

Welcome to **Shopify Spaces**

Partnership model + venue overviews





Very nice to meet you!

Shopify Spaces are IRL destinations and happenings where local entrepreneur communities come to connect, learn and grow through a range of on-site event programming, retail activations and value-add services. We operate a fixed location in Manhattan's Soho neighborhood, and occasional pop-ups elsewhere.

Visit [Shopify NY](#)

Our goal

Our goal is to welcome as many community members as possible to our Spaces, and we're always looking for partners with whom we can build engaging, on-site events and experiences.

We provide our partners access to a **no-cost event venue**, plus **market development funds** and a **skilled marketing team** to help program and produce the experience. In return, partners co-market the event to their followers and drive attendance.

We look forward to working with you.





General details:

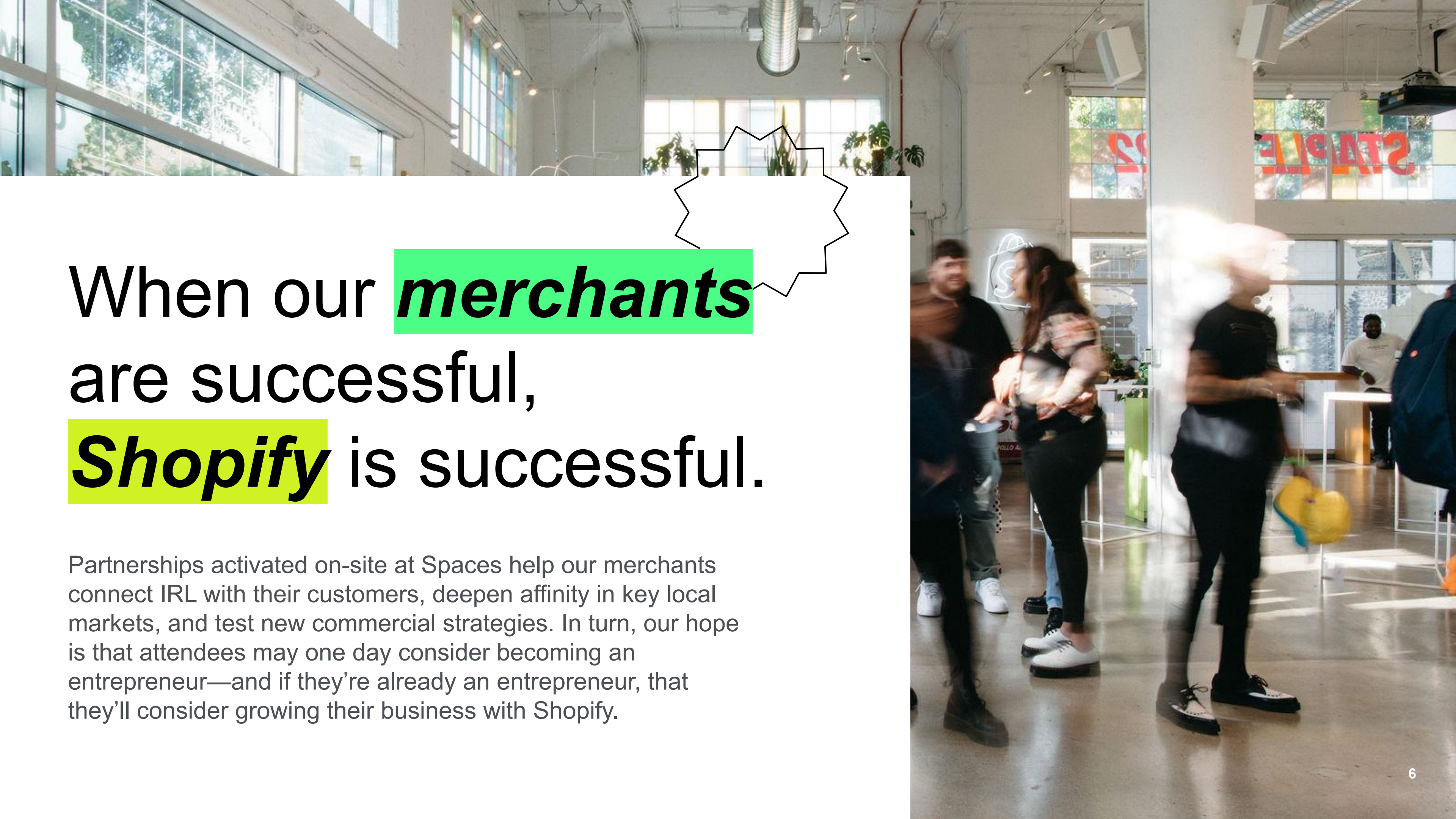
Founded	2021
Size	Approx. 5,000 usable square feet across two levels
Capacity	170 guests standing across both floors; 125 seated across both floors
Location	We're located at 131 Greene Street (between Houston and Prince streets) in downtown Manhattan's Soho neighborhood, a premier luxury shopping and lifestyle district serviced by most major subway lines (BDFM at Broadway-Lafayette, CE at Spring Street, RW at Prince Street). Our next-door neighbors include Ralph Lauren, Apple, Proenza Schouler, and Design Within Reach.
Nearby attractions	Nolita art galleries and restaurants, New York University's main campus, Color Factory New York, and so much more.

