

BCAF 2023

BLACK & BROWN COMIX ARTS FESTIVAL

Partner Brochure



2023



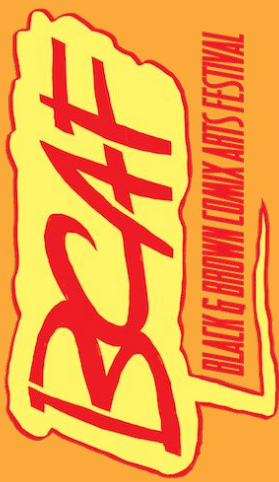
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The **Black & Brown Comix Arts Festival** (BCAF) celebrates the creativity of artists of color in the comic arts and popular visual culture and is dedicated to the notion that all audiences deserve to be subject in the culture in which we participate. BCAF events include expos, youth activities, film screenings, panels and conversations, cosplay events and much more. Recognized as one of the nation's favorite events, **USA Today** readers and editors selected BCAF as one of the Ten Best arts events in the U.S.

BCAF is a program of the **Northern California Dr. Martin Luther King, Jr. Community Foundation**, a public charitable organization dedicated to advancing civil and human rights; promoting social, economic, and environmental justice; supporting health, wellness, and preparedness; and increasing the joys of learning.

2023



BCAF is extending to two new cities. In Chicago we have a new partnership with the Chicago History Museum to present three new annual pop culture events in commemoration of Black History Month and Juneteenth, Pride Month, and Hispanic Heritage Month. And, in Cleveland, Ohio, we are launching a new BCAF event in conjunction with that city's triennial arts exposition. We have also partnered with New York's Carnegie Hall to present a series of Afrofuturism events and programs.

Becoming a BCAF partner

You can be a valuable partner with BCAF through our sponsorships and the many customized opportunities connected to our many events and projects. BCAF partnerships can also feature company and under-contract personality interviews, spotlights, and signings.

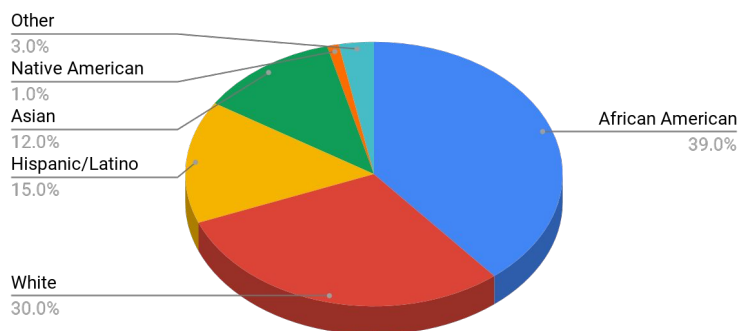


Cleveland[®]

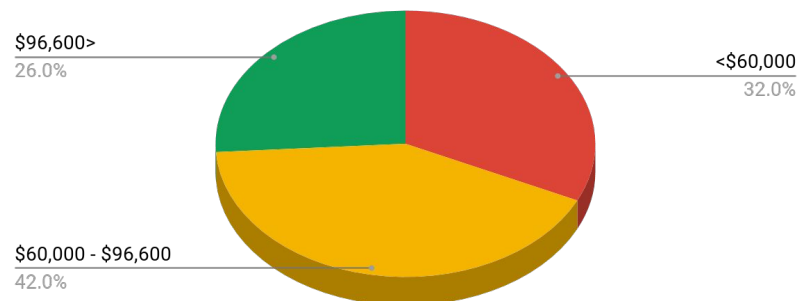
Diverse Demographic

BCAF enjoys its great diversity. This creates valuable opportunities to engage new audiences. Its San Francisco event provides a brief view.

