

Marketing Partnership Program

The Village Alliance has been a leading advocate for the Village community for over twenty years. As a Business Improvement District, the Alliance works with area residents, businesses, and cultural and academic institutions to ensure the district continues to grow and succeed. Our mission is to enhance the neighborhood’s quality-of-life by creating a cleaner, safer and more enjoyable environment.

Goals of Marketing Partnership

The partners agree to construct a partnership of mutual benefit. Through this marketing partnership, we, as a community can promote the business and events in Greenwich Village and Astor Place more proactively and support the district’s growth and success.

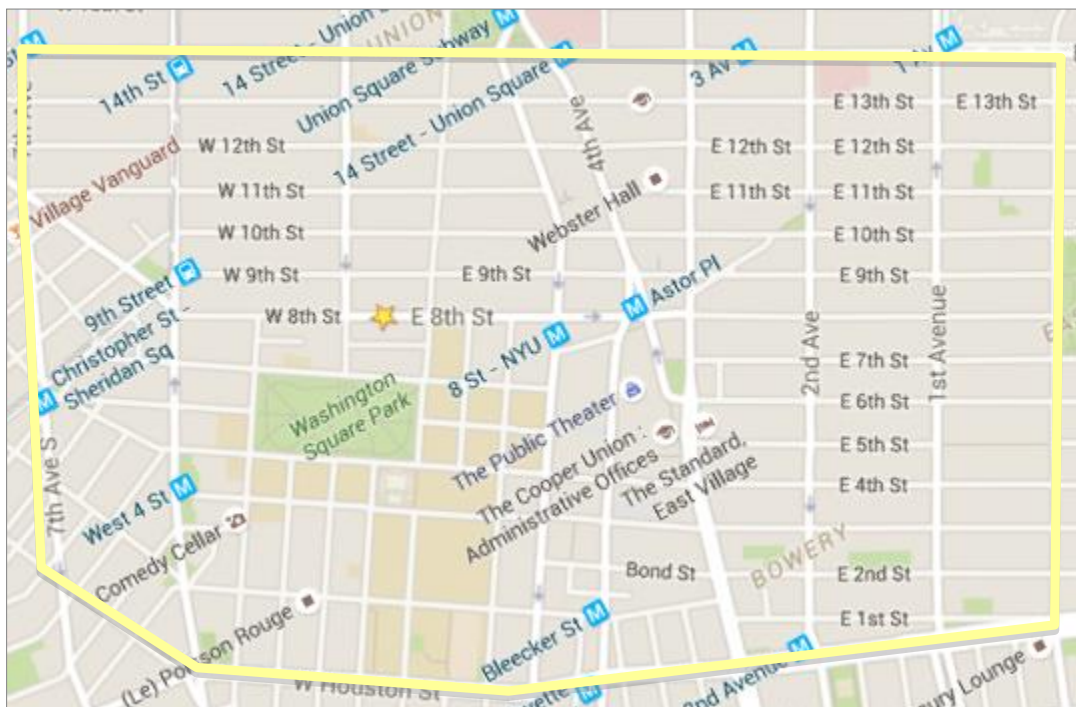
Marketing Commitment by the Village Alliance:

- Listing of partner information and events on the Village Alliance website
- Listing of partner information on the annual printed map/guide
- Listing of partner events and happenings on social media (Facebook & Twitter); one per month on each platform
- Opportunity to co-host new events and/or table at existing events

Marketing Commitment by the Partner:

- Provide VA with content to promote on VA social media
- Promotes VA events and happenings on social media (Facebook & Twitter) one per month as applicable
- Program cost: \$250 per year

Partnership eligibility criteria must be retail or professional services within the highlighted area below (7th Ave – Ave A & 14th St – Houston St)



Networking opportunities are available to develop B2B and cross promotion