Venue features:

High-ceilinged, ground floor space in prime Soho location with additional garden level illuminated by skylights
Street-facing retail area with high-end VITSOE & USM fittings
A/V equipment <ul style="list-style-type: none"> • 110" LG jumbo screen • Crestron lighting and A/V control system • Soundboard with 6 microphones • Digital signage: 6 LG screens (from 43" to 49") throughout • Sonos-enabled wireless + wired audio system, XLR port for DJ
Food & beverage <ul style="list-style-type: none"> • Ground-floor Café fitted with La Marzocco Strada espresso machine, 2 built-in nitro cold brew/beer taps, sinks, under-counter refrigerator • Additional garden level 10' x 5' kitchen with 2 commercial-grade refrigerators and other appliances, plus dedicated storage
On-site photo studio + 10' x 10' back-of-house/storage space
2 on-site restrooms w/ Grohe & Toto fixtures, Public Goods amenities
Streetfront loading doors & elevator with ramp for large installs

Partnership model

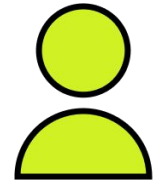


The background of the slide is a photograph of a modern, bright office space. The room has high ceilings with exposed ductwork and large windows that let in natural light. Several people are visible in the background, some standing and talking, others sitting at tables. The overall atmosphere is professional and collaborative.

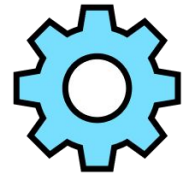
When our **merchants** are successful, **Shopify** is successful.

Partnerships activated on-site at Spaces help our merchants connect IRL with their customers, deepen affinity in key local markets, and test new commercial strategies. In turn, our hope is that attendees may one day consider becoming an entrepreneur—and if they're already an entrepreneur, that they'll consider growing their business with Shopify.

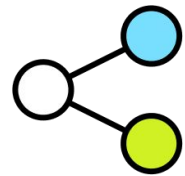
Our team



8-person **full-time marketing staff**



In-house **event planning, programming, digital marketing and project management** expertise



Network of **local creative and production talent**



Event promotion across Shopify Spaces email and web channels, plus paid social advertising

Here's how our partnerships work:

Shopify contribution

- Centrally located, fully staffed event venue at no cost to partner
- Full-service planning and project management support from skilled, on-site event marketing team
- Co-marketing of event in our weekly email newsletter, plus promotion across our web, Slack and paid social channels at no cost to partner**

Partner contribution

- Co-branding of event. We offer a range of co-branding styles to suit most projects, from supporting “Powered By Shopify” messaging to more prominent “Shopify x [Partner]” callouts for projects co-developed with Shopify.
- On-site participation by key partner talent. Talent-led experiences tend to deliver stronger attendance.
- Co-marketing of event to your followers across relevant channels (social media, email, SMS, web) and commitment to jointly achieving event attendance goals
- Use of Shopify technology for on-site retail activation (if relevant, with hands-on support provided by Shopify experts)

**Does not include organic promotion on Shopify corporate social handles

What we look for in our partners:

✓ Current Shopify merchant or like-minded organization

✓ Large, loyal, local following

✓ Clear objective and goals for partnership

✓ Talent with cultural relevance, subject matter expertise



Event formats

Event formats

While every partnership is unique, here are four formats that we've seen success with to get your creative juices flowing:



Shoppable Gallery

Highly curated, experiential display of design, fashion or other lifestyle products with supporting programming (exclusive product release, press preview, opening-night/VIP party, founder/creator talk). Multi-day activation where visitors come to be inspired and reserve/purchase products for later delivery.



