



Brooklyn  
Arts  
Council

55 Washington Street, Suite 218  
Brooklyn, ny 11201

TEL 718.625.0080  
FAX 718.625.3294

bac@brooklynartscouncil.org  
www.brooklynartscouncil.org

## SCENE: BR KLYN

INDEPENDENT FILM AND MEDIA ARTS

### ABOUT THE PROGRAM:

Organized and presented by Brooklyn Arts Council, ***Scene: Brooklyn*** brings together the borough's independent filmmakers and media artists with film enthusiasts and industry professionals. In 2009, *Scene: Brooklyn* includes a full week of screenings and prizes, a panel discussion and an industry workshop. The curatorial focus is works by artists living in Brooklyn or inspired by the borough, and by women of African heritage.

In 2009, ***Scene: Brooklyn*** takes place from April 29th to May 6th and features exciting events at **Galapagos Art Space**, the newly redesigned, Obie-winning performance venue in DUMBO, and the **Spike Lee Screening Room** at Long Island University, Brooklyn (LIU). Events include:

- ***Spotlight on Brooklyn*** - two screenings of independent films by Brooklyn-based filmmakers and/or principally filmed in the borough.
- ***Living the Independent Dream*** - an industry panel featuring Brooklyn filmmakers and media artists.
- ***The Eighth Annual Women of African Descent Film Festival***, co-presented with the Brooklyn chapter of The Links, an organization of African American professional women dedicated to supporting educational, civic, and cultural activities in Brooklyn. This full day of screenings focuses on films by and about women of the African diaspora.
- **Screenwriting workshop** given by award-winning screenwriter, Ela Thier.
- **Closing party and awards ceremony** at Galapagos.



*Still from "Oh Saigon"*

## **SPONSOR SCENE: BROOKLYN**

By sponsoring *Scene: Brooklyn*, you will align your brand with an independent film program reaching an enthusiastic audience of curious, culturally aware New York taste makers. And Brooklyn Arts Council is a 501c3 nonprofit organization, making your *Scene: Brooklyn* sponsorship tax-deductible.

We're happy to tailor any sponsorship package to meet your specific marketing and sales objectives and look forward to brainstorming creative cross-promotions with you.

## **VENUES AND SCREENINGS**

*Scene: Brooklyn* includes screenings of short and feature films at two popular Brooklyn venues: the state of the art Galapagos Art Space on DUMBO's waterfront - a former horse stable re-imagined to be a "green venue" with a 1,600 square ft. indoor lake, and the Spike Lee Screening Room at LIU.



*Still from "Almost Brooklyn"*

## **AUDIENCE**

We anticipate **1,000 people** will attend 2009 *Scene: Brooklyn* screenings and the workshop and panel.

### **Past Demographics:**

- **Where do audiences come from?** 55% from Brooklyn, 20% from other parts of the city, and 25% from other national and international locations.
- **What's their ethnic background?** About 47% Caucasian, 44% African American, 5% Asian and 4% Latino.
- **Their gender and age?** 63% female, 37% male, predominantly between the ages of 18 and 35.

## MARKETING AND PROMOTION

### Print:

BAC plans to print **at least 3,000 copies of a full-color program**, as well as a postcard (quantity TBD) for *Scene: Brooklyn*, which will be distributed to screening attendees, participating filmmakers, special guests, and local retailers. An **electronic version** of the program will also be available on BAC's website for download. We will also distribute **300 copies of a promotional poster** throughout Brooklyn to be prominently featured in storefronts and other public meeting spaces.

### Online:

BAC will promote *Scene: Brooklyn* through:

- **an aggressive online marketing campaign**, including dynamic content such as video trailers and Q & A's with participating filmmakers posted on BAC's website, which received an average of 600,000 hits per month over the past six months;
- **six *Scene: Brooklyn* E-news updates sent to over 8,800 members** of our mailing list in the weeks during and leading up to the screenings and other public events.
- **extensive social marketing** through BAC's Myspace, Facebook, Vimeo, and Flickr member pages;
- **outreach to various online arts and film communities**; and
- **cross promotion** with BAC's extensive network of local and national arts and cultural organizations. Partner venues will promote each event directly to their audiences, as well.

### On Air:

We will run a series of **advertisements on WNYC, New York Public Radio** during the week leading up to this year's events.



