

2027 Chinatown B.I.D. Banner Program

Chinatown Business Improvement District (BID) and the NYC Department of Transportation (DOT) collaborate each year to hang 3 ft. x 8 ft. custom designed banners on street lamps in the Chinatown district. All funds raised through this program supports Chinatown BID efforts to help maintain and uplift NYC Chinatown. We hope that you will consider sponsorship of these designs.

Chinese Zodiac & Fu Shou Lu Series

Artist: Vitamins Studio

About: Vivian Hou and Harry Cen are 1st generation Chinese American graphic designers with a studio in Brooklyn, NY.

Artist Statement: Each year, we design a new banner to showcase the most current Chinese Zodiac animal. Inspired by Tangrams (an ancient Chinese game of shapes), we also ensure to interweave an authentic aspect of Chinatown's culture in each banner. The color palette is derived from the Chinatown BID logo.

Year of the Goat Banner: As a play on words, our goat sits on top of a mountain, since G.O.A.T. also stands for "Greatest Of All Time". Traditional Chinese Medicinal (TCM) herbs festoon the mountain: including ginseng, goji berries and lingzhi mushroom, the ingredients for a Chinese herbal soup. Will you be our G.O.A.T. sponsor this year?

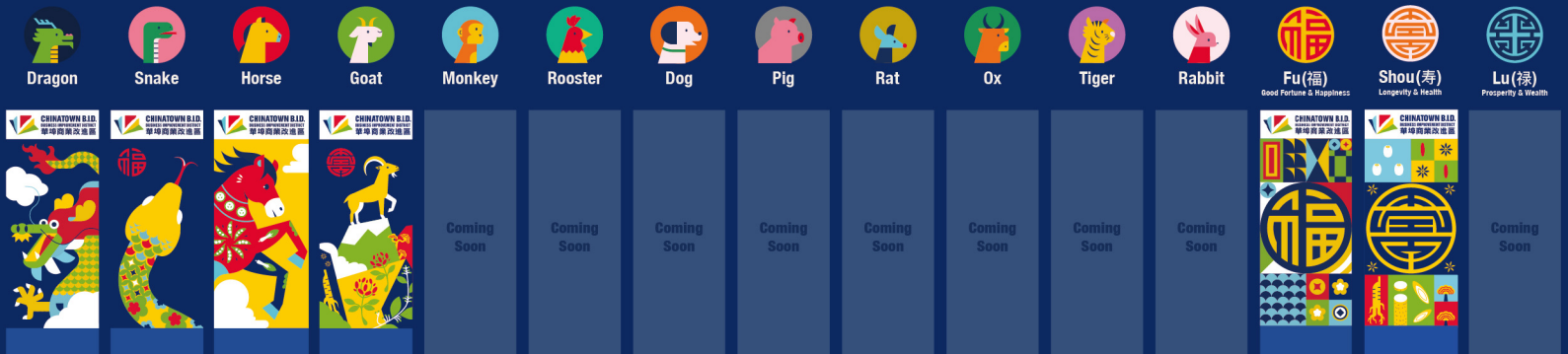
Shou Symbol (寿) Banner: Shou translates to Longevity & Health. The Shou character in the middle is surrounded by TCM herbs. TCM is 2000-3000 year old holistic health system developed in China. Shou is one of the famous trio of gods, Fu Shou Lu. We added these three Chinese characters to support this Chinese Zodiac series to bring good fortune to the neighborhood.



Year of the Goat

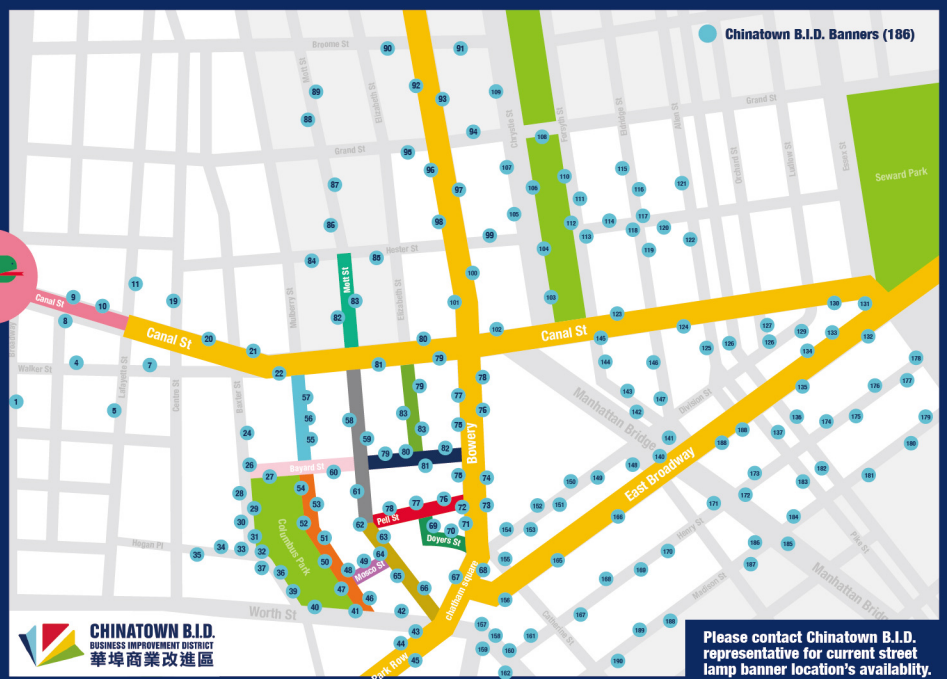


Shou Symbol (寿)



Suggested Zodiac-dedicated Streets

We envision bringing **12 Zodiac banners** and **3 lucky character banners** to Chinatown.



Please contact Chinatown B.I.D. representative for current street lamp banner location's availability.

2027 Chinatown B.I.D. Banner Program

Sponsoring this series will project a unified image of Chinatown to **67,000+** residents, **20M+** visitors, & **11M+** commuters through strong storytelling in **1 year**.



Quantity	Price
1 - 5	\$1,800/ea
6	\$10,000
10	\$15,000



Sponsor Logo: As part of your sponsorship - the designer will add your logo on the banner - sending it to the DOT only after your proof approval. Please provide a high resolution SVG, PDF, or EPS file of your logo.

Annual Subscription: Includes annual refresh of banner with option to use new designs.

Single Block Sponsorship with Multiple Banners: When the DOT street lamp banner program was first created, it was intended that repetition of a single banner design on a single block would have a stronger marketing effect - while also creating a unified community appearance. For example Bayard Street between Bowery and Mott aka Dragon Street.

Timing: New Zodiac banners will be revealed before Chinese New Year in time for the annual Chinese New Year festivities!

Tax Deduction: Banner sponsorships increase business opportunities to the sponsors by increasing visibility of their brand, therefore this sponsorship can be 100% deducted as a business marketing expense.

Subsidize Marketing for a Chinatown Business: If you would like to make a tax-deductible donation to market your favorite Chinatown business, this is a possibility!

Future: One day, 12 dedicated Zodiac streets in Chinatown will add to the fun and excitement of visiting our special neighborhood. See map of proposed street locations on other side of this flyer. A new Zodiac Banner will be released each year until 2036.

Locations: Assigned on a first come, first serve basis.

Any Questions: Please contact our office.

Be a part of history!



Please contact Rosie Derong Li at Chinatown Partnership for more details. email: dli@chinatownpartnership.org
www.chinatown.nyc
Chinatown Partnership Phone#: 212-346-9288

