restaurants and boutiques.



MUSIC & ENTERTAINMENT

By working with local lounge, Louie and Chan, Pickle Day fills the streets with beats, creating a virtual dance floor in the center of Orchard Street. Sway the day away with our certified Pickle Day Mascot, "Pickle Man".

WWW.PICKLEDAY.NYC



GAMES & CONTESTS

Each year, we invite aspiring picklers to show us what they're made of by entering our home pickling contest, judged by a taste testing panel of celebrity foodies from New York Magazine, Edible, Epicurious and New York's own @foodbabyny. The day is also filled with free games including pickle cornhole, pickle & spoon racing, and more!

Get your brand in front of over 20,000+ hungry...



- + PICKLE FANATICS
- + LOWER EAST SIDERS
- + “REAL” NEW YORKERS



- + YOUNG FAMILIES
- + FOODIE FANATICS
- + INTERNATIONAL TOURISTS



- + 20-SOMETHINGS
- + DOWNTOWN BRUNCHERS
- + COLLEGE KIDS

WHERE IS PICKLE DAY?

PICKLE DAY takes place annually in New York's historic Lower East Side neighborhood and is the world's largest Pickle Festival. The fair goes down on Orchard Street between Houston and Delancey Streets, activating 3-full blocks of foodies, fashionistas, fun and more!



WWW.PICKLEDAY.NYC

Pickle Day Advertising Plan



SUBWAY STATION AD BUYS

Thousands of eyes will fall on Pickle Day as we decorate the City in pre-event promotion! Find Pickle Day here....



LIGHTPOST BANNERS THROUGHOUT LES



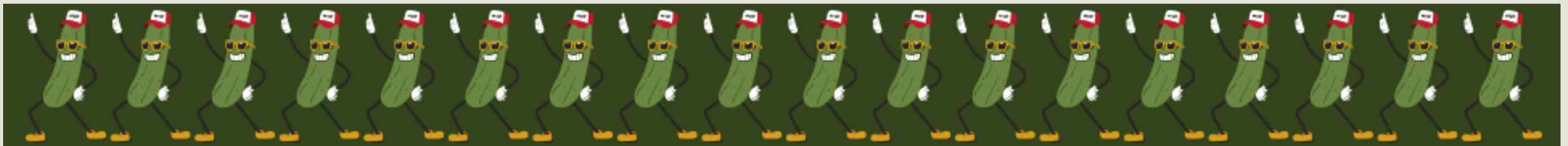
STREET TEAM FLYERING

ADVERTISING PLAN



SOCIAL MEDIA FILTERS

ONLINE AND PRINT ADVERTISING



Press Coverage

Time Out

Connoisseurs of briny vegetables
can step back in time....

[dna] info

PRESS

In the heart of the old Pickle District, this Orchard Street fair features samples of the green delicacy from India to Haiti, from Malaysia to Brooklyn, and of course, those good old fashion kosher dills from the LES.

Hundreds came out to a closed-off stretch of Orchard Street...a fine, briny time was had by all who think that pickles are just about the best food ever.



It's kind of a big dill, get it?

edible
MANHATTAN

the village
VOICE

Pickles are the best snack, and possibly also the best food, period.



Orchard Street will once again be transformed into a pickle bazaar....

Decades ago, the stretch of Orchard Street between Delancey and Houston teemed with pushcarts and vendors, shutting down traffic. On Sunday, it will swarm with life again for Lower East Side Pickle Day.

Start salivating: It's Pickle Day on the Lower East Side...

WALL STREET JOURNAL

+ FEATURED IN NEW YORK TODAY BY THE NEW YORK TIMES

The New York Times

Sponsor Pickle Day!

SPONSORSHIP

PLATINUM \$10,000

(1) BRANDED 10X10 TENT

(1) DEDICATED SLIDER ON LES HOMEPAGE

(1) E-BLAST BRANDED TAKE-OVER

INCLUSION ON ALL MARKETING MATERIALS

DEDICATED SOCIAL MEDIA OUTREACH

LOGO ON PICKLE DAY WEBSITE FOOTER

GOLD \$5,000

EVENT TABLE

(1) E-BLAST BRANDED TAKE-OVER

INCLUSION ON ALL MARKETING MATERIALS

DEDICATED SOCIAL MEDIA OUTREACH

SILVER \$2,500

EVENT TABLE

INCLUSION ON MARKETING MATERIALS

(1) E-BLAST BRANDED TAKE-OVER

DEDICATED SOCIAL MEDIA OUTREACH

Join us as a sponsor for this year's event

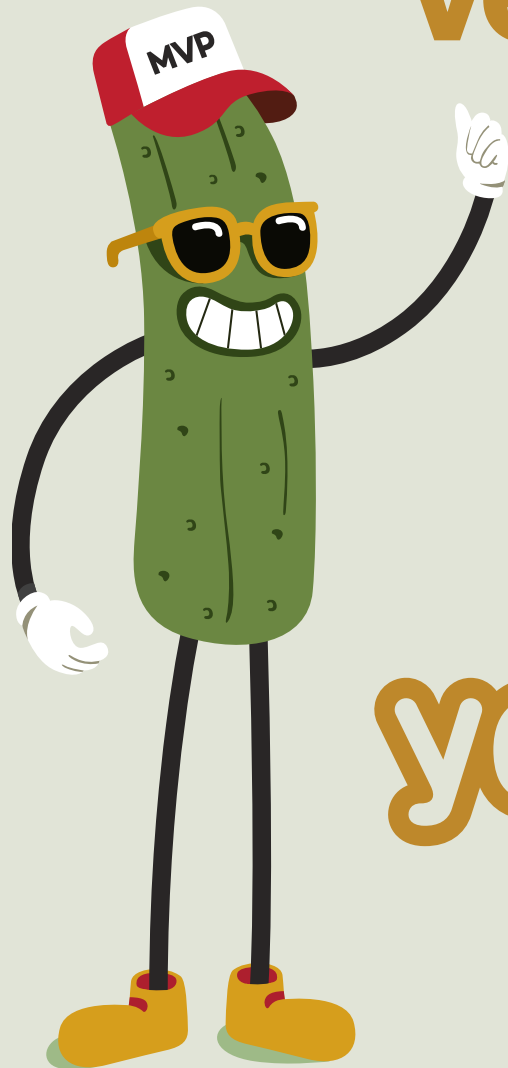
Sunday, October 15th @ 12-5PM

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WHOLE
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Natalie Raben
SVP, Partnerships & Public Affairs
Lower East Side Partnership
646-833-0856
www.lowereastside.org
nraben@lowereastside.org