*A filmmaker is interviewed at the 2008 event.*

**Press Coverage:**

BAC will conduct a PR campaign to target local, national, and international media and maximize exposure for *Scene: Brooklyn* and its partners. **Past film programs have received coverage in *Time Out NY*, *Time Out Kids*, *The Village Voice*, *Newsday*, *The New York Post*, *The L Magazine*, *FilmCLICK.com*, *The Brooklyn Paper*, *The Brooklyn Daily Eagle*, on News 12 Brooklyn, and other local news outlets, and on local blogs and social networking websites.**

In 2008, Brooklyn Arts Council partnered with *The L Magazine* (circulation 102,000) to increase outreach throughout the city. Our partnership included an advertisement and a pull box in the magazine's film listings section as well as a banner ad and link to BAC's website in *The L Magazine's* Film e-newsletter (circulation 40,000). **In 2009, BAC will seek to negotiate ad exchanges there and with publications such as *New York Magazine*, *WNYC*, *Time Out New York*, *AM New York*, and more.**

## **SPONSORSHIP OPPORTUNITIES FOR 2009**

We look forward to customizing a specific package of marketing and onsite promotional opportunities for you. Standard benefits include complimentary passes to screenings and the closing party, and the following:

**Presenting Sponsor (one slot): Exclusive Presenting Sponsorship includes:**

- **exclusive naming rights to the Best of Scene: Brooklyn Award, with a \$1,000 cash prize** courtesy of your brand awarded to the winning filmmaker;
- **on-screen logo recognition** on four evenings of *Scene: Brooklyn* screenings;
- **full page ad** on the inside front cover of our program;
- **top level logo placement** on the *Scene: Brooklyn* website, posters and signage, advertisements and other promotional materials;
- **top banner ad placement** on our April e-newsletter and at least four *Scene: Brooklyn* e-blasts; and
- **on-site tabling and stage announcements at all screening events.**

**Award Sponsor - Most Promising Screenwriter Award (one slot):**

- **exclusive naming rights to the Most Promising Screenwriter Award, with a \$500 cash prize** courtesy of your brand awarded to winning filmmaker
- **full page program ad;**
- **priority logo placement** on the *Scene: Brooklyn* website, posters, promotional materials advertisements and e-blasts; and
- **special stage announcement** at the awards ceremony.

**Panel Sponsor (one slot):**

- **exclusive naming rights to the Living the Independent Dream Brooklyn filmmakers panel;**
- **full page ad** in our program;
- **priority logo placement** on the *Scene: Brooklyn* website, posters, promotional materials, advertisements and e-blasts; and
- **company sponsored signage and special stage announcement** at the panel;

**Supporting Sponsor (four slots):**

- **half page ad** in our program;
- **logo placement** on the *Scene: Brooklyn* website, posters, promotional materials, advertisements and e-blasts; and
- **one onsite tabling opportunity.**

***Scene: Brooklyn* also seeks in-kind sponsorships of donated goods and services, including:**

- **media partnerships** through print and electronic ad trades
- **food and beverage** for panel and workshop events and for artist prize packages
- **technology or equipment** for artist prize packages
- **travel vouchers, room nights, and luxury items** for artist prize packages

Sponsorship recognition level will be determined by the value of the total cash and in-kind contribution.

*Custom promotional packages and a la carte advertising opportunities are also available.*

Brooklyn Arts Council is a 501(c)(3) nonprofit organization. Financial contributions are tax-deductible to the full extent of the law.

**Contact for in-kind sponsorship opportunities:** Deirdre Corley at 718-625-0080 or dcorley@brooklynartscouncil.org.

**Contact for cash sponsorships:** Katy Higgins at 718-625-0080 or khiggins@brooklynartscouncil.org

**Contact for media sponsorships and a-la-carte ads:** Sara DeRose at 718-625-0080 or sderose@brooklynartscouncil.org

## **ABOUT BROOKLYN ARTS COUNCIL (BAC)**

Brooklyn Arts Council is the borough's leading nonprofit organization supporting artists and cultural groups in all disciplines. We reach hundreds of thousands of artists and audience members each year through: music, dance, film and visual arts programs, web-based directories and communities, arts education, urban folk arts initiatives, grants, training programs and artists services.

Over its rich 43 year history, BAC has built a strong tradition of supporting film and media artists. Among the many talented directors we are fortunate to have worked with is Spike Lee, whose first film, *Joe's Bed Stuy Barbershop: We Cut Heads* (1983), was made in part with BAC support. More recently, director Ryan Fleck, best known for *Half Nelson* (2006), showed *Struggle* in our 2002 Festival.

**In addition to *Scene: Brooklyn***, Brooklyn Arts Council's programs for film and media artists include grants to create and present new works, and promotion through the Registry of Brooklyn Artists, an online community for Brooklyn-based artists of all disciplines and their fans.