



PICKLE DAY

LOWER EAST SIDE

SUNDAY, OCTOBER 14TH ON ORCHARD STREET

What is Pickle Day?

A literal slice of Lower East Side History! Barrels filled with pickles once lined the streets, which are now adorned with boutiques, art galleries and restaurants. Drawing crowds of 30,000–40,000 annually, this free fall family festival will be celebrating its 17th year in 2018 and is brought to you by the Lower East Side Partnership.

WHERE IS PICKLE DAY?

PICKLE DAY goes down on Orchard Street between Houston and Delancey Streets, activating 3 full blocks of foodies, fashionistas, fun, and more!



WWW.PICKLEDAY.NYC

WHAT IS PICKLE DAY?



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 line-up 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 we fill the streets with beats, creating a dance floor in the center of Orchard Street. Also packed with giant games, a face painter, balloon animals, carnival games, and giveaways galore!



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, Food & Wine, Epicurious, EATER, and New York's own @foodbabyny. The show is mc-ed by our giant pickle mascot!

WWW.PICKLEDAY.NYC

Get your brand in front of over 30,000+ people...



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



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



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

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Pickle Day Advertising Plan

ADVERTISING PLAN

- *NYC MTA Subway Station Ad Campaign*
- *Lower East Side Lamp Post Banners*
- *Street Team Flyering at New York City Landmark Locations and Premium Food Festivals*
- *Local, U.S., and International Digital Advertising*
- *Printed Collateral in Lower East Side Storefronts*
- *Promotional Video*
- *Social Media Advertising*
- *Snapchat Location Filter*
- *Festival Indicator on Google Maps*

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....

PICKLEDAY.NYC
RECEIVED
20K+ VIEWS
IN 2017



LIGHTPOST BANNERS THROUGHOUT LES



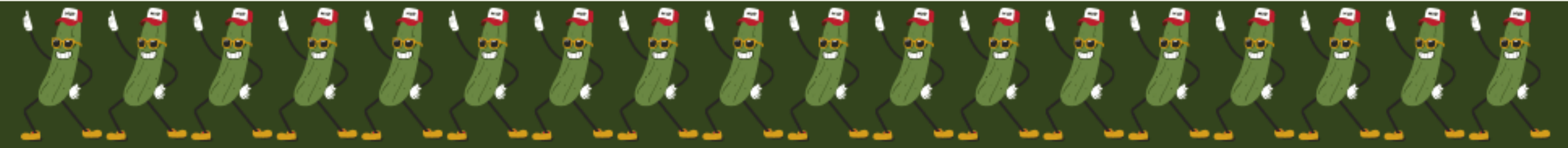
STREET TEAM FLYERING

ADVERTISING PLAN



SOCIAL MEDIA FILTERS

ONLINE AND PRINT ADVERTISING



Press Coverage

PRESS

+ FEATURED IN NEW YORK TODAY BY THE *NEW YORK TIMES*

ALSO SEEN HERE!

Flavorpill

Complex

The Tasting Table

Forward

Daily News

Patch

The LoDown

John Oliver

Asbury Park Press

New York Magazine

Thrillist

Travel + Liesure

Wall Street Journal

Yahoo

Bravo

Bedford & Bowery

Gizmodo

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Press Coverage

TimeOut

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

WWW.PICKLEDAY.NYC

The New York Times

Press Features

PRESS

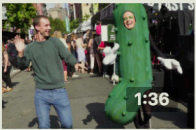


40 MILLION
COMBINED VIEWS
BEST PRODUCTS
ON FACEBOOK



The worlds biggest pickle party can only be found in NYC! 🥒 <http://bit.ly/2xtRsHc>

October 28, 2017 · 20M Views



Happy National Pickle Day! How're you celebrating? 🥒 <http://bit.ly/2xtRsHc>

November 14, 2017 · 20M Views



Sponsor Pickle Day!

SPONSORSHIP

THE BIGGEST DILL \$10,000+

- LOGO ON LES LAMP POST BANNERS
- (1) BRANDED 10X10 TENT
- INCLUSION ON ALL MARKETING MATERIALS
- (1) DEDICATED SLIDER ON LES.NYC
- (1) DEDICATED POST IN FACEBOOK EVENT (1.4 MILLION REACH)
- (1) DEDICATED POST ON LES FACEBOOK (3K FOLLOWERS)
- (1) DEDICATED E-BLAST (13K SUBSCRIBERS)
- (1) DEDICATED INSTAGRAM POST (3K FOLLOWERS)
- (1) DEDICATED INSTAGRAM STORY (3K FOLLOWERS)
- (3) DEDICATED TWITTER POSTS (13K FOLLOWERS)
- DEDICATED INCLUSION OF YOUR BRAND IN (2) PROMO E-BLASTS (10K SUBSCRIBERS)
- LOGO ON MTA SUBWAY POSTER
- LOGO ON PICKLE DAY WEBSITE IN A DEDICATED, PROMINENT LOCATION AND IN FOOTER
- MC SHOUT OUT DURING HOME PICKLING CONTEST

