A sponsorship that’s as big as NYC’s lunch market

We connect you with our audience of corporate offices
A little bit about us
STADIUM specializes in corporate lunch delivery to offices in NYC

- Daily Lunches Delivered: ~2,000 per day, ~10K per week, ~42K per month
- Unique NYC Buildings Visits: 75 per day, 247 per week, 310 per month
- Unique Office Visits: 120 per day, 397 per week, 1,711 per month
- Unique Company Relationships: 2,628
- Active Restaurant/Brand Partners: 149
- Total Individual Customers in NYC: 78,918
- On-Time Delivery Rate: 99.3%
- Total Lunch Organizers (Office managers, hosts): 6,998
Company types

- 10-30 employees: 38%
- 30-50 employees: 38%
- Over 50 employees: 19%
- Other: 5%

Industry Breakdown:

- Marketing & Advertising: 30%
- Internet & Technology: 30%
- Finance: 12%
- Accounting: 10%
- Publishing: 7%
- Legal: 4%
- Other: 7%

Representative Companies (Total: 2,628)

- Wavemaker
- Ernst & Young
- OMD
- Havas Media
- PwC
- Condé Nast
- L'Oréal
- Morgan Stanley
- Salesforce
- Amazon
**Demographics**

**Age Group**

- Below 24: 10%
- 24-38 years: 57%
- 38-50 years: 30%
- Over 50: 3%

**Gender Composition**

- Female: 57%
- Male: 43%

- Median income: $101,000/year
- % employed: 99%
- % with Bachelors degree: 96%
Where we deliver

NYC Zip Code Distribution

- 10001: 15%
- 10010: 13%
- 10013: 9%
- 10018: 9%
- 10007: 8%
- 10017: 8%
- 10019: 8%
- 10003: 7%
- 10011: 7%
- 10016: 6%
- Other: 9%

Busiest buildings

- 3 World Trade Center
- 215 Park Avenue South
- 100 West 33rd Street
- 195 Broadway
- 5 Times Square
- 1 World Trade Center
- 75 Varick Street
- 299 West Houston Street
- 150 East 42nd Street
- 200 Hudson Street
- 4 World Trade Center
- 375 Park Avenue
- 200 Park Avenue South
- 1675 Broadway

High density buildings (more than 10 offices per building)
Medium density buildings (5-10 offices per building)
Low density buildings (2-5 offices per building)
Ordering patterns

**Popular Meal Categories**

<table>
<thead>
<tr>
<th>Category</th>
<th>Restaurants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vegan Salads</td>
<td>By Chloe</td>
</tr>
<tr>
<td>Salads</td>
<td>sweetgreen</td>
</tr>
<tr>
<td>Sushi, Poke</td>
<td>Bondi Sushi, Sons of Thunder</td>
</tr>
<tr>
<td>Mexican</td>
<td>Oxido, La Chula</td>
</tr>
<tr>
<td>Burgers</td>
<td>Shake Shack</td>
</tr>
<tr>
<td>Indian</td>
<td>Inday, Indikitch</td>
</tr>
<tr>
<td>Asian</td>
<td>Thai Street, Glaze, Poké Junké</td>
</tr>
<tr>
<td>American Neutral</td>
<td>Good Seed, Blank Slate</td>
</tr>
</tbody>
</table>

**Popular Snack & Beverage Categories**

<table>
<thead>
<tr>
<th>Category</th>
<th>Current Brands</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kombucha</td>
<td>Health-Ade, Pilot</td>
</tr>
<tr>
<td>Tea &amp; Coffee</td>
<td>Birch, La Columbe, Honest Tea, Matchabar</td>
</tr>
<tr>
<td>Sparkling Waters</td>
<td>La Croix, Spindrift, Alta Palla, Hal's, S. Pellegrino</td>
</tr>
<tr>
<td>Dried Fruit, Nuts &amp; Granola</td>
<td>nuts.com, Watermelon Road, Bobby Sue's</td>
</tr>
<tr>
<td>Wellness Drinks</td>
<td>Dirty Lemon, Recess</td>
</tr>
<tr>
<td>Cold Pressed</td>
<td>Jus by Julie, Martinellis, Harmless Harvest, BluePrint</td>
</tr>
<tr>
<td>Waters</td>
<td>Essentia, Core, Flow</td>
</tr>
<tr>
<td>Cookies &amp; Confections</td>
<td>Ovenly, Tiny Tate's, Mayana, Petit Pot</td>
</tr>
<tr>
<td>Chips, Pretzels, &amp; Savory Snacks</td>
<td>Deep River, Lillie Q's, Legally Addictive</td>
</tr>
<tr>
<td>Jerky &amp; Other High Protein</td>
<td>Ostrim, Ayoba-yo, Lawless Jerky, Kalahari Biltong</td>
</tr>
</tbody>
</table>
Sponsored Lunch Example - Kind Bar

