PROGRAMMING & PARTNERSHIPS
Through contemporary cultural programming, dynamic partnerships and engaging artistic initiatives, along with our evolving retail landscape, we curate and produce memorable inclusive experiences for our community.

Rockefeller Center is “the people’s place” and we strive to represent all of New York’s incredible diversity – democratizing our spaces, celebrating civic space, creating community, connection and a sense of belonging for everyone we serve.
REDISCOVER
ROCKEFELLER CENTER
Preeminent Icon of NYC

Since its storied inception in the 1930s, Rockefeller Center has been enriching individuals, building community, and sparking conversation. Brick by brick, we are built by New Yorkers for New Yorkers. Integral to the New York narrative, we play a pivotal role in the city’s history and continue to write our part in its story.

The energy, ambition and magic of the city is brought to life every day for all who come. From contemporary arts and cultural programming, to NBC Studios and Christie’s, the best of New York retail and awarded local restaurants – find it all here, in the city within the city.
Though our ambition is giant, we are human scale. Our spaces and experiences are designed with humans in mind, engaging each individual one at a time.

Located in the heart of Midtown Manhattan, The Center is easily accessible via public transportation. We are neighbors to many iconic New York institutions such as MoMA and the New York Public Library; Rockefeller Center continues to be a must visit on every list.
Culturally Engaged Audience

A location unlike any other, Rockefeller Center offers infinite partnership opportunities sure to leave a lasting impression with NYC locals, domestic and international visitors and the thousands of people who work here each day.

<table>
<thead>
<tr>
<th>165K Avg. Daily Visitors</th>
<th>$100-125K Mean HH Income</th>
<th>37-42 Mean Visitor Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>37% New York</td>
<td>36% United States</td>
<td>27% International</td>
</tr>
<tr>
<td>83% Likely to Recommend to Friends &amp; Family</td>
<td>81% Likely to Post Online About Rockefeller Center</td>
<td>55% Visitors on Vacation</td>
</tr>
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A Living, Breathing Gallery

The largest collection of free, public art in the nation lives at Rockefeller Center for all to experience. From The Center’s inception, the plan was to set the standard for public art. The artwork at Rockefeller Center comes in every size, shape, color, and medium, from world-renowned blue chip, to emerging artists, and even crowdsourced exhibitions.

Today, we strive to introduce New Yorkers and visitors to the newest and most impactful artistic and cultural works of our time. Through our own curatorial work and valued art partnerships such as Frieze or KAWS, the legacy of public art at The Center lives on.
From Beneath the Streets to Above the Clouds

Rockefeller Center collides community, culture and commerce creating a magical spark at the center of it all and above it all. Our Top of the Rock viewing deck offers unparalleled views of the entire city and beyond.

Soaring 70 floors above New York City, Top of the Rock’s three levels of indoor and outdoor observation decks deliver spectacular, unobstructed 360-degree views.

Top of the Rock Audience Snapshot

| 72% Rank the Experience as High Satisfaction | 2.8M 2019 Visitors | 85% Visitors with Higher Education |
The Rink

The Rink, or “skating pond” as it was first known, officially opened on Christmas Day 1936. Originally planned as a temporary exhibit, The Rink was so popular it became a permanent addition, with the Christmas Tree providing one of the most familiar holiday backdrops in the world.

In 2020, we were thrilled to bring the city’s most famous ice-skating rink back under the management of Tishman Speyer.

The Rink is a winter wonderland situated in the heart of The Center, offering a one-of-a-kind experience on the ice beneath the famous Prometheus statue and iconic 30 Rock.

The Rink Audience Snapshot

<table>
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<tr>
<th>240K</th>
<th>86%</th>
<th>800</th>
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</thead>
<tbody>
<tr>
<td>Avg. Yearly Skaters</td>
<td>Likely to Recommend to Friends &amp; Family</td>
<td>Sold Out Hours</td>
</tr>
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Rockefeller Center stands on the former ground of The Elgin Garden, the first public botanical garden in the US. We continue to emphasize and celebrate green spaces across The Center through ever-changing, native seasonal gardens that provide space to recharge and reflect.

We work with local landscape designers to bring local North Eastern flora and fauna to our garden spaces, including the famed Channel Gardens and summer rewilding of the sunken landscape in The Rink. Spontaneous Flower Flashes with Lewis Miller Design also bring surprise flowers to The Center throughout the year.

