

The Empire State Building is privately owned by Empire State Building Company.

Selection as an Empire State Building Lighting Partner is at the sole discretion of the ownership and management of the Empire State Building Company L.L.C. The Empire State Building is a privately owned building—not owned by New York City or the State of New York—and, therefore, has its own selection review and policies. Selection as a Lighting Partner is a privilege, not an entitlement. Only the official applicants on the original submitted application will receive written notification stating whether your application has been approved or denied on official Empire State Building Lighting Partner letterhead sent via e-mail. Follow-up calls, emails and faxes are not necessary and may not be responded to; please assume that the written notification you receive is the final response from ESB.

Applying to become an Empire State Building Lighting Partner does not guarantee approval. Moreover, past Lighting Partners must apply each year to be considered and are not automatically guaranteed to be selected again.

The Empire State Building celebrates many cultures and causes in the world community with iconic lightings. Outside of its tradition of lightings for the religious holidays of Easter, Eid al Fitr, Hanukah, and Christmas, the Empire State Building has a specific policy against lighting for religious figures, religious organizations, and additional religious holidays.

Due to the high volume of applications, the Empire State Building Company is under no obligation to provide specific feedback to any individual or organization regarding the status, merit and/or denial of its application. If you do not agree to these terms, your application will not be considered and submitted through the review process.

(Print Name of Main Contact Person) _____ on behalf of

(Organization Name/Applicant) _____ has

read, understands and agrees to the above terms.

Signature **(required)** _____

Empire State Building Lighting Partner Application

Applicant/Organization:

Contact Person:

Address:

Phone:

E-mail:

Tell us about your organization. Please provide a boilerplate.

Describe the event associated with your request:

Date of event/special lighting:

Date by which decision from ESB is desired **(REQUIRED)**:

Colors requested - three (3) maximum

Available colors:

All three sections: Blue, Red, Green, Yellow, White

Bottom and Middle Sections Only: Orange, Pink, Purple

- Bottom: _____
- Middle: _____
- Top: _____

Is this an annual or one-time event?

Have you previously submitted a lighting request for this event?

- Was it approved?
- If yes, please provide dates.


Have you approached other buildings regarding lighting for this event?

- If yes, which buildings?

Are other events associated with this request?

- If yes, please describe.

Please specify how the Empire State Building and its Lighting Partner logo (see above) would be featured in your organization's media and promotional materials, advertisements, advisories, etc. and the length of time the Empire State Building would be featured. Check all that apply:

Empire State Building Involvement		Description	Length of Time Featured (if applicable)
<i>Advertisements</i>			
<i>Brochure</i>			
<i>Celebrity Spokesperson/Photo Opportunity</i>			
<i>Donor Wall</i>			
<i>E-mail Blast</i>			
<i>Flyer</i>			
<i>Invitations</i>			
<i>Journal</i>			
<i>Journal Ad</i>			
<i>Media Outreach (Local)</i>			
<i>Media Outreach (National)</i>			
<i>Media Outreach (International)</i>			
<i>Newsletter</i>			
<i>Organization Publication</i>			
<i>Photo Opportunities with ESB Lights and/or at Observatory</i>			
<i>Poster</i>			
<i>Press Materials</i>			
<i>Program</i>			
<i>Promotional/Giveaway Materials (i.e. tee shirts, water bottles, hats, bags, etc.)</i>			
<i>Remarks (i.e., at gala dinner, etc.)</i>			
<i>RSS Feed</i>			
<i>Website/Link to www.esbnyc.com</i>			
<i>Other (please specify)</i>			

Kindly fax application to 212.760.1418 or via e-mail to lightingpartner@esbnyc.com.