

# Chelsea Piers New York Sponsor Case Studies



# Introduction

Chelsea Piers has been used as platform to support B2B initiatives, target corporate New Yorkers, launch new products, increase brand exposure, and support customer acquisition and entertainment programs. Working closely with our partners, we successfully develop and execute programs that engage our customers and allow them to directly connect with our sponsor's brand.

What follows is a representative sample of program activations by Chelsea Piers sponsors that targeted corporate New Yorkers, families with children, and active-lifestyle adults.



# Customer Engagement

## Johnnie Walker



As a sponsor of the Golf Club at Chelsea Piers, one of Johnnie Walker's goals was to directly connect with affluent "corporate" New Yorkers, a mainstay of the Golf Club's loyal audience.

Johnnie Walker invited 90 members of its Striding Man Society to the Golf Club for an exclusive night out to sharpen their golf swing and enjoy a selection of Johnnie Walker whisky. Special guests at the event included a world-famous Master of Whisky and international golf pro Jim Furyk. Throughout the evening, members received one-on-one tips from Furyk and other pros while enjoying a private tasting of Johnnie Walker whiskies led by the Master of Whisky, providing a unique and memorable experience for Johnnie Walker's customers.



In addition, Johnnie Walker hosted over 1,500 guests at 22 scotch tastings for Golf Club corporate events clients, and at exclusive events for Golf Club members and customers. In addition, Johnnie Walker continued to host private events at the Golf Club for its NY consumer base.

# Product Launch and Sampling Coca-Cola

Product launches and product sampling have played an integral role in the success of Coca-Cola's 15-year long sponsorship of Chelsea Piers. Coca-Cola has launched and/or sampled the following popular brands: Coke Zero, Powerade ION4, Gold Peak Tea, Vitamin Water, Smart Water and Fuze to name a few. Chelsea Piers offers a customer demographic of active-lifestyle adults and children, early adopters and influencers, making us a first stop for new product introductions in the New York area.



To help launch Powerade ION4, Coca-Cola hosted the Upgrade Your Game Challenge at Chelsea Piers. The event was promoted by Chelsea Piers to 45,000+ opt-in email newsletters recipients; in addition, the event was frequently posted via Chelsea Piers Twitter and Facebook platforms (20,000+).

Participants who completed four sports challenges were automatically entered into a sweepstakes where the winner had an opportunity to win \$62,000 by throwing 3 strikes into a hole on a custom batters box. To keep the night exciting, dance crews provided entertainment, ESPN radio hosted a live broadcast, and there was a special appearance from New York Yankees pitcher Joba Chamberlin. Coca-Cola achieved their goal of reaching their target audience of active-lifestyle youths.

# Product Launch and Sampling Coca-Cola



# Sampling Stonyfield Organic

In 2011 Stonyfield brought its Organic Family Love Fest Tour to Chelsea Piers. The marketing objective was to introduce Influencer Moms to the value of eating organic and locally sourced foods.

Chelsea Piers customers received samples of organic yogurt including Oikos Geek yogurt and YoBaby. A local chef was onsite preparing simple dishes featuring Stonyfield Greek yogurt. Throughout the day, children had fun learning about organic farming, nutrition and the organic life cycle using an organic seed-planting table and interactive cow.



# Product Launch – Promotion and Press Event Under Armour



To support the launch of its Charged Cotton line, Under Armour hosted a press event at the Sports Center at Chelsea Piers. Under Armour ambassadors Miles Austin of the Dallas Cowboys and TV personality and model Vanessa Minnillo were on hand to run through drills led by celebrity trainer Gunnar Peterson.



In addition, Under Armour hosted a Charged Cotton Facebook promotion where 12 lucky winners were able to attend a Q&A session held at Chelsea Piers hosted by Boomer Esiason with New England Patriots quarterback and UA spokesman Tom Brady. During the event, which streamed live on Ustream, Tom Brady shared his draft experience and insights on life in the NFL.