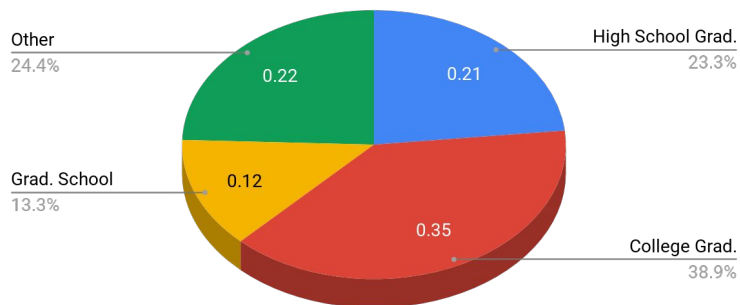
Race/Ethnicity



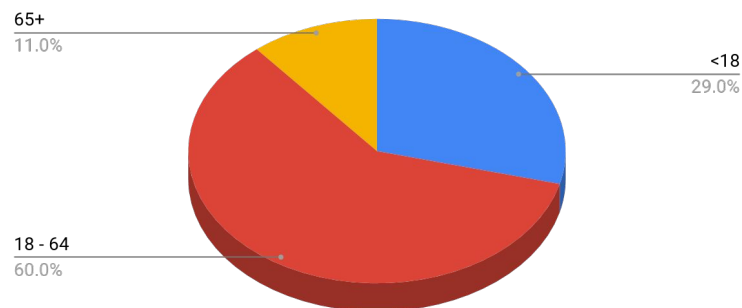
INCOME/Median Household Income - Nine County San Francisco Bay Area 2016 ACS (Census): \$96,600



EDUCATION



AGE



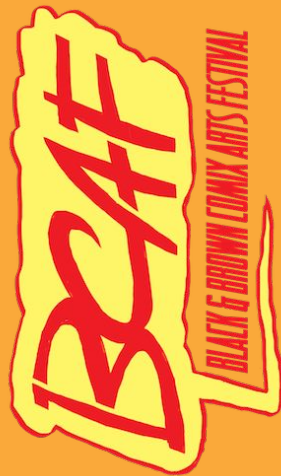
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Media

Local and national newspaper, magazine, online and broadcast media outlets include:

(Partial List in San Francisco for illustration purposes only)

PAPERS & NEWS GROUPS

USA Today

Associated Press

San Francisco Chronicle

SF Weekly

SF Bay Guardian

SF Examiner

Oakland Tribune

San Jose Mercury News

Sacramento Bee

McClatchey News Service

ANG Newspapers

TV

KQED (*PBS affiliate*)

CBS

NBC

ABC

KTVU (*Fox affiliate*)

KRON

KMTP

STV (*singtao.tv*)

RADIO

KQED-Radio (*PBS affiliate*)

KPFA (*PBS affiliate*)

KCSM-Radio

102.9 KBLX

98.1 KISS-FM

ONLINE MEDIA

sfgate.com

7x7.com

sanfrancisco.travel

about.com

mercurynews.com

sf.funcheap.com

partyearth.com

savvycities.com

KQED Arts



Best Art Festival

As chosen by readers of USA TODAY and 10Best



#8 - Black Comic Arts Festival
San Francisco

Free and open to the public, the Black Comic Arts Festival features as part of San Francisco's MLK festivities. The event, the result of a partnership between Northern California Dr. Martin Luther King, Jr. Community Foundation and the San Francisco Public Library, aims to showcase the creativity of African Americans in both comic arts and visual pop culture through a grand expo, hands-on activities, film screenings and cosplay events.

Photo courtesy of Black Comic Arts Festival



Sponsor Benefits

Estimated print, web, and media impressions: 10 million+

- Event Guides, Cards and Maps – Circulation: 30,000
- Transit Shelter Signage - Impressions: 8+ Million
- Event Exterior Banner Signage - Impressions: 3+ million
- In-Theater/Screening Room Exposure – Circulation: 5 venues; Impressions: 25,000
- Online – 250,000 page views
- Social Media – Facebook, Twitter, Pinterest, Google+, Youtube, Vimeo

