

— THE —
**EMPIRE STATE
BUILDING**

**LIGHTING
PARTNER
PROGRAM**

**SAMPLE
LIGHTING
APPLICATION**



Is this a Personal Request? *

No ▾

Personal requests include birthdays, anniversaries, gender reveals, etc.

ABOUT THE EVENT

Name of Event *

Empire State Building Run-Up

What is the name of the Lighting you would like to request?

Description of Event and Special Requirements *

The Empire State Building Run-Up (ESBRU)—the world's first and most famous tower race—challenges runners from around the globe to race up its famed 86 flights—1,576 stairs. While visitors can reach the building's Observatory via elevator in under a minute, the fastest runners cover the 86 floors in about 10 minutes. Leaders in the sport of professional tower-running converge at the Empire State Building on May 14, 2019, in what some consider the ultimate test of endurance.

Please give a short description of your event. Include purpose, occasion, or reason for the event. Describe any special requirements for this event like multiple dates or sensitivities

Day of Lighting *

May ▾ 14 ▾ 2019 ▾ 

Please note: The Empire State Building does not accept lighting requests more than 12 months in advance of the requested lighting date.

Deadline for Notification *

Apr ▾ 20 ▾ 2019 ▾

Please note: our committee does not process applications until 3 months before the lighting.

WHAT COLORS WOULD YOU LIKE THE LIGHTS TO BE?



Antenna *

red

Halo *

red

Top *

red

Fins *

red

Middle *

gold

Bottom *

red

Have you previously submitted a lighting request for this event? *

Yes No

If so, was it approved? *

Yes No

In what year(s) did this take place? *

2000 - 2017

Have you approached other buildings regarding lighting for this event?

Yes No

Are other events associated with this request?

Yes No

Please describe the events *

New York Stock Exchange Opening Bell Ceremony – Monday, May 13, 2019 at 8 AM

All lightings must be photographed by the lighting partner. Would you like a recommendation for a photographer? *

Yes No

I will be using *

John Smith

Photographer's Name

CONTACT INFORMATION

Name of Organization *

Empire State Building

Description of Organization *

Soaring 1,454 feet above Midtown Manhattan (from base to antenna), the Empire State Building, owned by Empire State Realty Trust, Inc., is the "World's Most Famous Building." With new investments in energy efficiency, infrastructure, public areas and amenities, the Empire State Building has attracted first-rate tenants in a diverse array of industries from around the world. The skyscraper's robust broadcasting technology supports major television and FM radio stations in the New York metropolitan market. The Empire State Building was named America's favorite building in a poll conducted by the American Institute of Architects, and the Empire State Building Observatory is one of the world's most beloved attractions as the region's #1 tourist destination. For more information on the Empire State Building, please visit www.empirestatebuilding.com, www.facebook.com/empirestatebuilding, [@EmpireStateBldg](https://www.instagram.com/empirestatebldg), www.youtube.com/esbnyc or www.pinterest.com/empirestatebldg/.

Include PR boilerplate

Does your organization have an international presence?

Yes ▾

Please select all that apply

- | | | |
|--|--|--|
| <input checked="" type="checkbox"/> UK | <input checked="" type="checkbox"/> Canada | <input checked="" type="checkbox"/> Brazil |
| <input checked="" type="checkbox"/> France | <input type="checkbox"/> Australia | <input type="checkbox"/> Germany |
| <input type="checkbox"/> Italy | <input type="checkbox"/> S. Korea | <input checked="" type="checkbox"/> India |
| <input type="checkbox"/> Japan | <input checked="" type="checkbox"/> China | <input type="checkbox"/> Spain |

Organization Address *

350 Fifth Avenue
New York, NY 10001

Please include either the physical or mailing address of the organization.

Honorific

Ms ▼

Contact Name *

Jane Doe

First and Last Name

Title/Role *

Communications Manager

Email *

janedoe@esb.com

Phone *

555-555-5555

Are you a tenant of ESRT?

Yes No

Are you a client of Empire State Building?

Yes No

CONTINUE >>>

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If lighting is approved, how will you promote the lighting? *

Corporate Sponsor

Media Outreach

Email Blast

Brochures / Flyers

Posters

Journal

Lighting Ceremony

Advertisements

Newsletter

Invitation

Organization Publication

Press Materials

Social Media

Website

Remarks

Program

Promo Giveaway

CONTINUE >>>

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CORPORATE SPONSOR

Are there any corporate sponsors affiliated with your event? *

Yes ▼

How many Corporate Sponsors? *

2 ▼

CORPORATE SPONSOR 2

Please provide name *

Turkish Airlines

How will Corporate Sponsor Promote? *

- | | | |
|---|--|---|
| <input checked="" type="checkbox"/> Ads | <input type="checkbox"/> Broadcast | <input type="checkbox"/> In-store |
| <input type="checkbox"/> Digital (includes website, streaming service landing page) | <input checked="" type="checkbox"/> Social Media | <input checked="" type="checkbox"/> Viewing Party |
| <input type="checkbox"/> Other... | <input type="checkbox"/> TV Integration | <input type="checkbox"/> Concert Integration |

CORPORATE SOCIALS

Facebook URL

<https://www.facebook.com/TurkishAirlines/>

How many followers do they have on Facebook?

500,000 + ▼

Instagram URL

How many followers do they have on Instagram?

Twitter URL

How many followers do they have on Twitter?