# Increase Awareness and Generate Demand Setanta Sports



Chelsea Piers worked with sponsor Setanta Sports to create the Setanta Cup, an all day soccer festival designed to drive media coverage and awareness of Setanta's subscription-based cable television service.



This soccer event brought together some of the region's top youth clubs and amateur adult players. Complimentary youth soccer clinics ran throughout the day and Chelsea Piers partner JetBlue Airways sponsored special exhibition games that featured the Hollywood United Football Club. This star-studded, soccer club is made up of former international soccer players and Hollywood celebrities.

Throughout the day, soccer memorabilia raffles and merchandise sales benefited Hollywood Unites For Haiti (HUFH), a nonprofit organization whose mission is to promote sports and cultural activities for the underprivileged youth of Haiti.



# Showcasing a Brand and Retailer

## Cross Marketing

### IZOD + Macy's

In December 2006, Chelsea Piers welcomed IZOD as the Official Venue Sponsor of the Golf Club. IZOD's presence included outfitting for the entire staff and 12 golf professionals and eye-catching on-site advertising and signage that ranged from a 30-ft x 40-ft billboard facing the West Side Highway at the entrance to Pier 59, to the tip of the Pier. Within the clubhouse, IZOD product was on display with mannequins and a colorful product kiosk.



IZOD also had a major presence at Golf Fest, the Golf Club's annual event to kick off the season. This included an interactive display that introduced over 1,000 avid golfers to its innovative performance fabric. IZOD also receives additional high profile signage throughout the clubhouse and sold a wide range of apparel throughout the weekend.

IZOD strategically integrated Macy's into its on-site advertising, with the goal of driving traffic to its exclusive New York City retailer. The Golf Club provides support for IZOD sales events at local Macy's stores. For example, our teaching professionals have provided Macy's shoppers with complimentary swing tips using our high-tech K-Vest and portable putting green.

# A Platform for Cause-Related Marketing

## Coca-Cola

In 2010, Coca-Cola hosted a *Live Positively* event at the Field House for local Boys and Girls Clubs. The event featured guest stars including former Knick Walt “Clyde” Frazier, former Ranger Nick Fotiu, Kim Hampton of the Liberty and NYC Council Speaker Christine Quinn. This event was organized in an effort to teach kids fun ways to stay active. Throughout the day, children participated in basketball, hockey, soccer and baseball activities.

Also in 2010, Coca-Cola hosted a World Cup viewing party for a youth soccer club on the Sunset Terrace. The kids along with family and friends enjoyed pizza while watching the World Cup on a 6-foot screen.



# Customer Service Initiatives

## Hawaiian Airlines

To support the launch of its direct service between New York City's John F. Kennedy International Airport and Honolulu, Hawaiian Airlines became a sponsor of Chelsea Piers to target active-lifestyle New Yorker's.

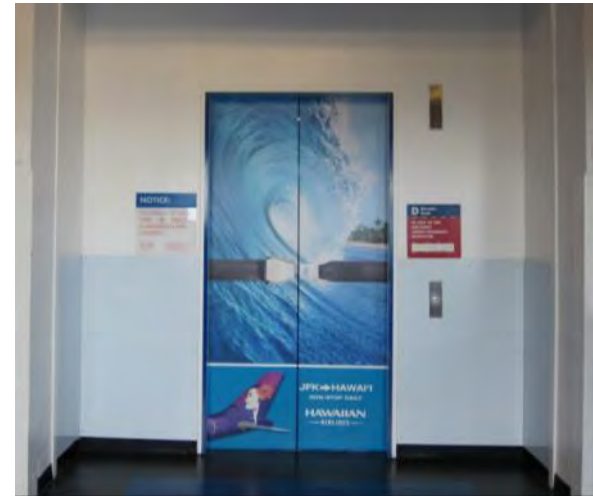
Recognized for service quality and performance, Hawaiian Airlines has brought interactive customer focused programs to Chelsea Piers that reflect authentic Hawaiian hospitality. This includes sponsoring customer service initiatives, such as customer appreciation weeks, a sand volleyball tournament for members of the Sports Center, New York City's premier health club, as well as ball pop-up promotions and Swing Tip stations at the Golf Club. Customers participating in these events have enjoyed complimentary Hawaiian-themed snacks and opportunities to win trips to Hawaii.



