MAKE A SPLASH

CHELSEA PIERS
NEW YORK
EST. 1995
One of New York City’s Most Popular Destinations

With world-class facilities covering 25+ sports and 4.1+ million annual visitation, Chelsea Piers is a popular location for new product launches, customer acquisition/experiential marketing programs, media events and more. Chelsea Piers offers convenient load-in/load-out for media and production companies, and is located parallel to the Hudson River bikeway/walkway, adjacent to Chelsea Cove Park, and just one block from the High Line.

Chelsea Piers offers a variety of prime spaces for the following opportunities:

Product Launches

With years of experience hosting large-scale events and product launches, Chelsea Piers has a comprehensive understanding of how to achieve that coveted “wow factor.” Chelsea Piers has the space and numerous supporting facilities and services to make your launch a grand slam.

Experiential/Event Marketing

Put your product right in the hands of the active, Chelsea Piers consumer — allow them to try on and use your product, up close and personal.

Media Events at Chelsea Piers

Looking to make a media splash? In addition to ample parking for media and live trucks, Chelsea Piers has unmatched facilities to engage your audience, generate buzz and leave a lasting impression on every consumer.

Photo Shoots & TV Commercials

From photo shoots for Men’s Health and Vogue magazines to nationally-televised commercials, Chelsea Piers is well-equipped to accommodate shoots of all sizes. Opportunities for creating unique images are enhanced by an abundance of natural light, indoor and outdoor river views, state-of-the-art sports venues and open spaces.

Customized Branded Programs

Create a customized program within Chelsea Piers to support your brand. With 28 acres of state-of-the-art sports and recreation facilities, there is a wide array of opportunities to develop programs to support your marketing objectives.

High-Impact Branding

Chelsea Piers features a wide range of high-impact branding opportunities that target the heavily traveled West Side Highway, Hudson River Park bikeway/walkway traffic and Chelsea Piers visitor foot traffic.
Nike CEO Mark Parker and Apple CEO Steve Jobs unveiled the revolutionary Nike+iPod Sport Kit at the Sports Center. The event was staged on the basketball courts and indoor track, allowing guests to do live testing of the new shoes. The Sport Kit featured a wireless system that allows Nike+ footwear to talk with the iPod® nano, creating a truly customized running and workout experience.
NFL Hall of Famers Michael Strahan and Tony Gonzalez participated in the Vaseline MEN Keep Your Grip Challenge. The winner donated $25,000 to the not-for-profit, Youth on the Move.

NBA legend Shaquille O’Neal and tennis champion Venus Williams at the Triple Double Oreo Cookie ‘Game Day’ Challenge at the Sports Center.
NBA All-Star Dwayne Wade visited the Sports Center for an interview promoting Mission Athletecare Court Grip shoe traction product.
NBA All-Star Carmelo Anthony worked out with the media to launch Degree with Motionsense technology. The event also supported the “Do More” campaign, which inspires people to be more active.
To celebrate Father’s Day, Nerf hosted the World’s Largest Father-Child Catch at the Golf Club and invited football’s first family - Archie, Peyton and Eli Manning – to play host.

Golf legend Sir Nick Faldo joined Glenmorangie Single Malt Scotch Whisky as they celebrated their third year as the Official Spirit of The Open. Glenmorangie took over the Golf Club fairway for a panel discussion, golf clinic and whisky pairing dinner with special guests.
International soccer legend Pele hosted a youth soccer clinic at the Field House while being introduced as Global Brand Ambassador for Subway.

Shaun T., creator of the fitness program “Insanity,” hosted an exclusive workout session at the Sports Center to support POWERADE ZERO with ION4.
Super Bowl Champion Tom Brady and former NFL great Boomer Esiason joined 12 lucky winners of the Under Armour Charged Cotton Facebook promotion for a Q&A session on the Sunset Terrace at Sky Rink.
**Under Armour** hosted the UA NEXT Challenge, a campaign to find the next generation of UA athletes, at Chelsea Piers NY and CT. Boys and girls ages 7 to 12 who are passionate about sports competed for their spot as an Under Armour youth brand ambassadors. One of the lucky winners was selected from Chelsea Piers CT.

**Under Armour** brought its Combine 360 event to the Sports Center. The combine tested nearly 100 elite high school basketball players on several different components, including athleticism, movement and character in order to create a "C360" score.
Climbing and outdoors expert Kevin Jorgeson, lead members of the media through Duracell Quantum's Power Through the Outdoors Event.

NFL legend Jerry Rice hosted the LYSOL Healthy Habits Workshop at the Sports Center.
Olympic Gold Medalists Michael Phelps and Apolo Anton Ohno attended the ING NYC Marathon training session at Chelsea Piers to support Subway’s healthy living campaign.

NBA player Chandler Parsons and model Nina Agdal participate in Op’s Dunks For Donation Spring Kick-Off at the Sports Center.
During the 2008 Major League Baseball All Star Game, Vitamin Water hosted a “Homers on the Hudson” event directly off Pier 61. The event, which included a floating barge and themed target, attracted MLB All Stars including David Wright of the NY Mets, celebrities and local fans who attempted to win a million dollars by batting a baseball into an oversized, inflatable baseball glove.

Grammy award winner and actor LL Cool J played basketball with NYC school children at the Sports Center to support the ACE Brand kick-off of the “A” Game Challenge.
Actors Kellan Lutz and Katrina Bowden, the faces of surf lifestyle brand OP stopped by the Sports Center to take part in a challenging SurfSET class and answer their fans’ questions on Twitter.
Looking for a location to shoot a commercial that blended Under Armour training montage and an Olympic human interest piece, Under Armour followed US National Soccer players Lauren Cheney and Heather Mitts as they prepared for the 2011 Women’s World Cup.

U.S. Women’s National Team soccer player and Olympic gold medalist Kelley O’Hara showed off some of her favorite ab exercises for Self Magazine at the Sports Center.
To support its running initiative and store opening in NYC, Adidas targeted active lifestyle influencers at Chelsea Piers and runners along the heavily traveled Hudson River Bikeway/Walkway with a giant pop-up shop in the shape of a shoe box and the creation of the Adidas Urban Run Club.
Sports marketing brands have used the West Side Highway billboards at Chelsea Piers to support local and global marketing campaigns. The billboards are visible to vehicular traffic on the highway and pedestrian traffic on the bikeway/walkway. (DEC = 100,000+)