Heroes of the Harbor celebrates maritime leadership in the business, nonprofit, and corporate sectors. Every year, the Waterfront Alliance honors those who have contributed to the vibrancy, sustainability, economy, education, and awareness of the New York and New Jersey harbor, its port, and the metropolitan area. This event elevates the importance of our waterways, port, and coastlines to decision makers, influencers, and leadership.

JOIN US AS WE CELEBRATE OUR 2022 HEROES OF THE HARBOR!
Make your pledge today: waterfrontalliance.org/sponsorship

At this year’s Heroes of the Harbor gala, we celebrate the recovery of our region and our commitment to the future — a future that is resilient to the effects of climate change, committed to renewable energy, and embraces the centrality of the New York and New Jersey harbor to our economic and social health.

2022 marks the 15-year anniversary of the Waterfront Alliance. We are excited to share a wonderful night of celebration with you on October 12, 2022 recognizing our honorees and 15 years of outstanding progress as a leadership organization.
SHARLENE BROWN
We honor Sharlene Brown, executive director of the YMCA of Greater New York/Castle Hill, whose work has fostered learning and civic engagement experiences for young people about their local waterfronts and the life along the coastline. The Waterfront Action Plan for Community Board 9, released in 2017, led to the first-ever City of Water Day celebration with the YMCA of Greater New York/Castle Hill to connect waterfront and environmental education programming to its suite of activities for families. Since that time, Sharlene cemented a partnership with Waterfront Alliance through a multitude of community festivals and programs that have reached hundreds of people of all ages, but especially youth. Thanks in great part to Sharlene, young people in the Castle Hill community now enjoy rowing opportunities, nature walks in salt marshes, water quality testing, and STEM activities on climate science, resilience, and ecology. Her leadership is leading to a greener, bluer, and more environmentally just Bronx and New York and New Jersey harbor.

HAROLD DAGGETT
We honor this year the work of Harold Daggett, president of the International Longshoremen’s Association, for his work and for ILA members’ commitment during the Covid-19 crisis that continues to keep essential supply chains intact across the country; for his accomplishments negotiating two major contracts that keep ILA members among the best-compensated blue-collar workers in America; for his overall support of the maritime industry; and for his and his members’ work throughout the port in the aftermath of Hurricane Sandy to bring essential operations back online more quickly than almost any other industry.

JOHN NARDI
We honor John Nardi, president of the New York Shipping Association, for his career and commitment to the maritime and shipping industry, and his lifelong dedication to the economic engine of our region and country that is the New York and New Jersey harbor. John’s leadership working with port employers during the continuing Covid-19 crisis, his solutions and engagement in labor relations, and his overall support of the industry during the pandemic have contributed to the New York-New Jersey region’s record-breaking growth in port volume and ability to avoid supply chain bottlenecks common to other ports around the country.
Sponsorship Opportunities

___ Admiral $30,000
- 15 tickets
- First acknowledgment during event opening remarks
- Reserved seating during program
- Provide a branded giveaway item to all attendees
- Full-page ad in digital event program and logo included in printed program
- 3 dedicated social media posts and tagged in general posts during the event
- Premiere-level listing on invite, press release, and other digital onsite and promotional materials sent to 14,000 subscribers
- Inclusion on event website in prime location
- Exclusive interview or article placement in WaterWire, Waterfront Alliance’s principal publication
- 10 invitations to special 15th Anniversary Sunset Sail event on Oct. 3

___ Commodore $20,000
- 10 tickets
- Acknowledgment during event opening remarks
- Reserved seating during program
- Provide a branded giveaway item to all attendees
- Full-page ad in digital event program
- 2 dedicated social media posts and tagged in general posts during event
- Second-level listing on invite, press release, and other digital onsite and promotional materials sent to 14,000 subscribers
- Inclusion on event website
- 6 invitations to special 15th Anniversary Sunset Sail event on Oct. 3

___ Captain $15,000
- 8 tickets
- Half-page ad in digital event program
- 1 dedicated social media post and tagged in general posts during event
- Third-level listing on invite, press release, and other digital onsite and promotional materials sent to 14,000 subscribers
- Inclusion on website
- 4 invitations to special 15th Anniversary Sunset Sail event on Oct. 3

___ Commander $6,000
- 4 tickets
- Quarter-page ad in digital event program
- Tagged in general social media posts during the event
- Listing on invite, press release, and other onsite and digital promotional materials sent to 14,000 subscribers
- Inclusion on website

___ Lieutenant $3,000
- 2 tickets
- Name written in digital event program
- Listing on invite, press release, and other onsite and digital promotional materials sent to 14,000 subscribers
- Inclusion on website

___ Ensign Sponsor $1,500
- 1 ticket
- Name written in digital event program
- Listing on invite, press release, and other onsite and digital promotional materials sent to 14,000 subscribers
- Inclusion on website

INDIVIDUAL TICKETS AND DONATIONS
Individual tickets, and donations in lieu of attending, may be paid at: heroesoftheharbor2022.eventbrite.com

MAKE YOUR SPONSORSHIP PLEDGE TODAY: waterfrontalliance.org/sponsorship

LEVEL UP TO THE CHAIR’S CIRCLE
Commit to sponsoring both the 2022 Heroes of the Harbor gala and next spring’s Waterfront Conference and receive 10% off your sponsorship as well as special recognition as a member of the exclusive Chair’s Circle.

Contact Mackenzie Pope, Development Manager, for details: m pope@waterfrontalliance.org | 212.935.9831 x106