Fan Meetup

High-energy, IRL gathering of content creator's online following, with supporting on-site pop-up selling creator's branded merchandise. Multi-day activation where visitors come for talent meet-and-greets and photo opps. Can include a live broadcast of creator's show.



Bazaar

Diverse marketplace featuring assortment of products selected by partner from various makers, plus supporting food and beverage activations and opening-night party. Multi-day activation where visitors come to browse, eat and view maker demonstrations.



Workshop

Empowering masterclass hosted by well-known talent(s) on an entrepreneurship-related subject. Half-day event (or multi-event series) where visitors come to network and learn.

Testimonials

“Shopify coordinated the event flawlessly. Engagement from customers and subsequent retail sales went extremely well. We could not have done it without the Shopify team.”



– Zach Aburaneh, GM, Curves by Sean Brown

"The Shopify team was a pleasure to work with. They did an amazing job building out the space and handling logistics, inventory, staff, and more. They made sure that our pop-up shop was **an experience for everyone to remember.**"



– Trent Simonian, Co-Founder & Host, Sidetalk

“We really enjoyed working with the Shopify NYC crew as they truly became an extension of our team. Advanced planning was extremely efficient with great input to make our brand creative vision optimally integrated to the space and feeding us with insights from prior activations. We especially appreciated the agility of the team allowing us to adjust and troubleshoot in real time through the event.”



– Julien Bouzitat, Chief Marketing & Digital Officer, AmorePacific

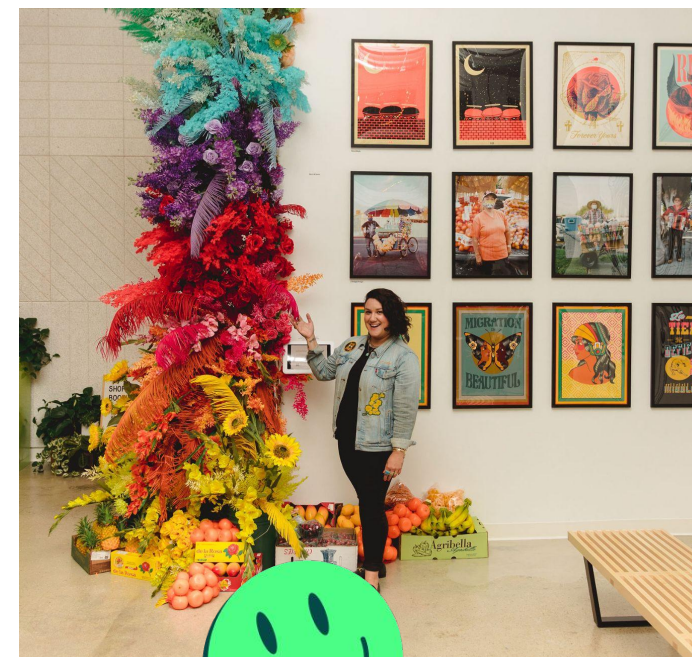
“Thorough, professional, and committed: The Shopify team thought of everything! Our team is based in Canada, so it was really valuable to have such a reliable partner who could run the show for us. The event was a great success and went off without a hitch.
We're looking forward to the next one already.”