Brand message (max 35 characters)

Brand image (1920 by 935 px)

10% OFF today's lunch. Thanks KIND!

You've been invited to lunch
CONDÉ NAST <> OGILVY LUNCH
FEBRUARY 21, 2019, 11:45 AM - 12:15 PM

Host will cover the check

Work email

Continue

Order by 10 am on order day
Call-Out Messaging while Ordering Lunch

Brand message displayed on hover
(max 35 characters)

10% OFF today!
Thanks to today’s sponsor
100% Transparency & Accountability

After your campaign, you’ll know exactly which companies received sponsored lunches.

No deliverability issues, and measurable ROI into the next sale.

<table>
<thead>
<tr>
<th>Company name</th>
<th>Company zip</th>
<th># of sponsored lunches</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wavemaker</td>
<td>10007</td>
<td>7</td>
</tr>
<tr>
<td>OMD</td>
<td>10007</td>
<td>15</td>
</tr>
<tr>
<td>OMD</td>
<td>10007</td>
<td>7</td>
</tr>
<tr>
<td>EasternTV</td>
<td>10001</td>
<td>68</td>
</tr>
<tr>
<td>RATE CARD</td>
<td>SAMPLING</td>
<td>SAMPLING + PLACEMENT</td>
</tr>
<tr>
<td>-----------</td>
<td>----------</td>
<td>----------------------</td>
</tr>
<tr>
<td>Digital promotion</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Sample distribution</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Placement on STADIUM’s menu</td>
<td>-</td>
<td>✔️</td>
</tr>
<tr>
<td>Subsidized lunch (10% off) Courtesy of Sponsor</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Price per sample</td>
<td>$2</td>
<td>$4</td>
</tr>
<tr>
<td>Minimum spend</td>
<td>500 samples $1,000</td>
<td>500 samples $2,000</td>
</tr>
</tbody>
</table>

Brand to provide samples

- Placement on STADIUM’s menu: https://servedbystadium.com/menu

- 2 SKUs for 2 months

- 2 rotating SKUs for 6 months
Interested?

stephanie@servedbystadium.com
10% OFF today’s lunch. Thanks HEALTH-ADE

You’ve been invited to lunch
CONDÉ NAST <> OGILVY LUNCH
FEBRUARY 21, 2019, 11:45 AM - 12:15 PM
Host will cover the check

Order by 10 am on order day
Sponsored Lunch Example - SoulCycle

Brand message (max 35 characters)

10% OFF today's lunch. Thanks SoulCycle!

You've been invited to lunch
CONDE NAST <> O'GILVY LUNCH
FEBRUARY 21, 2019, 11:45 AM - 12:15 PM
Host will cover the check

Order by 10 am on order day

Brand image (1920 by 935 px)
Sponsored Lunch Example - Dirty Lemon

Brand message (max 35 characters)

Brand image (1920 by 935 px)

10% OFF today's lunch. Thanks DIRTY LEMON!

You've been invited to lunch
CONDÉ NAST <-> OGILVY LUNCH
FEBRUARY 21, 2019, 11:45 AM - 12:15 PM

Host will cover the check

Work email

Continue

Order by 10 am on order day
Sponsored Lunch Example - WeWork

10% OFF today's lunch. Thanks WeWork!

You've been invited to lunch

CONDÉ NAST <> OGILVY LUNCH
FEBRUARY 21, 2019, 11:45 AM - 12:15 PM

Host will cover the check

Work email

Continue

Order by 10 am on order day
Interested?

stephanie@servedbystadium.com