

THE
EMPIRE STATE
BUILDING

LIGHTING
PARTNER
PROGRAM

APPLICATION
SAMPLES





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AMAZON PRIME VIDEO, THE MARVELOUS MRS. MAISEL, AND GIRLS, INC.

IMPRESSIONS: 160MM +

ESB partnered with Amazon Prime Video and the cast of *The Marvelous Mrs. Maisel* to celebrate Giving Tuesday and Girls Inc. Amazon Prime Video secured their own beneficiary relationship with Girls Inc. that the Empire State Building helped to highlight.

DELIVERABLES:

- Lighting Ceremony with the cast of *The Marvelous Mrs. Maisel*
- Email sent to millions of recipients
- Empire State Building messaging integrated into the show's streaming platform
- Lighting shared on social media accounts for Amazon Prime, Girls Inc., and MaiselTV with 670K followers.
- Lighting promoted by partner company Amazon Prime



PARAMOUNT PICTURES, BUMBLEBEE, AND MAKE A WISH FOUNDATION

IMPRESSIONS: 667MM +

ESB partnered with Paramount Pictures and the cast of Bumblebee to celebrate the Make a Wish Foundation.

DELIVERABLES:

- Lighting Ceremony with Bumblebee stars **John Cena** and **Hailee Steinfeld**, along with children from the Make A Wish Foundation
- Viewing party hosted in midtown NYC, where John Cena flipped the light switch at sunset to turn on the building's lights
- ESB lighting integrated into a movie screening of Bumblebee in Times Square
- Guaranteed social media support from John Cena to **67MM+** followers across Facebook, Instagram, and Twitter
- Additional social media posts from Paramount Pictures, Make a Wish, and *Bumblebee*.
- Combined media and social efforts yielded coverage from, *The TODAY Show*, *Us Weekly* and *Entertainment Tonight*



VICTORIA'S SECRET FASHION SHOW 2018

IMPRESSIONS: 125MM +

ESB partnered with Victoria's Secret for the 2018 Victoria's Secret Fashion Show to celebrate its return to New York City.

DELIVERABLES:

- Lighting Ceremony with Victoria's Secret Angel **Adriana Lima**
- In-broadcast integration during fashion show of lighting ceremony and helicopter flyover with models
- ESB lighting mentioned onstage at the Fashion Show
- The Empire State Building lighting shared on Victoria's Secret's social media accounts with **100MM+** followers saw high engagement



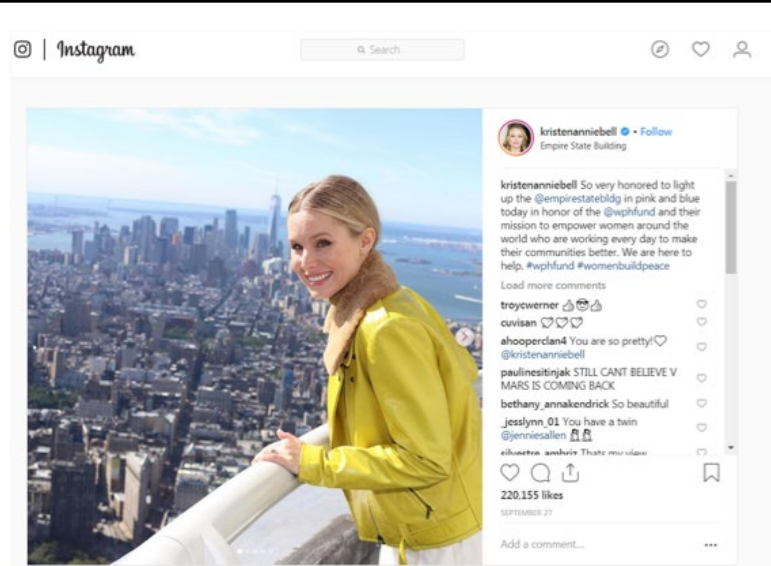
SMALL BUSINESS SATURDAY, WOMEN IMPACTING PUBLIC POLICY, AND AMERICAN EXPRESS

IMPRESSIONS: 447MM +

ESB partnered with American Express and Women Impacting Public Policy to celebrate Small Business Saturday.

DELIVERABLES:

- Lighting Ceremony with ambassador **Venus Williams**
- ESB included in all Small Business Saturday advertisements throughout the weekend
- ESB lighting mentioned in an email blast to 100,000+ recipients
- The Empire State Building lighting shared in social posts by American Express with **10MM+** followers



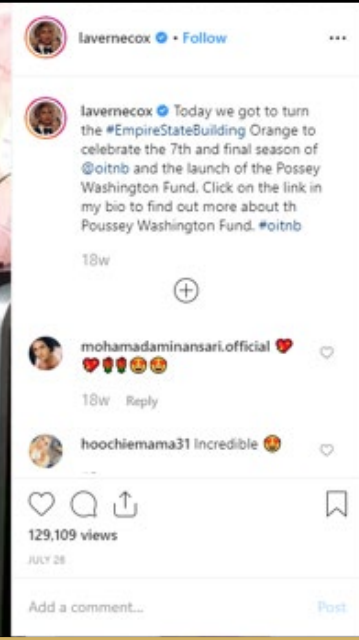
UNITED NATIONS & THE WOMEN'S PEACE AND HUMANITARIAN FUND (WPHF)

IMPRESSIONS: 391MM +

ESB partnered with the United Nations and the Women's Peace and Humanitarian Fund.

DELIVERABLES:

- Lighting Ceremony with WPHF ambassador **Kristen Bell**
- ESB lighting livestreamed at the 2018 UN General Assembly
- ESB lighting included in 400 invitations to a WPHF General Assembly event
- Guaranteed social media posts from Kristen Bell to **16MM+** followers across Instagram, Twitter, and Facebook
- Additional social media posts from WPHF platforms
- Lighting also promoted by parent organization UN Women



NETFLIX & ORANGE IS THE NEW BLACK (OITNB)

IMPRESSIONS: 296MM +

ESB partnered with Netflix's Orange is the New Black to celebrate the show's last season and to support criminal justice reform.

DELIVERABLES:

- Lighting Ceremony with **Orange is the New Black** cast and memoir author **Piper Kerman**
- ESB lighting covered by major media outlets: amNY, PEOPLE, Daily Mail, and Just Jared
- The Empire State Building lighting shared on Netflix, show, cast, and charitable partner social media accounts with **95 MM+** followers
- Lighting also promoted by parent organization Netflix and numerous beneficiary organizations of the Poussey Washington Fund



TFBOYS-王源

2019-11-21 09:49 来自 小米CC9 Pro 一亿像素

在#世界儿童日# 这天再来到联合国，有熟悉也有陌生。第一次用中文在联合国发言，内心澎湃非常。儿童的未来需要我们携手共创，我的脚步不会停下。@联合国儿童基金会



王源最新动态追踪

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UNICEF & WORLD CHILDREN'S DAY

IMPRESSIONS: 16.6B +

ESB partnered with UNICEF to celebrate World Children's Day in November 2019.

DELIVERABLES:

- Lighting Ceremony with UNICEF Ambassador and Chinese singer-songwriter, **Roy Wang**
- Given Roy Wang's immense international popularity, ESB lighting covered by major Chinese media outlets: Sina, Sohu, Baidu, People's Daily, and China Press
- The Empire State Building lighting was featured on Roy Wang's Weibo and WeChat accounts with **104MM+** followers