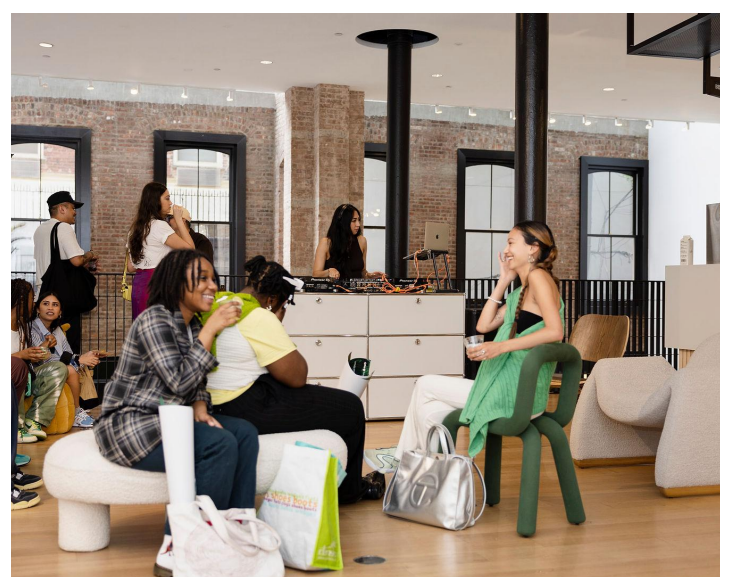
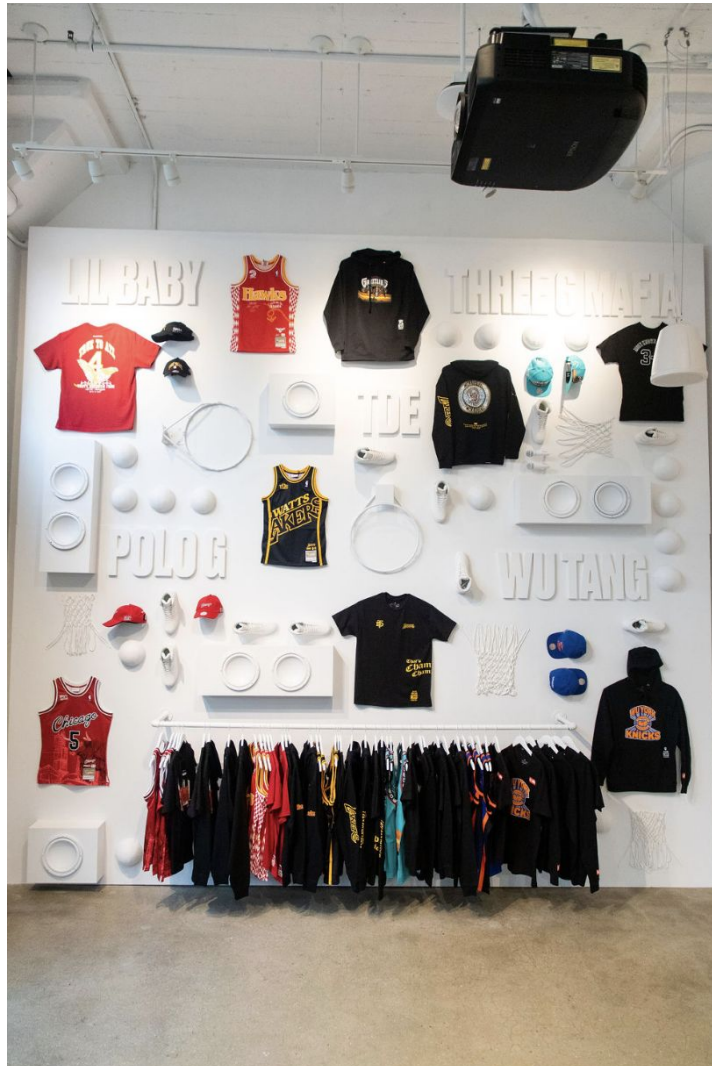


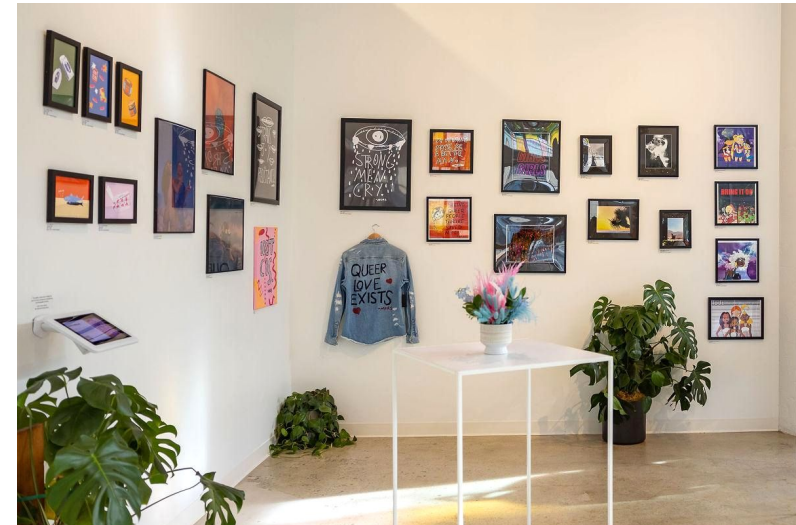
– Peta Suzanne Oshry, Brand Manager, Acid League

Recent partnerships









[Click here](#)
to
[view more](#)

Next steps



Ready to discuss your partnership idea with us?

