

become a BAX sponsor

BAX

Brooklyn Arts Exchange

*arts and artists
in progress*

I N C R E A S E Y O U R L O C A L V I S I B I L I T Y . . .

while supporting a vital arts center.

BAX's combined online messages (web pages and Facebook posts) received close to 370,000 views last year, and we are constantly working toward increasing these numbers.

BAX is a tremendous asset to Park Slope, to Brooklyn, to NYC and beyond as leaders in the performing arts, arts-in-education, and artist services fields.

Walk through our red doors and you experience a vibrant, welcoming environment where children learn, artists create and everyone is valued.

This packet includes information on the various types of sponsorships available, and the benefits of becoming a BAX Sponsor.

For more information contact:

Fernando Maneca

Press & Marketing Director
BAX/Brooklyn Arts Exchange
421 Fifth Avenue, Brooklyn, NY 11215
718.832.0018 | fernando@bax.org

Note: This document was last updated on January 2012.

Increase
your local
visibility...

8,000

As a sponsor you benefit from the work we do to increase our visibility within the community.

We are constantly updating our databases, striving to implement new technologies, online services and social media platforms, and finding ways to deepen our use the tools available to us.

Number of students, family members, artists, and audience members that BAX draws to Park Slope, Brooklyn, each year.

190,407

Number of page views on **bax.org** from January 22, 2010 to January 21, 2011.

169,312

Number of post views from January 22, 2010 to January, 21, 2011 on our primary Facebook page.

7,701

Number of active contacts in our email marketing database used for our monthly e-newsletter and targeted emails.

17,860

Number of contacts in our database. While our primary marketing tools are hyper-media based, we do still use direct mail, occasionally. This year, we will be making an effort to move some of these contacts away from paper.

We have created a variety of opportunities for sponsor visibility throughout our organization, both in our physical space and our online portals.

Please keep in mind that a BAX Sponsorship need not mean an outlay of money. Throughout the year we need goods and services for our general operation, for fundraisers, performances, conferences, etc. Using the following sponsorship categories/rates as a guideline, we will work with you to create a barter package that is mutually beneficial.

Supporting Sponsor

\$500

Your company's information will be displayed in the following places for a full year:

- Ad in Playbill
- Mention in Sponsor's page on www.bax.org/sponsor/
- Placement of postcards or business cards on the book shelf next to the reception desk.
- Bulletin Board (including a 1-month long spotlight)

Premiere Sponsor

\$1000

Includes all of the above PLUS:

- Sponsor's Column on every page of our website
- Online Auction: www.BiddingForGood.com/bax

Premium Sponsor

\$1500

Includes all of the above PLUS:

- an ad in BAXnews (our monthly e-newsletter) for one year

Sustaining Sponsor

\$2500 & Above

Includes all of the above PLUS:

- the naming opportunity for a BAX 2011/12 Performance Series

Our sponsorship barter program is a great way to be seen in our community without an outlay of cash. You can become a BAX Sponsor by bartering goods and services necessary for operating a not-for-profit organization in exchange for sponsorship perks.

We will work with you to create a barter package that is mutually beneficial.

The following is an incomplete list of goods and services we need on a regular basis.

SUPER STOOP SALE

Fall 2012 (dates tbd)

We are looking for a carting company to take away the left-over items that don't sell.

ANNUAL BAX10 AWARDS

May 5, 2012

The annual BAX10 Awards ceremony is how we celebrate our anniversary.

For this year's event we will be transforming the BAX Building into a carnival, complete with performances, food & drink, and of course the awards ceremony honoring artists, arts educators and arts managers.

MATERIALS, GOODS AND SERVICES

Past barterers have included wine, beer and food for special events, goods and services for our online auction, and building materials to maintain the facilities. Let us know what you have and what you do, and we'll work with you to create a barter package that is mutually beneficial.

ONLINE MARKETING BARTER

Do you sell ad space on your website? We trade ad space with a variety of businesses in the arts, and in our neighborhood.

