ESB Lighting Partner Application Samples
Amazon Prime Video, The Marvelous Mrs. Maisel, and Girls, Inc.

Impressions: 160MM^+

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

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.
Paramount Pictures, *Bumblebee*, and Make a Wish Foundation

**Impressions: 667MM↑**

**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*

ESB partnered with Paramount Pictures and the cast of *Bumblebee* to celebrate the Make a Wish Foundation.
Victoria’s Secret Fashion Show 2018

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

Impressions: 125MM↑

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

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

**Impressions:** 447MM↑

**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↑

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

ESB partnered with Netflix’s Orange is the New Black to celebrate the show’s last season and to support criminal justice reform.
UNICEF & World Children’s Day

Impressions: 16.6B↑

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

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