We even have beehives on our rooftop!
Rockefeller Center offers unparalleled shopping and dining experiences. From FAO Schwarz to Frenchette to our newly curated RC Capsule shops, The Center has something for everyone.

In addition to our many brick-and-mortar shops, we also offer pop-up dining and retail experiences across the Plazas.
Currently undergoing an expansive redevelopment, the Concourse offers connecting underground access to all buildings throughout the Rockefeller campus.

Quick, delicious food offerings, entry to the MTA Subway and an escape from the elements makes the Concourse one of the heaviest trafficked commuter and tourist escapes in New York City.
Marketing Platforms

**Website**
- 251K Visits Per Month

**Twitter**
- 77K Followers

**Facebook**
- 616K Followers

**Instagram**
- 297K Followers

**The Center Email**
- 50K Subscribers

**ZO. Mobile App**
- 18K Tenants

**Campus-Wide Captivate**
- 77 Screens

**Plaza Signage**
- 16 Light-Boxes
Rockefeller Center has been home to NBC for over 80 years. Millions tune in each week for the TODAY Show, NBC Nightly News, The Tonight Show Starring Jimmy Fallon and Saturday Night Live – all taped right here at The Center.

Many of our Plaza activations and programming are featured, as both segments and backdrop, on these tentpole NBC shows. Bring your brand to Rockefeller for a chance to get in front of millions of potential viewers.

### Average Daily NBC Viewers

- **3.1M**
  - 1st Hour of the TODAY Show
- **2.6M**
  - 2nd Hour of the TODAY Show
- **2.1M**
  - 3rd Hour of the TODAY Show
- **1.6M**
  - 4th Hour of the TODAY Show
- **7.3M**
  - NBC Nightly News
- **900K**
  - WNBC
CASE STUDIES
In partnership with Frieze international art fairs, and curated by the Director of the Noguchi Foundation and Garden Museum, Rockefeller Center was transformed into a large-scale sculpture park for 8 weeks April-June 2019 and 2020. Each exhibit showcased 20+ sculptures by over a dozen contemporary artists from leading galleries across the world.

326 Media Placements (2019)
1.9B Social & Media Impressions (2019)
Pride Ball at Rainbow Room

Established in 2019 in honor of the 50th anniversary of Stonewall uprising, the Love Above All Ball charitable Pride event celebrates the modern LGBTQIA+ rights movement.

An unforgettable evening of elegance and philanthropy brought together the global queer and ally communities, dancing into WorldPride weekend and leaving an indelible mark on the NYC Pride calendar. The only black-tie event of WorldPride, Love Above All Ball was an extravagant celebration of queer talent, celebrity guests and acclaimed DJs.

300+ Media Placements
190.5M Social & Media Impressions
Delicatessen on 6th

Rockefeller Center’s Fall 2019 public art moment: a month-long immersive art exhibition and retail experience featuring a delicatessen market made entirely of felt objects available for purchase. Commissioned by Rockefeller Center in partnership with Art Production Fund, the event featured the work of popular contemporary artist, Lucy Sparrow.

262 Media Placements
1.6B Social & Media Impressions
After New York City went on pause in March, Rockefeller Center quickly pivoted and curated a number of virtual events and offerings to the public, beginning in the earliest days of the pandemic and extending through the year’s end.

Our promotion of these offerings, which included art, family, and community-building programming, fed a desire for things to do at home, while reinforcing how much of an asset Rockefeller Center is to New Yorkers.

200+ Media Placements
150M Media Impressions
The Christmas Tree

For more than eight decades, the Rockefeller Center Christmas Tree has stood as a holiday beacon for New Yorkers and visitors alike. While the lights, decorations and stars have changed through the years, visiting the Tree remains a quintessential New York experience.

The world’s most famous Christmas Tree draws millions of visitors to The Center each holiday season, in addition to garnering billions of media impressions from the lighting broadcast to countless write-ups all year long.

15K+ Media Placements (2020)
8B Media Impressions (2020)
BRANDED ACTIVATION OPPORTUNITIES
Rockefeller Center offers countless opportunities for meaningful partnership engagement from showcasing your brand on a global stage in the heart of NYC, to partnering with us on our owned programming – or working together to create something new!

