

2024



Partner Brochure

2024



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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.

2024



BCAF is extending programs and partnerships. In Chicago we have a new partnership with the Chicago History Museum to present new annual pop culture events in commemoration of Black History Month and Hispanic Heritage Month. And, for Juneteenth, we are launching a new BCAF event in conjunction with the annual celebrations.

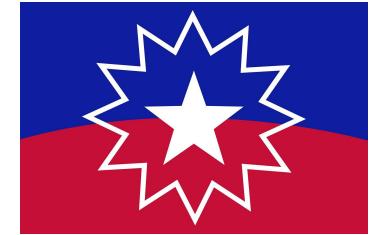
Our BCAF Historic Art Commissions are designed to reenliven, reimagine, and reilluminate historic works through the lens of the comic arts and popular visual culture.

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.



Juneteenth



HISTORIC REIMAGINATION



2024



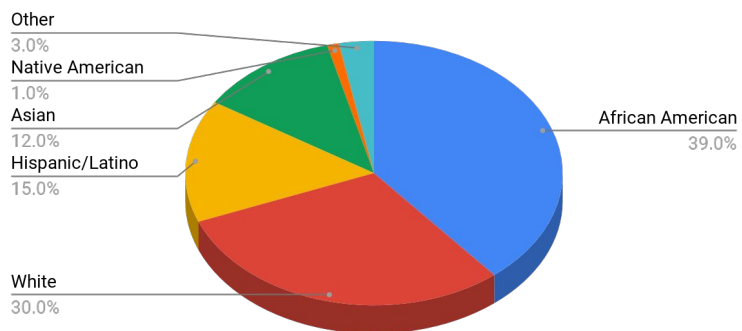
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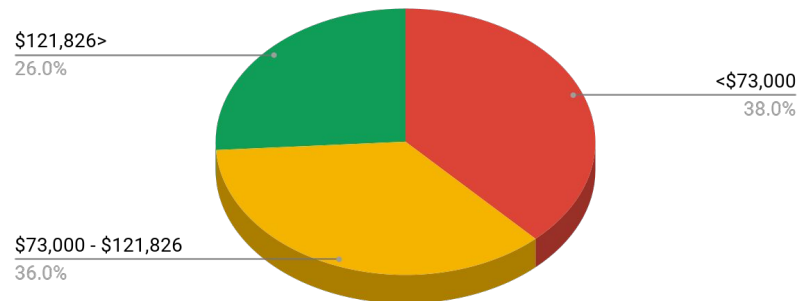
Diverse Demographic

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

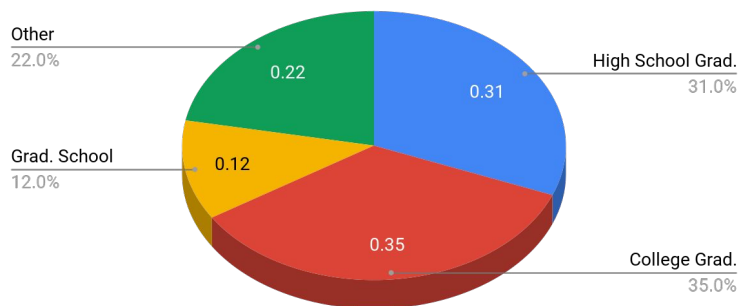
Race/Ethnicity



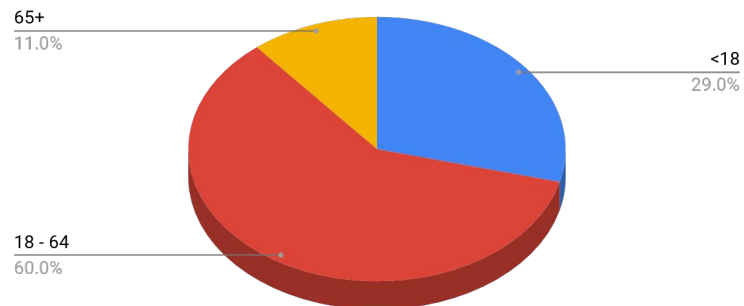
INCOME/Median Household Income - San Francisco City & County 2021 ACS (Census): \$121,826



EDUCATION



AGE



2024



click to view



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

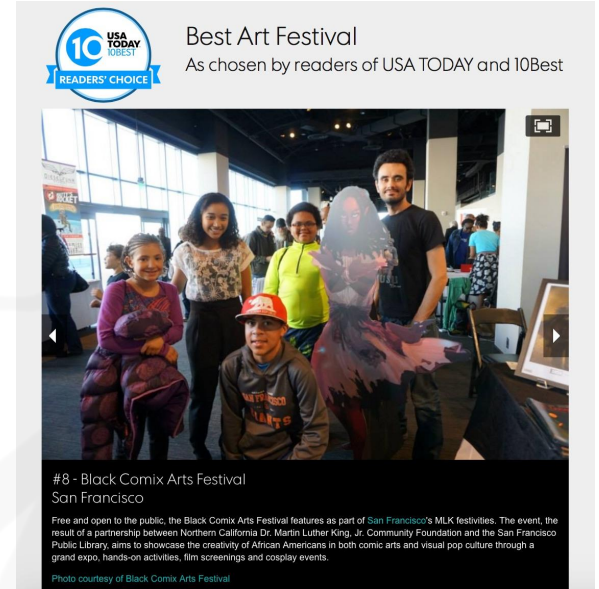
- KQED *(PBS affiliate)*
- CBS
- NBC
- ABC
- KTVU *(Fox affiliate)*
- KRON
- KMTP
- STV *(singtao.tv)*

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



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BCAF

BLACK & BROWN COMIX ARTS FESTIVAL

click to view

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 PUBLICATIONS AND RELEASES



EVENT POSTERS
18"x24"

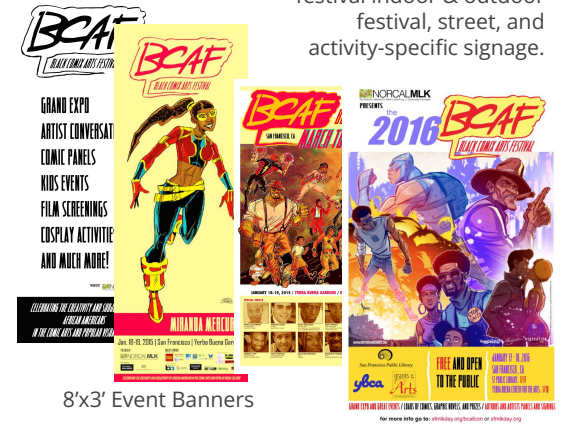


EVENT PRODUCT SAMPLING



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)

AD BANNERS



IMPRESSIONS: 2,500,000

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[click to view](#)



BCAF LEVELS - Single Event	PRESENTING	BCAF	COMIX	MAJOR	COMMUNITY	SUPPORTING
multi-event sponsorships also 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/Exhibit 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, Insta, Snapchat)	*	*	*	*		
BCAF Souvenir Book (Exhibits & Festivals)	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 (SF Festivals Only)	logo	logo				
Festival Banner Ads	logo	logo				
Signage at Expo venue	*	*	*	*	*	*
SAMPLING (Expos only)						
Branded space for on-site presence	20'x20' space San Francisco only	20'x20' space San Francisco only	10'x10' space San Francisco only	Two-table	One Table	One Table
Distribution of promotional items at festival	*	*	*	*	*	*
TICKETS & PASSES						
Event party	12	10	6	5	4	3

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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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