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.

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, www.instagram.com/empirestatebldg, www.youtube.com/estnyc or www.pinterest.com/empirestatebldg/.

Include PR boilerplate

Does your organization have an international presence?  
Yes

Please select all that apply

☑ UK  ☑ Canada  ☑ Brazil
☑ France  ☐ Australia  ☐ Germany
☐ Italy  ☐ S. Korea  ☑ India
☐ Japan  ☑ China  ☐ 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

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 >>>
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 *

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

CORPORATE SOCIALS

Facebook URL

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

How many followers do they have on Facebook?

500,000 + ▼
Instagram URL
https://www.instagram.com/turkishairlines/

How many followers do they have on Instagram?
500,000 +

Twitter URL
https://twitter.com/TurkishAirlines

How many followers do they have on Twitter?
500,000 +

Please provide name *
Challenged Athletes Foundation

How will Corporate Sponsor Promote *
- Ads
- Digital (includes website, streaming service)

- Social Media landing page
- Other...
- Broadcast
- In-store
- Viewing Party
- TV Integration
- Concert Integration

CORPORATE SOCIALS

Facebook URL
https://www.facebook.com/CAForg/

How many followers do they have on Facebook?
50,000 – 99,999
<table>
<thead>
<tr>
<th>Instagram URL</th>
<th><a href="https://www.instagram.com/cafoundation">https://www.instagram.com/cafoundation</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>How many followers do they have on Instagram?</td>
<td>50,000 – 99,999 ▼</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Twitter URL</th>
<th><a href="https://www.twitter.com/CAFoundation">https://www.twitter.com/CAFoundation</a></th>
</tr>
</thead>
<tbody>
<tr>
<td>How many followers do they have on Twitter?</td>
<td>50,000 – 99,999 ▼</td>
</tr>
</tbody>
</table>
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
- [x] Instagram Story

CONTINUE >>>

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SOCIAL MEDIA

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

- Facebook
- Instagram
- Twitter
- WeChat
- Pinterest
- Snapchat
- Weibo

**Social Media URLs**

**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
ESBChina

WeChat Follower Numbers
500,000 +

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

- [ ] Yes
- [ ] No

CONTINUE >>>

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MEDIA OUTREACH

Target audience
- Local
- National
- International

Outreach Methods
- Media Alert
- Press release
- Other...
Website

www.esbnc.com

Other

Start Date *

Apr 20 2019

End Date *

May 14 2019

WEBSITE

Website Url *

www.esbnc.com
https://www.esbnc.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

CONTINUE >>>>

Page 7 of 9
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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
<table>
<thead>
<tr>
<th>Section</th>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>POSTERS</td>
<td>Number of posters</td>
<td>200</td>
</tr>
<tr>
<td>PRESS MATERIALS</td>
<td>Length of time ESB is featured</td>
<td>3 months</td>
</tr>
<tr>
<td>PROGRAM</td>
<td>Program size</td>
<td>8 1/2&quot; x 11&quot; full page</td>
</tr>
<tr>
<td></td>
<td>Number of programs</td>
<td>300</td>
</tr>
<tr>
<td>REMARKS</td>
<td>Name of event</td>
<td>42nd Annual Empire State Building Run-Up</td>
</tr>
<tr>
<td></td>
<td>Name of speaker</td>
<td>Jean-Yves Ghazi</td>
</tr>
<tr>
<td></td>
<td>Title of speaker</td>
<td>Senior Vice President of the Observatory</td>
</tr>
<tr>
<td></td>
<td>Number of attendees</td>
<td>300</td>
</tr>
</tbody>
</table>
PROMOTIONAL GIVEAWAY

Please Select *

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

How Many? *

300

BROCHURES / FLYERS

Number of brochures / flyer recipients *

300

CONTINUE >>>

< PREVIOUS PAGE
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, Hanukkah 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