



**NYC
Ferry**

SOCIAL MEDIA PARTNERSHIPS KIT

SOCIAL MEDIA PARTNERSHIPS



Launched in May, 2017, NYC Ferry is a New York City subsidized commuter ferry system operated by Hornblower that gives New Yorkers a dependable way travel between waterfront communities along both the East River and the Hudson River. NYC Ferry provides critical transportation links for areas underserved by transit and connects them to job centers, tech hubs and schools in and around New York City. Connecting all five boroughs, (Manhattan, Queens, Brooklyn, Bronx, Staten Island) NYC Ferry provides transportation for over **6 million passengers per year**.

Connect with New Yorkers and tourists via NYC Ferry's Social Media network.

Expand your reach and engagement by advertising across NYC Ferry's Social Media Channels.



SOCIAL



BLOG



EMAIL



GIVEAWAYS



VIDEO



EXPERIENTIAL



SOCIAL CHANNELS OVERVIEW

AS OF AUGUST 2023



13K
Followers



54K
Followers



30K
Followers



11K
Followers

FACEBOOK

Followers	13K	
Avg Reach Per Post	1K	
Avg Engagement Rate	12%	
Followers Gender	60% Women	39% Men
Followers Location	Country 80% USA	City 55% NYC
Followers Age	<24..... 18% 25-35... 25% 35-44... 25%	45-54... 18% 55+..... 10%

INSTAGRAM

Followers	54K	
Avg Engagement Rate	15%	
Avg Impression Per Post	28K	
Followers Gender	64% Women	36% Men
Followers Location	Country 87% USA	City 35% NYC
Followers Age	<24... 11.5% 25-35...31% 35-44...31%	45-54.. 17% 55+..... 10%

TIKTOK

Followers	30K	
Avg Views per Quarter	3.5MM+	
Avg Reach per Quarter	2.5MM+	
Followers Location	90% USA	
Followers Gender	74% Women	26% Men

TWITTER

Followers	11K	
Avg Engagement Rate	5%	
Avg Impression Per Quarter	500K+	



PARTNERSHIP OPPORTUNITIES



STATIC POST

- Facebook, Twitter, Instagram static image/graphic posted to @NYCFerry
- Up to 10 designated hashtags
- Multi-channel and carousel post options available



IG REEL

- Share how easy it is to get to your event or business via NYC Ferry.
- Option to provide content or NYC Ferry Content team will visit your event or business to film content for a collaborated post.
- :15 second video



TIKTOK VIDEO

- Share how easy it is to get to your event or business via NYC Ferry.
- Option to provide content or NYC Ferry Content team will visit your event or business to film content for a TikTok Reel.
- :15 second video





PARTNERSHIP OPPORTUNITIES



DISCOUNT FOR NYC FERRY RIDERS

Have a business or event located near an NYC Ferry landing? Encourage NYC Ferry riders to visit with an exclusive discount when they show their NYC Ferry ticket. We will promote the discount via social media and marketing channels.



GIVEAWAYS

Reach NYC Ferry Riders with a giveaway. Whether it is a gift certificate, tickets, an experience, etc. our riders love to win! NYC Ferry will include free ferry tickets to transport the winners to you. The giveaway will be promoted on NYC Ferry's Instagram account other channels available as well. A surefire way to grow your audience.



CURATED TAKEOVER

Provide NYC Ferry with video footage or a member of the NYC Ferry social team will film relevant footage on-site for an IG Story feature (4-10 slides)





PARTNERSHIP OPPORTUNITIES



EMAIL / FEATURED SECTION

NYC Ferry will include a promotional image, copy, and call to action to client's website in a monthly newsletter to an email list of over 500k subscribers. Includes option to offer NYC Ferry newsletter subscribers a discount or promo code.

NYC Ferry

Sweet Sailing
CELEBRATING VALENTINE'S DAY WITH NYC FERRY

Sail to these unique date spots near NYC Ferry landings. Featuring activities from mini-golf, rollerskating, cooking classes, and more we have your Valentine's Day plan. Whether you're spending the day with your sweetie, a few pals, or solo, we're here to make your V-day as sweet one.

BLACK-OWNED NYC

In honor of celebrating Black-owned businesses this month, we've compiled a list of some of our favorite spots along NYC Ferry routes that you can support, not only in February but all year round.

PRESIDENTS' DAY

NYC Ferry will be operating on a weekend schedule Monday, February 20th.

MONET'S IMMERSIVE GARDEN

Immerse yourself in the world of the French painter, you'll be guided through three experience rooms. Each room is a highlight on its own and provides the traveler not only with insight but also with new experiences and new perspectives on Monet's life, his work, and his masterpieces. Follow NYC Ferry on Instagram for a chance to win 2 free tickets to Monet's Garden.

TONY'S CHOCOLONELY

We've partnered with Tony's Chocolonely to share their mission and some sweet treats. Tony's Chocolonely is 100% modern slavery-free chocolate. Not just with their chocolate, but all chocolate worldwide. Enjoy Sweet Sailing with Tony's Chocolonely Chocolate Love A-Fair at Pier 11 NYC Ferry riders will be surprised with a sweet treat from Tony's Chocolonely. Follow NYC Ferry on Instagram for more info.

NYC FERRY'S FAVORITE PIZZA

NYC and Pizza, a tale as old as time. Celebrate National Pizza Day, February 9th, by grabbing a slice at one of these local Pizza spots.

Share your Ferry moments with us!



BLOG ARTICLE FEATURE

- Your business, event, product, or organization will be featured in a themed blog article
- Blog article post shared across NYC Ferry social channels

NYC FERRY X ASTORIA DISCOUNT GUIDE

WILLIAM & WILLOW

Named after the original cross streets of its location, William & Willow prides itself on providing delicious food and drinks in a comfortable and thoughtful environment. Sip on a jalapeño infused blackberry margarita while you explore their menu featuring shareable plates and delicious entrees.

Whether you're looking for a weekend brunch or a quick dinner after a long day, they have you covered. William & Willow is located right around the corner from Astoria Park and only a 10 minute walk from our Astoria landing.

WILLIAM & WILLOW - 1801 26TH RD, QUEENS, NY 11102



ONBOARD ACTIVATIONS

Connect with NYC waterfront communities sponsor an onboard activation on NYC Ferry. Showcase your brand, event or organization with experiential marketing and pop-up activation. We have hosted a series of pop-ups including onboard give-aways, story time, music performances, meditations, and more.



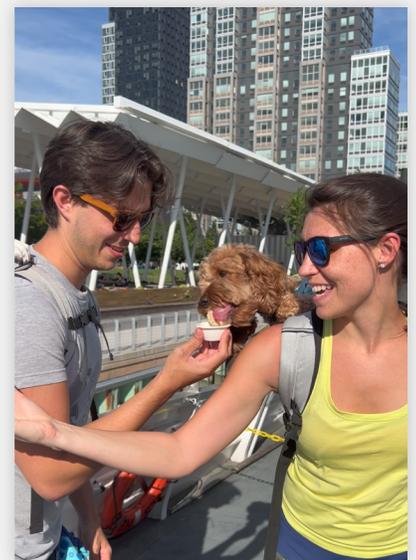
PRIDE SILENT DISCO



PRIDE 2019



BEN & JERRY'S DOGGIE DESSERTS PUP CULTURE TOUR





PREVIOUS BRAND PARTNERSHIPS

THE ROCKAWAY
HOTEL

STATEN ISLAND
FERRYHAWKS



RUSS & DAUGHTERS

BEN & JERRY'S



NYC VINTAGE MAP

little kid
BIG CITY



TONY'S
CHOCOLONELY

Boris & Horton