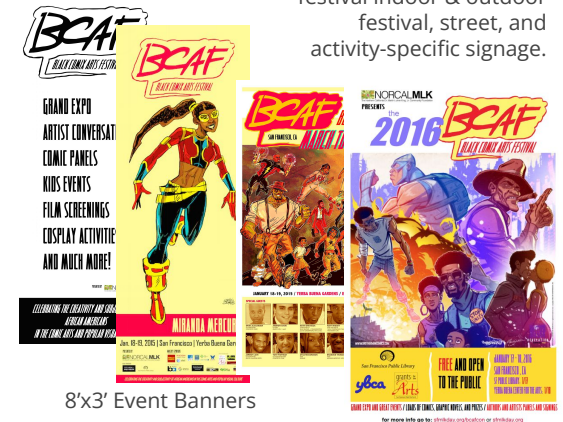
Additional opportunities include: social networking campaigns, film sponsorships, AR campaigns, email blasts, branding and sampling at expo & special events.

EVENT PRODUCT SAMPLING



INDOOR & OUTDOOR

Opportunities include festival indoor & outdoor festival, street, and activity-specific signage.



8'x3' Event Banners

4'x5' Bus Shelter Posters (digital & hard artwork)

WEB BANNERS



IMPRESSIONS: 2,500,000

EVENT PUBLICATIONS AND RELEASES



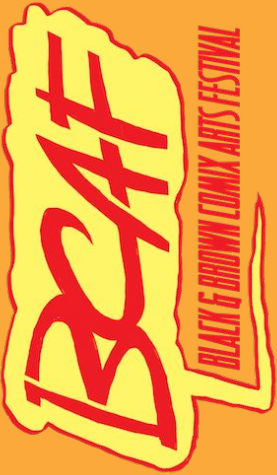
EVENT POSTERS
18"x24"



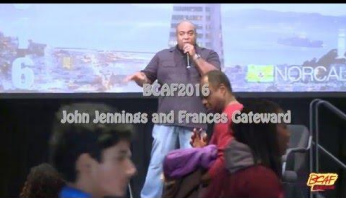
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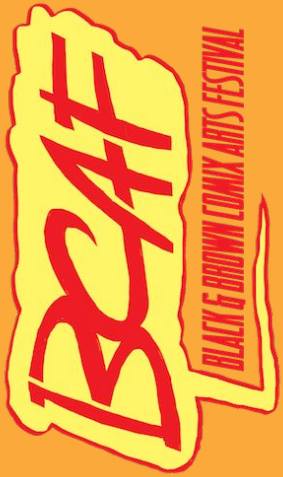


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BCAF2022 LEVELS - Single Event	PRESENTING	BCAF	COMIX	MAJOR	COMMUNITY	SUPPORTING
Multi-event Sponsorships Available	\$50,000+	\$25,000+	\$15,000+	\$10,000+	\$5,000+	\$2,500+
VISIBILITY & ACKNOWLEDGMENT						
Event print advertisements	(all) logo	(all)logo	(select)logo	(select)logo	(select)logo	
Festival poster	logo	logo				
Sponsor press release	*	*	*	*	*	*
Signage at festival hub	logo	logo	logo			
Event website sponsor & event page(s)	logo/link	logo/link	logo/link	logo/link	logo/link	logo/link
Social networking (FB, TW, PT, G+, Tblr)	*	*	*	*		
BCAF Souvenir Book	two-page inside or full page back cover	Full page inside cover	½ page inside cover or full page inside	½ page inside	½ page inside	¼ page inside
ADVERTISING & RECOGNITION						
Outdoor (citywide buses & bus shelters)	logo	logo				
Festival Banner Ads	logo	logo				
Signage at Expo venue	*	*	*	*	*	*
SAMPLING						
Branded space for on-site presence	20'x20' space	20'x20' space	10'x10' space	Two-table	One Table	One Table
Distribution of promotional items at festival	*	*	*	*	*	*
TICKETS & PASSES						
Opening event party	12	10	6	5	4	3
Transit passes (BART, GGF, SFMTA)	25	25	20	15	10	5

2023



Next Steps

We look forward to connecting with you to discuss your goals in forming a great partnership with us.

CONTACT

BCAF Development

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bcaf@norcalmlkfoundation.org