Please provide name *

How will Corporate Sponsor Promote *

- Ads
- Broadcast
- In-store
- Digital (includes website, streaming service landing page)
- Social Media
- Viewing Party
- TV Integration
- Concert Integration
- Other...

CORPORATE SOCIALS

Facebook URL

How many followers do they have on Facebook?

Instagram URL

<https://www.instagram.com/cafoundation>

How many followers do they have on Instagram?

50,000 – 99,999 ▼

Twitter URL

<https://www.twitter.com/CAFoundation>

How many followers do they have on Twitter?

50,000 – 99,999 ▼

LIGHTING CEREMONY

Name of celebrity confirmed for your lighting ceremony *

Suzy Walsham

Celebrity involvement **MUST** be confirmed before approval. A celebrity must be a TV/film/media personality, artist, musician, athlete, etc.

Time of ceremony *

10:00 AM

Lighting ceremonies are typically held between the hours of 9 a.m. and 2 p.m., and last about an hour.

Is the celebrity confirmed to promote the lighting? *

Yes ▼

Via interviews during press tour?

Yes ▼

Via social media posts?

Yes ▼

How many times will the celebrity post about the ceremony/lighting?

2

Please select all confirmed social platforms and handles where he/she will post

Facebook

Instagram

Twitter

Snapchat

Weibo

WeChat

Facebook URL

https://www.facebook.com/SuzyWalsham

How many followers do they have on Facebook?

1,000,000 – 1,999,999 ▼

Will they post on Facebook Live?

-Select- ▼

Instagram URL

https://www.instagram.com/suzywalsham/

How many followers do they have on instagram?

2,000,000 – 2,999,999 ▼

What formats will they post on?

Instagram Feed

Instagram Story

CONTINUE >>>

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SOCIAL MEDIA

Please select the confirmed platforms from your organization that will post about the lighting *

- | | | |
|--|---|---|
| <input checked="" type="checkbox"/> Facebook | <input checked="" type="checkbox"/> Instagram | <input checked="" type="checkbox"/> Twitter |
| <input type="checkbox"/> Pinterest | <input type="checkbox"/> Snapchat | <input checked="" type="checkbox"/> Weibo |
| <input checked="" type="checkbox"/> WeChat | | |

Facebook URL

www.facebook.com/EmpireStateBuilding

FB Follower Numbers

500,000 + ▾

Twitter URL

www.twitter.com/EmpireStateBldg

Twitter Follower Numbers

150,000 – 200,000 ▾

Instagram URL

www.instagram.com/EmpireStateBldg

Instagram Follower Numbers

350,000 – 400,000 ▾

Weibo URL

@EmpireStateBuilding

Weibo Follower Numbers

500,000 + ▾

WeChat URL

ESBOChina

WeChat Follower Numbers

500,000 + ▾

Will you conduct paid social media re: ESB lighting? *

Yes No

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MEDIA OUTREACH

Target audience *

Local

National

International

Outreach Methods

Media Alert

Press release

Other...

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ADVERTISEMENTS

Location of advertisements *

OOH

Web

Social Media

Website

www.esbnyc.com

Other

Start Date *

Apr ▼ 20 ▼ 2019 ▼ 

End Date *

May ▼ 14 ▼ 2019 ▼ 

WEBSITE

Website Url *

www.esbnyc.com
https://www.esbnyc.com/event/empire-state-building-run-up-info

Enter one url per line

Description of how the lighting will be featured on the website

1 month

EMAIL BLAST

How many recipients receive it? *

1,000,000

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INVITATION

Event name *

Empire State Building Run-Up

Event date *

May ▾ 14 ▾ 2019 ▾ 

Number of attendees *

1500

JOURNAL

Name of Journal *

Empire State Building Journal

Journal ad size *

8 1/2" x 11" full page

Number of journals *

300

NEWSLETTER

Number of newsletter recipients *

1,000,000

ORGANIZATION PUBLICATION

Number of recipients *

50,000

POSTERS

Number of posters *

200

PRESS MATERIALS

Length of time ESB is featured *

3 months

PROGRAM

Program size *

8 1/2" x 11" full page

Number of programs *

300

REMARKS

Name of event *

42nd Annual Empire State Building Run-Up

Name of speaker *

Jean-Yves Ghazi

Title of speaker *

Senior Vice President of the Observatory

Number of attendees *

300

PROMOTIONAL GIVEAWAY

Please Select *

- T-Shirt
- Water Bottle
- Other
- Hat
- Key chain
- Bags
- Pens

How Many? *

BROCHURES / FLYERS

Number of brochures / flyer recipients *

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Terms and Conditions ^

- The Empire State Building is privately owned, has its own selection review procedures and policies, and has sole discretion over what lightings are and are not approved. Its ownership may change those policies at any time without notice.
- There is no automatic agreement renewal, and past Lighting Partners must apply each year to be considered.
- The applicant/contact on the original submitted application will receive written notification, stating application approval or denial, on official Empire State Building Lighting Partner letterhead sent via e-mail.
- The Empire State Building is under no obligation to provide specific feedback to any individual or organization regarding the status, merit and/or denial of its application.

Applications by/for Religious Events or Figures ^

The Empire State Building maintains traditional lightings for the religious holidays of Easter, Eid al-Fitr, Hanukah and Christmas. The Empire State Building will not light for religious figures, religious organizations, or additional religious holidays.

I have read and agree to the Terms of Application above

SUBMIT

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