



HARLEM DESIGN TOUR 2024

FIRST IN NYCXDESIGN HISTORY

Sunday, May 19, 2024
1:00 to 6:00 pm

Harlem Design Tour 2024

Hybrid Media Event – Engage both traditional media & content creators on-site and virtually to enhance coverage and collaboration.

Opening Dialogue – Richard Pelzer, Founder, HarlemCLX

Screening of Harlem Design History Short – Emmai Alaquiva, Emmy Award-Winning Director

History, Architecture & Design Tours – Guided Trolley & Walking Tours

NYCxDesign Keynote

Speakeasy Nightcap

Harlem Neighborhood Activations

Community House – A vibrant hub in the heart of Harlem activated within an iconic Harlem space. The Community House will serve as a place for creative expression, cultural exchange, and community engagement. Open to the public during the Harlem Design Tour.

Live Music Sessions – Experience performances by celebrated and local artists throughout Harlem from Sugar Hill to Hamilton Heights.

Art Gallery – Explore creativity around every corner with artwork on display from local creatives.

“B-Side Guide” – Navigate Harlem's rich cultural destinations, businesses, and historic landmarks with a curated, interactive, handheld companion for self-guided exploration



NYCxDESIGN 2023

by the numbers

New York City's art + design culture is core to its DNA, creative energy and economy.

160K+
attendees

600M
media reach

30%
attendees from outside NYC

115M+
outdoor media impressions

223+
articles in the press

60K+
designers and architects



Collaborating with eminent architects, designers, creators, and tastemakers, aspire design and home is the global guide to design.

582,500
total readership

125,000
printed copies

31,000+
copies on newstands
(Whole Foods, airport FBO's, Barnes and Noble, Supermarkets and other retail locations)

120,000+
email subscribers



HARLEM DESIGN TOUR 2024

SPONSORSHIP OPPORTUNITIES

Platinum aspire NYCxDDesign Sponsorship Package / \$30,000

Design Tour:

- Listing in Official Festival Guide
- Listing on NYCxDDESIGN Map
- Inclusion within aspire Design Tour Promotional Instagram Story
- Access to aspire Opt-In Design Tour Attendee List
- Inclusion in aspire NYCxDDesign Promotional Email
- Brand Logo on all Design Tour Promotional Materials
- Full Page Ad in NYCxDDesign Show Guide
- Online Editorial on aspiredesignandhome.com
- Inclusion in 8-Page aspire design and home print magazine
- Custom additional ending to Harlem Documentary
- First Right of Refusal to Overarching Sponsor in Category for Chicago

aspire design and home:

- Business Profile (print and digital) aspire Autumn 2024 Issue
- Full Page Ads in aspire design and home (Issues TBD)
- Brand mention within 8 page editorial on Harlem Design Tour
- Inclusion in Short Film from Emmy Award-Winning Creator Emma Alaquiva
- Inclusion in Press/Influencer Event
- Logo Inclusion in the "B-Side" Neighborhood Harlem Tour Guide
- Limited Edition Print from First Annual Harlem Design Tour / NYCxDDesign

Platinum aspire NYCxDDesign Sponsorship Package / \$15,000

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- Inclusion within aspire Design Tour Promotional Instagram Story
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