# High-Impact Branding Hawaiian Airlines

Hawaiian Airlines enjoys high-impact branding opportunities within the complex through the use of inspirational visuals that re-create aspects of Hawaii. A 364 sq-ft photomural of the third hole at Mauna Kea Golf Course on the Kohala Coast appears within the Golf Academy, where NYC's most avid golfers gather for instruction and practice as they get ready for their next big golf trip.

Additionally, Sky Rink customers experience the spirit of catching a wave through elevator door wraps and Sports Center members enjoy playing on Hawaiian Airlines custom-designed nets at the club's indoor sand volleyball court.



# Target Young Families Kumon Learning Center

Chelsea Piers developed two (2) short term programs Kumon the opportunity to directly target young families where they play and socialize.

The first program included marketing efforts such banner ads on youth program webpages and in email newsletters sent to parents, an enter-to-win promotion and commercials on the Chelsea Piers West Side Highway video screen.

After achieving much success, Kumon expanded their partnership with the goal of reaching parents of summer camp children. In addition to the benefits received in the initial program, Kumon brochures were inserted into over 7,000 camp bags throughout the summer.

**CP eFriends Newsletter**  
May 2011

**Sign Up for Summer Camp in May and Receive Early Bird Pricing**

Camp runs June 20 - September 2  
Chelsea Piers Summer Sports Camp offers Manhattan's most comprehensive sports programs for children ages 3-18. Choose from a variety of fun-filled camps: Golf, Performance Golf, Gymnastics, Junior Gymnastics, Sports Academy (multi-sport camp), Elite Soccer Academy, Ice Skating, Ice Hockey, Preschool Ice Skating, Preschool Gymnastics, Bowling, Urban Adventure for Teens (including survival training, rock climbing, basketball, soccer, volleyball and ice skating), innovative athletic training camps at BlueStreak, including Basketball and Football, and, new this year, Junior Triathlon!

Sign up for 1 week or up to 11 weeks. Lunch is provided. Transportation and After Care programs available for an additional fee. Visit [chelseapiers.com/camps](http://chelseapiers.com/camps) for instant online enrollment!

**Field House Summer Sports Classes**

Keep your kids active all summer long with the outstanding summer sports programming at the Field House. Kids ages 12 months to 15 years can choose from soccer, gymnastics, rock climbing, basketball and multi-sport classes. To provide maximum flexibility during the summer, the Field House offers two 4-week sessions (July and August) and one 8-week Saturday session.

Visit the Field House webpage and click on Youth Class Registration for more information or to register. Classes start July 5 and space is limited, so register today!

**BlueStreak Summer Training**

Ready to take your game to the next level? Get in the best shape of your life this summer with sport-specific training at Chelsea Piers BlueStreak. Summer training helps athletes ages 9 and older reach their full potential through a series of sport-specific training protocols and exercises that enhance physical performance.

In addition to general training, programs are available for hockey, basketball, soccer and football. Click here for information or call 212.336.6123 to reserve your spot now!

**Dear Chelsea Piers Families,**

Camp is in full swing - we're having a blast this summer, your children are too! This year, camps are filling up fast and selling out quickly. Therefore, we recommend signing up early to reserve weeks in August. We don't want you to miss a camp of your choice.

If you already signed up and want to add weeks, you can enroll your child in the same camp, or try a new one. At-a-time enrollment, our sports camps easily fit your summer schedule! Enroll for 1, 2 or more weeks.

**To REGISTER NOW, visit us online, or call 212.336.6846.**

The 2011 brochure is now available for download on our [click here](#). With so many options, there is a camp for everyone!

**We hope to see you and your children at camp this summer!**

Craig Woodcock  
Director of Camp

Selina Droz  
Assistant Camp Director

LaSheila Anderson  
Camp Administrator

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