



market new haven, inc.

Who we are:

Market New Haven is a public/private partnership founded in 2001 and funded by the City of New Haven and its Board of Aldermen, Yale University, Yale New Haven Hospital and the local business community. Our mission is to enhance the positive image of New Haven, communicate its renaissance and to improve the prosperity of the City, its residents, and its businesses.

making it happen in new haven



NEW HAVEN
IT ALL HAPPENS HERE

infonewhaven.com

What we do:

Market New Haven promotes the City as a unique and attractive destination with “something for everyone” by communicating New Haven’s biggest quality of life assets – dining, culture, shopping, events and walkability - in all marketing and communications.

How we do it:

- **Advertising** – Market New Haven produces and manages year-round seasonal advertising campaigns targeted to consumers within a 50-mile radius of New Haven and which consist of an extensive media mix including: television, radio, print, outdoor, online and grassroots advertising.
- **Public Relations** – Market New Haven manages a year-round public relations campaign targeted to local, regional and national media outlets. The public relations strategy consists of targeted specialized media pitches, press releases and media familiarization tours with a view towards generating positive media coverage for the City.
- **New Media** – Together with Town Green Special Services District, Market New Haven manages the City’s official website for dining, culture, shopping and events, www.infonewhaven.com, and drives traffic to the website in all marketing communications and public relations.
- **Events** – Market New Haven manages some of New Haven’s most popular events which promote the City’s unique offerings. Events include:

New Haven RESTAURANT WEEK

New Haven Restaurant Week, a semi-annual six-day celebration of New Haven’s award-winning, unique and internationally diverse restaurant scene, takes place in April and November and brings over 70,000 diners into New Haven each year.

Music ON THE GREEN IN NEW HAVEN

Music on the Green is an annual three-week, free summer concert series held in July. The concert series takes place on the New Haven Green and features critically acclaimed and diverse musical acts. Music on the Green draws upwards of 30,000 spectators annually.

Opportunities

Market New Haven offers a variety of unique opportunities to engage corporations and consumers on a local and regional level. Below are some activation examples:

- **Branding** via Seasonal & Event Advertising/Marketing Campaigns, Public Relations and New Media
- **Community Outreach** via New Haven Restaurant Week & Music on the Green Sponsorships
- **Sampling** via Music on the Green
- **Client Entertainment** via Music on the Green

For more information, please contact:

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2010 Funders:

NEW HAVEN IT ALL HAPPENS HERE

Mayor John DeStefano, Jr.

Board of Aldermen

Yale

**YALE-NEW HAVEN
HOSPITAL**



at&t



COVIDIEN

New Haven Register
NewHavenRegister.com



The United Illuminating Company



OMNI NEW HAVEN HOTEL
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do your thing™



Citizens Bank®



NewAlliance Foundation



TD Bank

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WebsterBank®
We Find a Way

Anthem

Bank of America

**CASEY
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THE study
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