HOOK ARTS MEDIA

Where creative learning meets community change

RED HOOK FEST

2019 SPONSORSHIP OPPORTUNITIES

HOOK ARTS MEDIA

RED HOOK FEST

Red Hook's **LARGEST** annual cultural event- attracting a diverse audience which includes more than 25% of the local community, commuters from all over NYC and the tristate area, and tourists from as far as Sydney and London. More than **125,000+ attendees** have enjoyed Red Hook Fest's free performances and services since its inception.

WHAT:

World-class progressive musicians, dancers, and spoken word artists share the stage with 100+ pre-professional youth performers.

Dozens of community partner organizations provide vital resources, such as: **Jobs training, Health Screening, Fitness Activities, Education Resources**

WHEN:

Community BBQ & DJ Dance Party
FRIDAY, May 31st, 5:30pm-8:30 pm

Main stage Performances
Saturday, June 1st, 2:00pm-7:00 pm

WHERE:

Valentino Park and Pier
A scenic waterfront park steps from the Ferry stop

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Sponsor Benefits

Red Hook Fest takes place in a diverse and expanding neighborhood.

Hook Arts Media's decades-long community relationships bring unprecedented neighborhood turnout.

Past media coverage for the Red Hook Fest includes *The New York Times*, *The Village Voice*, *The New Yorker*, *Time Out New York*, Cablevision, News 12 Brooklyn, Bric TV, CUNY TV, *The Brooklyn Paper*, *The Red Hook Star Revue*, and the *Brooklyn Daily Eagle* as well many online blogs and cultural event websites.

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Our Community

	Red Hook	Brooklyn	New York City
Total Population	10,300	2,650,000	8,550,000
Median Income	$49,396	$44,593	$51,270
White	17%	36%	33%
Hispanic	43%	19%	29%
Black	36%	35%	23%
Asian	2%	13%	13%
Other	2%	3%	3%

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Sponsorship Benefits

Benefit [# of impressions]	Lead Sponsor [1 million+]	Presenting Sponsor [550,000+]	Major Sponsor [400,000+]	Sponsor [100,000]	Partner [20,000]	Supporter [12,000]
Contribution	**$20,000+**	**$10,000+**	**$5,000+**	**$2,500+**	**$1,000+**	**$500+**
Main stage Naming Rights [600,000]	✔					
Logo in Times Square [350,000]	✔	✔	✔			
Logo in Time Out NY ad [TBD]	✔	✔				
News 12 BK Crawl Mention [178,000]	✔					
Sponsor Featured Artist [100,000]	✔	✔				
Logo on Red Hook Fest Flyer [50,000]	✔	✔	✔	✔		
Inclusion in ads* [10,000-20,000]	✔	✔				
Logo on websites [8,000-12,000]	Home page + sponsor page	Home page + sponsor page	Home page + sponsor page	Home page + sponsor page	Sponsor page	Sponsor page
Onstage Acknowledgement [4,000-12,000]	✔	✔	✔	✔	✔	✔
Red Hook Fest Communications [1,000-25,000]	Logo + Copy in E-news, social media, VIP letter	Logo + Copy in E-news, social media, VIP letter	Logo only in E-news and social media	Logo only in E-new & social media		
Main stage Signage [6,000-10,000]	✔	✔	✔	✔	✔	

Sponsor Benefits Explained

* **Naming Rights**	For all purposes (including media references) this year's Red Hook Fest will be referred to as "Hook Arts Media and YOUR ORGANIZATION'S NAME present: The 26th Annual Red Hook Fest."
***Sponsor Featured Artist**	For all purposes (including media references) the first reference to the selected main stage artist will be referred to "YOUR ORGANIZATION'S NAME presents Artist Name."
***Time Out New York Ad**	Your organization's logo in the Time Out New York Red Hook Fest ad.
***News 12 BK crawl**	Your organization's name on the news ticker on News 12 Brooklyn.
* **Logo on Flyer**	Your organization's logo on the official festival flyer to be distributed throughout Brooklyn schools, community centers, popular public spaces, and amongst artist and partner networks.
***Inclusion in Ad Copy**	Your organization's name on Red Hook Fest ads appearing on Google, Facebook, and other platforms.
Logo on website	Your organization's logo on the official Red Hook Fest homepage, Hook Arts Media's home page, and/or the sponsorship page.
Main stage signage	Right to hang a banner or sign up to 12' feet long on (or near) the festival main stage.
***Red Hook Fest Communications**	Your organization's logo and select copy in Red Hook Fest promotional social media, email marketing, and other communications.
Onstage Acknowledgment	Festival emcees will recognize your contribution between acts during Red Hook Fest.

* Full reach and impressions dependent upon Red Hook Fest Marketing, Press, and Communications schedules; participating media sponsors; ad platform guidelines and practices; and quality and receipt of deliverables.

Previous Sponsors