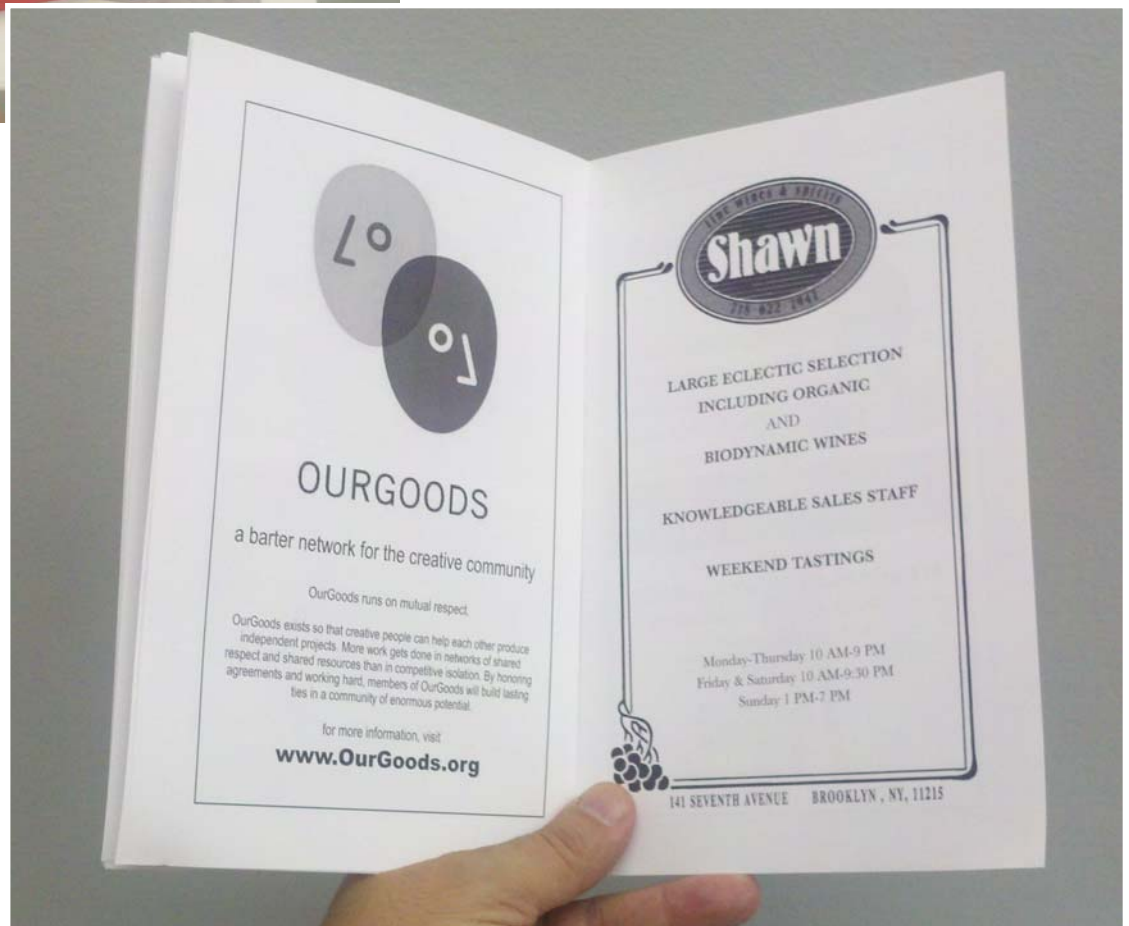


Sponsors at every level receive a full page ad in our playbill which is viewed at over 50 performances per season, including our Fall and Spring student concerts.

SPECS: 4.5" wide X 7.5" tall

PLEASE NOTE:

- Ads can be updated throughout the year, as a different playbill is printed for each event.



throughout the building

pg. 5

Sponsor's ads appear along side our current and upcoming events on the first landing cork board as visitors enter our building. — SPECS: 4.5" wide X 7.5" tall

We have begun to highlight sponsors in the **SPONSOR OF THE MONTH** section (see below). The space designated for the spotlight is up to 11" wide and 17" tall. Every Sponsor will be featured at least once during their sponsorship contract. Scheduling the display is on a first-come-first-served basis, but we will endeavour to accommodate sponsor's schedules.

Additionally, there are two book shelves where sponsors can display post cards and/or business cards. The first is next to the reception desk. The second is on the third floor next to Studio C, in the corridor leading to the Theater.