BRINE MASTER \$5,000

- (1) BRANDED 10X10 TENT
- INCLUSION ON ALL MARKETING MATERIALS
- (1) DEDICATED SLIDER ON LES.NYC
- (1) DEDICATED POST ON LES FACEBOOK (3K FOLLOWERS)
- (1) DEDICATED INSTAGRAM POST (3K FOLLOWERS)
- (1) DEDICATED INSTAGRAM STORY (3K FOLLOWERS)
- (2) DEDICATED TWITTER POSTS (13K FOLLOWERS)
- LOGO IN (2) PROMO E-BLASTS (10K SUBSCRIBERS)
- LOGO ON MTA SUBWAY POSTER
- LOGO ON PICKLE DAY WEBSITE FOOTER
- MC SHOUT OUT DURING HOME PICKLING CONTEST

DILL-IGHTFUL DO-ER \$1,000

- (1) EVENT TABLE + TENT
- INCLUSION ON ALL MARKETING MATERIALS
- (1) DEDICATED INSTAGRAM STORY (3K FOLLOWERS)
- (2) DEDICATED TWITTER POST (13K FOLLOWERS)
- LOGO IN (2) PROMO E-BLASTS (10K SUBSCRIBERS)
- LOGO ON MTA SUBWAY POSTER.
- LOGO ON PICKLE DAY WEBSITE FOOTER

CANNING CONNOISSEUR \$2,500

- EVENT TABLE + TENT
- INCLUSION ON ALL MARKETING MATERIALS
- (1) DEDICATED INSTAGRAM POST (3K FOLLOWERS)
- (1) DEDICATED INSTAGRAM STORY (3K FOLLOWERS)
- (2) DEDICATED TWITTER POST (13K FOLLOWERS)
- LOGO ON MTA SUBWAY POSTER
- LOGO ON PICKLE DAY WEBSITE FOOTER

IN-KIND CUKE

- EVENT TABLE + TENT AT EVENT OR IF YOU DO NOT HAVE STAFFING CAPACITY, A DEDICATED SPACE TO DISTRIBUTE YOUR PRODUCT
- LOGO ON WEBSITE
- LOGO IN E-BLAST (10K SUBSCRIBERS)
- (1) DEDICATED INSTAGRAM STORY (3K FOLLOWERS)
- (1) DEDICATED TWITTER POST (13K FOLLOWERS)

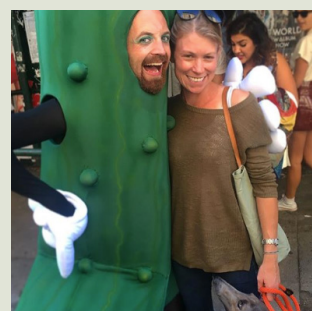
Sponsor Mr. Pickle's Kitchen

SPONSORSHIP

For the first year ever we will be creating a dedicated space for photo opportunities with our fan favorite mascot, Mr. Pickle! The booth will be located in the center of the event adjacent to the merchandise tent, an already hot spot for visitors!

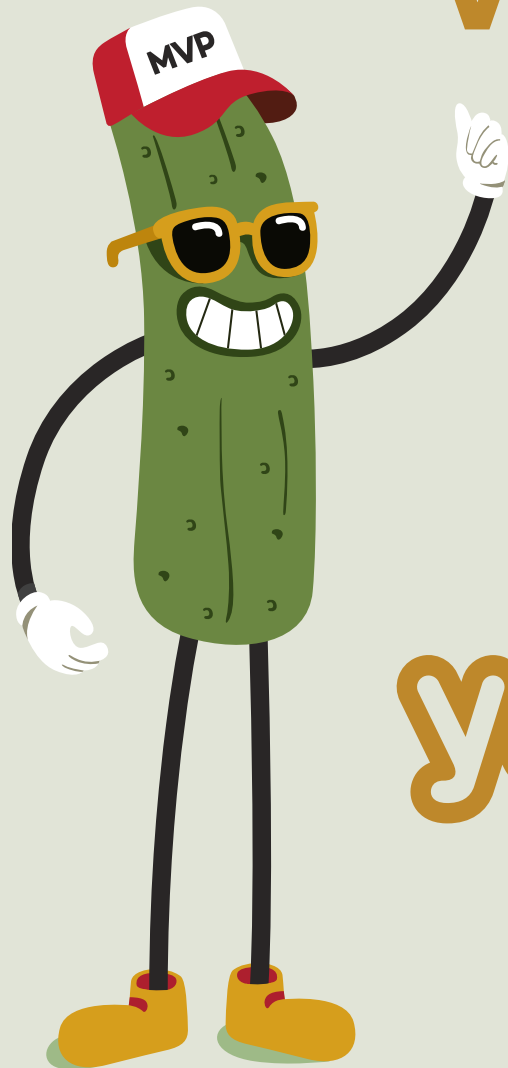
\$5,000

- BRANDED BACKGROUND STEP-AND-REPEAT
- BRANDED EVENT TABLE
- (1) DEDICATED INSTAGRAM POST (3K FOLLOWERS)
- (1) DEDICATED TWITTER POST (13K FOLLOWERS)
- DEDICATED INCLUSION OF YOUR BRAND IN (2) PROMO E-BLASTS (10K SUBSCRIBERS)
- INCLUSION ON ALL MARKETING MATERIALS
- LOGO ON PICKLE DAY WEBSITE



Past Sponsors

SPONSORS



verizon[✓]



DavidBartonGym



the
pickle
recipe



Contact Us

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LES.NYC

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WWW.PICKLEDAY.NYC