From heavily trafficked high visibility outdoor plazas, to intimate interior venues, we have the right space for your next activation idea.
Unforgettable Experiences

Rockefeller Center is the perfect home for on-trend consumer experiences, brand activations, fashion shows, film and photo shoots, art exhibitions and site-specific installations.

Rentable locations include outdoor plazas, street and concourse level white box shops, Channel Garden and 5th Ave, 620 Loft & Garden, Rainbow Room and Bar SixtyFive, and Top of the Rock. Projection mapping on any of our iconic buildings is another impactful way to showcase your brand at The Center. We like to think outside of the box and activate spaces with new, daring experiences.
OWNED PROGRAMMING OPPORTUNITIES
Be A Part of It All

Throughout the year, Rockefeller Center has a robust schedule of dynamic programming. From our new “Dine At” series to Newsstand Studios to the iconic Christmas Tree, there’s something for every audience.

Sponsorship opportunities include naming rights, bespoke activations, product integration and more. Our Programming and Partnerships team will work to integrate your brand seamlessly into the Rockefeller Center calendar.
Rockefeller Center’s dining scene is evolving. Michelin-starred Ignacio Mattos and James Beard award winner Frenchette both open new anchor restaurants at The Center in 2021, and forthcoming 2022 openings will continue to delight! Our “Dine At” annual series showcases the best of Rock Center’s new restaurant partners in our most unexpected and magical settings.

For last summer’s inaugural Dine At event, we partnered with Estela and Frenchette for al fresco dining in the famed sunken ice-skating rink – an oasis of native flora, custom-designed furniture, seafood towers, picnic hampers and NYC’s influencers dining in front of Prometheus. This year we move to the rooftop of 620 5th Avenue to dine under sunshine to starlight with the magnificence of St. Patrick’s Cathedral as a backdrop.

Interested in this year’s restaurant partners? Contact us to find out more.
Pride, Love Above All

Following an incredibly successful inaugural Pride black-tie ball at Rainbow Room in 2019, with Lady Gaga’s foundation Born This Way as charity partner, in 2020 we pivoted our landmark event to ensure Pride celebrations could continue.

The Love Above All Online Auction raised over $45,000 with all proceeds benefitting The Ali Forney Center, the largest LGBT community center helping homeless youth in the United States. Featuring donated items from John McEnroe, Bob the Drag Queen, Abby Wambach, Nick Zinner, Lady Gaga and Adam Rippon, we ensured that Pride continued to be a star-studded event.

This year’s Love Above All event celebrates LGBTQ+ micro weddings at The Center: a service at 620 Loft & Garden, champagne toast and cake at Rainbow Room Gallery, and photoshoot at Top of the Rock with the NYC skyline.
The Newsstand Studios

Our podcast studio in the 1 Rockefeller Center lobby transformed an old-fashioned newsstand into a modern recording studio kitted out with the newest technology and our own studio engineer.

We are building a new community through the studio with audio content that highlights NYC narratives through global voices. Rockefeller Center programming focuses on the best in culture, business and technology, alongside live DJ sets.

The Newsstand Studios programming is available on Apple Podcasts, Spotify and the iHeartRadio app.
Rockefeller Center offers an ongoing mix of large-scale events and digital content that engage families and children throughout the year.

This free quarterly series encompasses live entertainment, performance, art workshops, maker labs, STEAM (STEM + Art!) activities and more.

We already partner with Art Production Fund to present Art Sundae, an ongoing series of art workshops designed to be accessible to all and to highlight art’s positive impact across communities.
In 2020, we launched a new retail initiative aimed to bring the best of the boroughs to Rockefeller Center.

Welcoming brands that don’t already have a physical presence in Manhattan, the program allows retailers to take up residence at The Center for up to six months at a time, introducing them to city-goers right in the middle of our well-established retail landscape.
Well before the annual tree-lighting, in-the-know New Yorkers gather on the Plazas for the tree arrival and raising in November.

Visitors are invited to watch as the tree makes its way into The Center and is carefully craned into its new home for the season. Families are invited to enjoy hot cocoa, mulled wine and choose from various children’s activities including an art workshop, live music, face painting, family photo op and more.
The Rink & Holidays

From the Tree Arrival family event in November through early January, we host surprise and delight moments for the 100K unique daily visitors, all holiday season long.