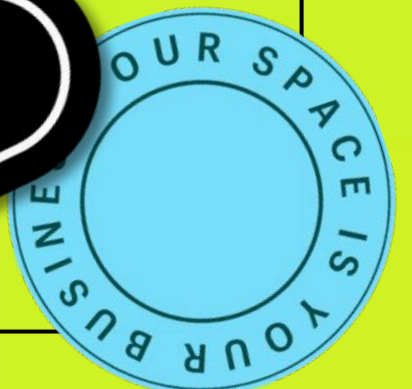
Reach out to the Shopify Spaces team [here](#).

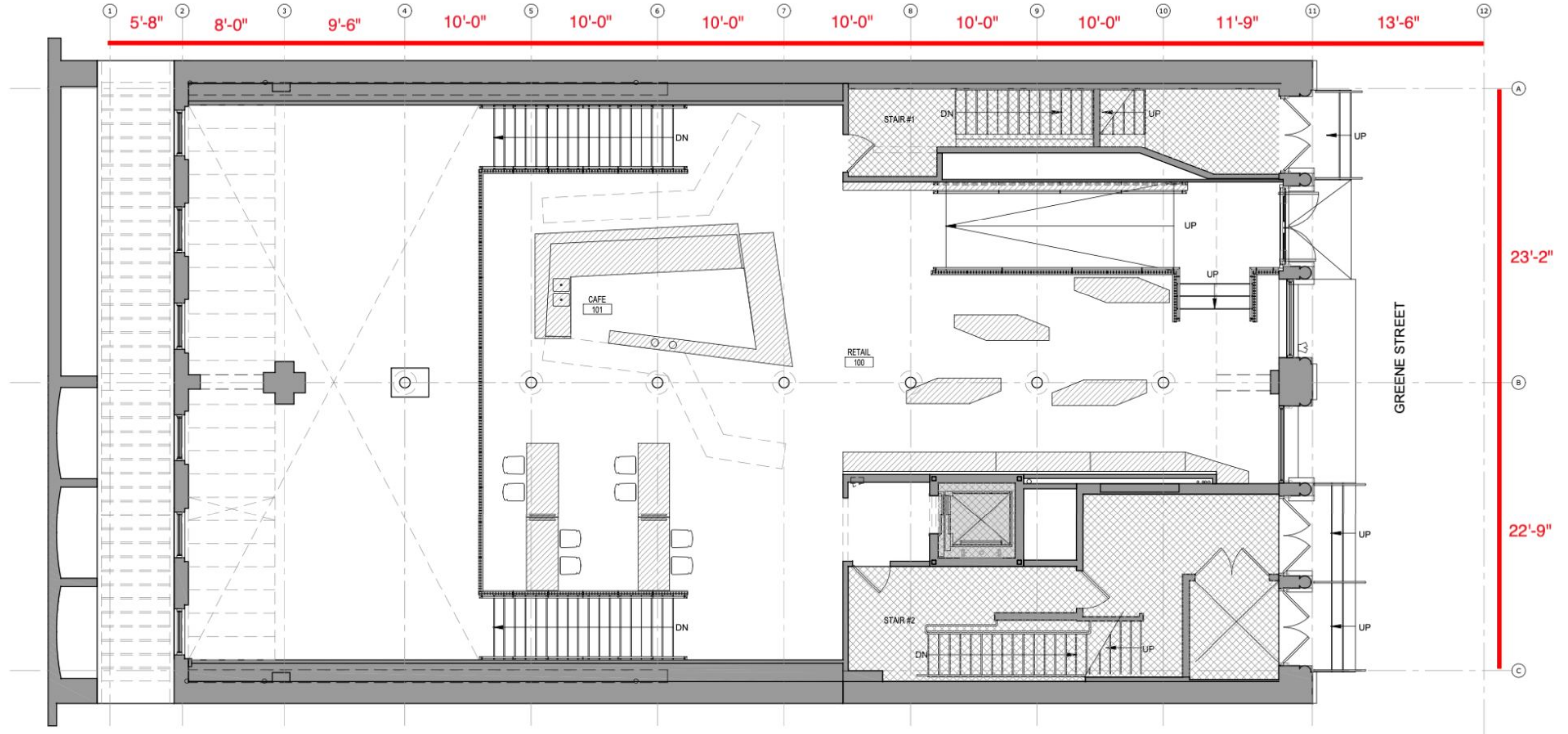
You'll be asked to submit a brief description of your idea to get the ball rolling, then one of our team members will be in touch within 3 business days.