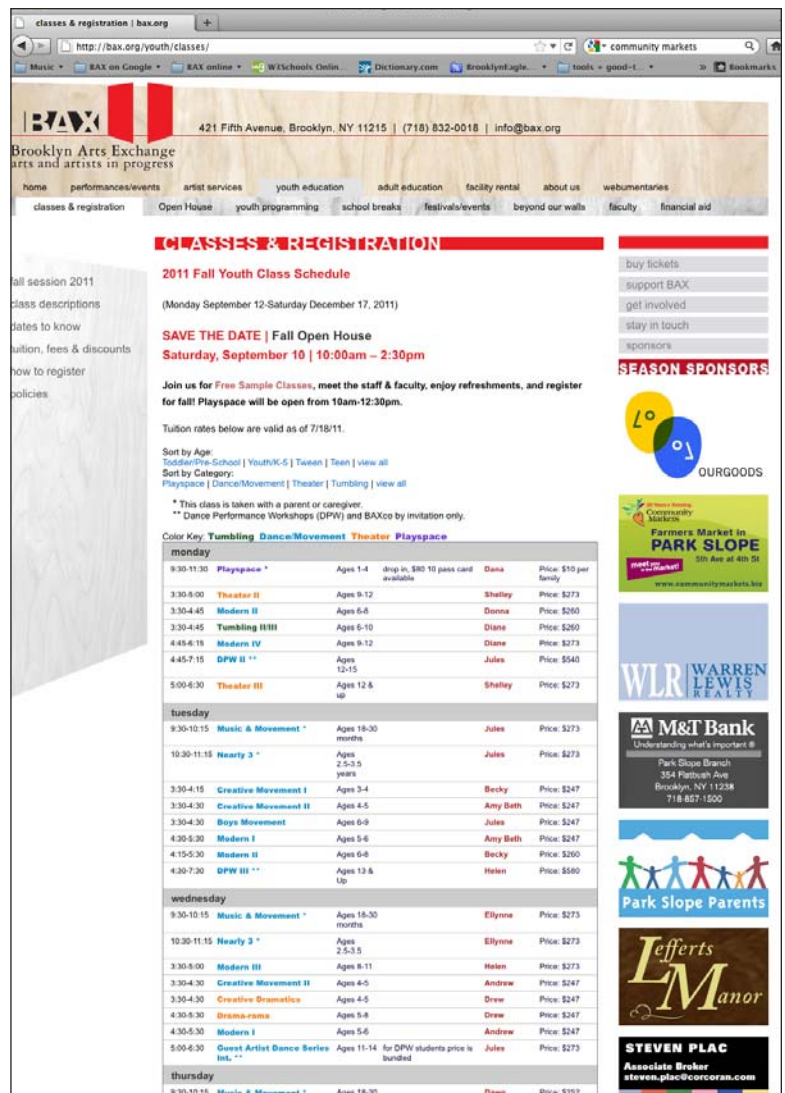


the website

Sponsor's ads (linkable to their websites) appear on every page of our website. To ensure that no sponsor's ad is stuck "below the fold", the ads rotate position on the page every time visitors navigate to a new page.

SPECS: 200px wide X 130px tall

Sponsors are also listed and linked to on the Sponsor's page.



We email BAXnews (our eNewsletter) on the second to last Tuesday of each month. This email goes out to our entire list of approximately 7,400 email addresses, which are updated frequently.

Sponsors are featured in the SEASON SPONSORS section of the eNewsletter.

SPECS: 600px wide X 100px tall

Additionally, we collaborate with our sponsors, co-creating content that is of interest to our community, with links to the sponsor's website.



BAX **BROOKLYN ARTS EXCHANGE**
arts and artists in progress
421 Fifth Avenue, Brooklyn, NY 11215 | www.bax.org | 718.832.0018

BAX news
Upcoming Youth Programs & Family Events

OCTOBER 2011

Dear Fernando,

We often talk about BAX as a home. This summer I sat down with intern Nasrene Haj and that's the word she kept using for what she has at BAX and what she has sought and compared her experiences to since she graduated in 2007. So what is this home and why is it important?

An artistic home can mean a center whose aesthetic values are shared by the people who make new dances or plays or the audiences who come to see them. In a series of snapshots I want to describe to you a home based on a different kind of value. It is a home for small and large successes but also wrong directions, mistakes, starting over. Home to try something new or do it in a different way . . . [READ MORE](#)

Sincerely,

Marya Warsaw, Founding & Executive Director

In This Issue
[FALL SUPER STOOP SALE](#)
[HALLOWEEN PLAYSPACE](#)
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[WELCOMING NEW STAFF](#)
[REGISTER NOW FOR FALL YOUTH CLASSES](#)
[AccessBAX](#)
[ACCIDENTAL MOVEMENT WORKSHOP](#)
[FROM OUR FRIENDS](#)
[ADULT PERFORMANCES & EVENTS](#)

[Join Our Mailing List!](#)

Quick Links
[ABOUT BAX](#)
[FACEBOOK](#)
[TWITTER](#)

SEASON SPONSORS

Please help us thank our Season Sponsors.
Visit their sites, learn more about them, and let them know that you appreciate Arts & Business partnerships.



Farmers Market in PARK SLOPE
Find Us At: 5th Ave at 4th St
www.communitymarkets.biz



Park Slope Parents
Your resource for raising children in Park Slope, Brooklyn



Steven Plac, Associate Broker
125 Seventh Avenue, Brooklyn, NY 11215
P (718) 832-4184 | C (646) 246-8233
steven.plac@corcoran.com





Specializing in Park Slope, Windsor Terrace and Prospect Heights real estate since 1987.
123A Seventh Avenue, Park Slope 11215 718 638-6500



From time to time, we comment on timely content related to our sponsors.

Together we will find stories or photos that are appropriate to share on Facebook, tweet on Twitter, post on Picassa, and (soon) to share on Google+.



public “thank you”

Whenever possible we let our audience know about the importance of our sponsors’ support and partnership. Every once in a while, we are able to do so at a public event. This past May some of our sponsors attended our 20th Birthday Celebration at the Prospect Park Picnic House. This gave us the opportunity to publically thank them.

Pictured here are BAX Founding and Executive Director, Marya Warshaw and Miriam Haas of Community Markets (Fifth Avenue Farmer’s Market) who not only joined us as Season Sponsors but also sponsored the 20th Birthday Celebration event by contributing the amazing food that was enjoyed by all who attended.

