



TO: Susan Stetzer, Bob Gormley
FROM: New York Health & Racquet Club
DATE: January 25, 2016
RE: New York Health & Racquet Club and Peter Cooper Park Partnership

Below, please find an overview of the proposed activity around New York Health & Racquet Club and Peter Cooper Park's partnership. In addition to NYHRC producing content and programming for Peter Cooper Park during the spring/summer season, we have outlined the assets we will leverage in order to execute each initiative and have included, for context, examples of previous partnerships we have established with other NYC parks.

I. INTRODUCTION

Given the high level of anticipation among the community for the opening of Peter Cooper Park and its proximity to the NYHRC Cooper Square location, NYHRC will host a series of exciting, outdoor events to not only celebrate the opening, but to also further promote a sense of community within the Cooper Square neighborhood and bring to the forefront the benefits of a healthy, active, lifestyle.

II. OBJECTIVES

- Create and execute impactful programming tied to the opening of Peter Cooper Park that drives community engagement and awareness.
- Build awareness for Peter Cooper Park's offerings and NYHRC's amenities.
- Celebrate the community while also enticing foot-traffic to Peter Cooper Park.

III. STRATEGY

- NYHRC to develop and execute a series of outdoor events to celebrate the opening of Peter Cooper Park and the onset of the spring/summer season.
- NYHRC to create print and digital collateral announcing the forthcoming outdoor events.

IV. TACTICS

Outdoor Events

- To celebrate the opening of Peter Cooper Park, NYHRC proposes hosting a series of free, outdoor events for the community, in which a diverse roster of NYHRC's acclaimed group fitness classes will be showcased.

- The events would be held from 6pm-7pm on one night each week throughout a selected month in the spring or summer (timing contingent upon confirmed date of park opening).
- At the event, guests will be treated to multiple, free activities, all of which will underscore a healthy, balanced lifestyle, including:
 - **Free Fitness Class:** Visitors to the park will be treated to a free fitness class, lead by an NYHRC group fitness instructor.
 - NYHRC to provide instructors and fitness equipment.
 - Potential classes include (but not limited to):
 - Yoga
 - Zumba
 - Boot Camp
 - Step
 - **NYHRC Wheel of Wellness:** Visitors to the park will be encouraged to spin an NYHRC-branded wheel, which will prompt them to participate in various challenges in order to win prizes such as:
 - 20 burpees for a one-month NYHRC membership
 - 15 sit-ups for an NYHRC t-shirt
 - 15 jumping jacks for a NYHRC tote bag
 - **Free Fitness Assessment:** NYHRC Personal Trainers will be on-site at the events, to offer park visitors a free fitness assessment.
- A small table with NYHRC branding will be set up at the events, where NYHRC Memberships Consultants will offer park visitors free guest passes and information on NYHRC.

Print and Digital Collateral

- NYHRC will work internally to create compelling collateral to announce the opening of Peter Cooper Park and the outdoor events. NYHRC will leverage multiple platforms and online assets including:
 - Newsletter: 27,000 subscribers
 - Facebook: 9,852 fans
 - Twitter: 2,407 followers
 - Instagram: 1,775 followers
 - Website: 132,816 page views / month (22,915 uniques / month)
- NYHRC will promote outdoor events via in-club signage at NYHRC Cooper Square location, on social media, and in newsletter.
 - Peter Cooper Park to promote event via social media and on website (if applicable).
- NYHRC will write and create one (1) blog post to be featured on [THE STEAM](#) featuring Peter Cooper Park.
 - Blog post will be promoted via NYHRC's social media platforms.

- Blog will remain on the homepage of NYHRC.com for two weeks before being available in the archives section of The Steam.
- Possible topic and timing to include:
 - SPRING/SUMMER: Taking it to the Streets: How to bring your indoor workout routine to the great outdoors.

V. PREVIOUS PARTNERSHIPS

Below are examples of previous partnerships NYHRC has established with additional NYC parks:

Flatiron Public Plaza: Wellness Wednesday Summer Series

- On July 29, 2015 NYHRC partnered with sportswear brand, Athleta Flatiron, to offer a free, outdoor Zumba class at Flatiron South Public Plaza as part of [Flatiron/23rd Street Partnership's Summer Series](#).
- The class took place at 6:30pm, outside, at the Flatiron South Public Plaza, and was free and open to the public.
- The event was promoted on both NYHRC's and Flatiron/23rd Street Partnership's website, newsletter and social media channels.
- NYHRC had staff, a merchandise table and signage onsite, and offered guest passes and information on membership to visitors.
- NYHRC provided the instructor for the class.
- Flatiron/23rd Street Partnership provided audio hook up.

Union Square Park: Summer in the Square

- In August 2015, New York Health & Racquet Club kicked-off a summer partnership with Union Square Park, and offered free, outdoor fitness classes to all parks visitors as part of its [Summer in the Square](#) series.
- Classes took place outdoors in Union Square's North Plaza and were free and open to the public.
- Events were promoted on both NYHRC's and Summer in the Square's website, newsletter and social media channels.
- NYHRC had staff, a merchandise table and signage onsite, and offered 3-day guest passes and information on membership to park visitors.
- NYHRC provided instructors for pre-determined classes including:
 - **August 6th, 5:00pm – 6:00pm:** Free Boot Camp class lead by NYHRC group fitness instructor, Zach Schares
 - **August 13th, 5:00pm- 6:00pm:** Free Zumba class, lead by NYHRC group fitness instructors, Solange Gomez and Jason Syptak
- Union Square Park provided audio hook up.

Elevated Acre: FIT + LOVE Fitness Event

- On September 9th, 2015 NYHRC partnered with experiential agency, FIT + LOVE to offer a free, outdoor Zumba class at the Elevated Acre Plaza.
- The class took place at 5:00pm, outside, at the Elevated Acre Plaza, and was free and open to the public.
- The event was promoted on both NYHRC's and FIT + LOVE's website, newsletter and social media channels.
- NYHRC had staff, a merchandise table and signage onsite, and offered 3-day guest passes and information on membership to visitors.
- NYHRC provided the instructor for the class.
- FIT + LOVE provided audio hook up.