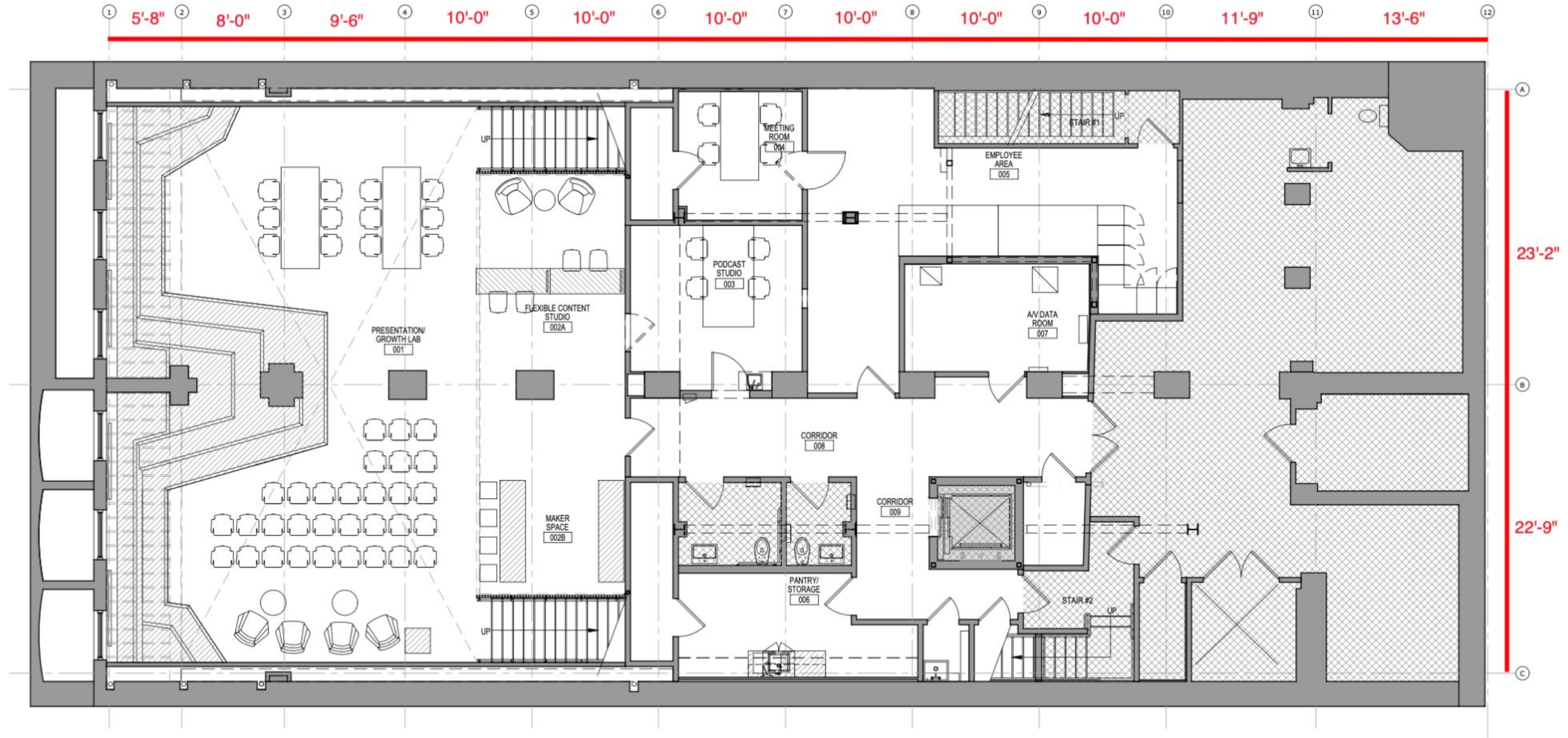
You can also visit our NY website to learn more:



Thank you.







Note: Dimensions are approximate and should be site-verified.