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**EMPIRE STATE
BUILDING**
—
8 AM TO 2 AM

Empire State Building Lighting Partner Program – FAQs

- 1) **How do I apply for an Empire State Building lighting?**
 - a. Please apply via our website at this link: <https://www.esbnyc.com/pr-pop-culture/tower-lighting-request>

- 2) **How much does it cost to light the Empire State Building?**
 - a. There is no cost for a tower lighting. All lightings are determined via an application which can be found here: <https://www.esbnyc.com/pr-pop-culture/tower-lighting-request>

- 3) **Has my application been received?**
 - a. Upon completion of your online application form a confirmation screen will appear. If you have not received a confirmation, please resubmit.

- 4) **I have a question about the application. Can someone help me fill out the form?**
 - a. Our Lighting Partner Team is unable to provide real-time assistance with your application. For guidance with your application, please reference our **Sample Application** located here: <https://www.esbnyc.com/pr-pop-culture/tower-lighting-request>

- 5) **I submitted my application a few months ago but have not heard from anyone. When will I expect to hear a decision?**
 - a. Your lighting request will be reviewed by the decision date listed on your application. If there are any follow up questions, our Lighting Partner Team will reach out to the contact listed on the application.

- 6) **Why was my application denied?**
 - a. Due to the high volume of applications, we cannot provide specific feedback to any individual organization. We welcome you and your organization to apply again in the future.

- 7) **What is a lighting ceremony?**
 - a. Lighting ceremonies are media events for organizations to promote their causes and events with celebrity talent. They typically take place between the hours of 9 a.m. – 2 p.m. (determined by talent availability) and are a one-hour commitment.
 - b. You can view past lighting ceremonies [at this link](#).

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8) What is a music-to-light show?

- a. Music-to-light shows are sync the Empire State Building's tower lights in a dynamic display with a song that listeners can tune into (typically played over the radio or streamed via a website).
- b. Unlike static lightings, there is a cost to a music-to-light show which is determined on a case-by-case basis.
- c. You can view past music-to-light shows [at this link](#).

9) Does the Empire State Building light for personal occasions such as birthdays, anniversaries or gender reveals?

- a. No. Given the volume of requests received, the Empire State Building does not light for any personal occasions.

10) My organization's lighting was approved last year. Do I need to apply again for the same event?

- a. Yes. All partners interested in a lighting must apply annually.

11) My organization has specific PMS colors. Can ESB light in these exact colors?

- a. While our tower lighting system is customizable and can accommodate specific PMS colors, color representation varies when transitioned to light. If approved, our team will work to ensure a proper color match.

12) Who should I contact regarding my application?

- a. The Lighting Partner Team reviews every application and will reach out to the contact listed in the application via email with any follow-up questions.

13) How can I maximize my organization's chances of being approved?

- a. The Lighting Partner Committee reviews each application on a case-by-case basis. However, certain benchmarks of deliverables are preferred. To better understand the reach of the deliverables that the Committee seeks, please reference the *Sample Application*.