Ice skating under the Christmas Tree on The Rink at Rockefeller Center is one of New York’s quintessential winter activities. It’s a tradition that has never failed to delight. The Rink is a gathering place for everyone.

Bespoke holiday and Rink activation opportunities available.
New Year's Eve at Rainbow Room

Ring in 2022 on top of the world, sixty-five stories above Times Square celebrating at Rainbow Room.

Live entertainment, DJs, cabaret, dancing, a premium open bar, dinner, dessert and a midnight toast for an unforgettable start to the New Year.

Presenting and supporting partner opportunities available, including a branded lounge area, photo moments and custom activations.
THANK YOU

For more Information, please contact rcpartnerships@tishmanspeyer.com
Page 1: YouTube Brandcast

Page 2: L to R: Nick Zinner's 41 Strings, Estela pop-up at The Rink, Atlas Flower Flash, Pride flags, Martha Graham Dance at Frieze Sculpture at Rockefeller Center, Top of the Rock, Jaume Plensa at Frieze Sculpture at Rockefeller Center, The Flag Project 2020, Sun Ra at Rainbow Room, Holiday Truck Silent Disco

Page 3: N/A

Page 4: 600 5th Avenue

Page 5: N/A

Page 6: The Gauntlet with National Sawdust, UN Flags, Surprise & Delight flower giveaway, Love Above All Pride Ball bottom center and top right, Rock and Roll Playhouse

Page 7: Jeff Koons, Lena Henke at Frieze Sculpture at Rockefeller Center, Art In Focus: Genevieve Gaignard, The Flag Project, Art In Focus: Ryan Flores, Tom Friedman, Camille Henrot at Frieze Sculpture at Rockefeller Center

Page 8: I Heart NY at Top of the Rock, Top of the Rock

Page 9: Skating at The Rink at Rockefeller Center

Page 10: Winter 2021 at Channel Garden, Harvest Pumpkin display 2020, Spring 2020 at Channel Garden, Bee Hive, Flower Flash, Summer time rewilding in The Rink

Page 11-13: N/A

Page 14: Jamal Shabazz Aperture Exhibit on Center Plaza, Today Show in background

Page 15: N/A

Page 16: Jaume Plensa at Frieze Sculpture at Rockefeller Center

Page 17: Love Above All Pride Ball at Rainbow Room, guests, Pride flags around The Rink, Shangela performance in Bar SixtyFive, guests, MARINA performance

Page 18: Lucy Sparrow's Delicatessen on 6th pop-up

Page 19: Rock and Roll Playhouse, Hiba Schabaz, Puppetsburg, Art In Focus: Vanessa German

Page 20: NBC Tree Lighting Ceremony, family in front of Christmas Tree

Page 21: N/A

Page 22: Virgin Hyperloop, Game of Thrones throne and red carpet, Saks Fifth Avenue carousel, NBC Peacock

Page 23: BMW Oracle Racing, T Mobile campaign, Telemundo World Cup 2018, Christie's T Rex, Holiday Truck

Page 24: Ocean Spray Cranberry Bog, The UBS Golf Challenge, YouTube Brandcast, Ferrari 50 Year Exhibit with Christie's

Page 25: Christian Siriano FW2019 at Top of the Rock


Page 27: Jenny Holzer VIGIL, Democracy Plaza, Target Vertical Fashion Show, Tiffany Blue Book Ball

Page 28: N/A

Page 29: Christmas Tree & The Rink view from Saks Fifth Avenue

Page 30: Dinner at 620 Loft & Garden w/ view of St. Patrick's Cathedral

Page 31: Pride flags

Page 32: Newsstand Studios at Rockefeller Center in 1 Rockefeller Plaza

Page 33: Spring Sunday on Center Plaza, Saturday School on Center Plaza, Tree Arrival art workshop in the Concourse, FDNY Fire Safety Day

Page 34: RC Capsule: Jill Lindsey and Steven Alan stores

Page 35: Rockefeller Center Christmas Tree Arrival, view from City Winery towards Center Plaza

Page 36: Santa and Elves on The Rink

Page 37: Rainbow Room