



BE A SPONSOR
GROW YOUR AUDIENCE
UNITE THE COMMUNITY

StoopSBedStuy.org



FREE BLACK WOMEN'S LIBRARY

JOIN US NOW

What is STooPS?

STooPS incubates art at home by sharing resources and re-imagining spaces for public engagement. Bed-Stuy grown and artist instigated, STooPS is a conduit for community building and intentional artistic experimentation. STooPS fosters meaningful interactions in (un)conventional venues that mutually benefit both artists and neighbors.

Our annual community-building event uses the arts to bring people outside and promotes social interaction among the artists, homeowners, residents, and businesses of Bed-Stuy. Homeowners collaborate with local artists to host mini performances and art showcases on their stoops, yards, or sidewalks. At the same time, local businesses and organizations will connect with neighbors and passersby as they walk around the event.

This year, STooPS will culminate with a gathering of artists, audiences, and sponsors at a neighborhood restaurant. Over delicious food and beverages, we'll continue to share art and engage with each other as we celebrate the 5th year of STooPS.

“A balancing act has occurred between embracing change while still maintaining the energy and traditions of Bed-Stuy.”



ASE DANCE THEATRE

“

STooPS is an opportunity for members of the neighborhood to discover and share resources that exist within Bed-Stuy.

”



BRENDA RUDZINSKI

WHY STooPS?

Recent changes in demographics and economics have evolved the fabric of our neighborhood. Bed-Stuy has long been home to renowned artists and historic community centers that are central to the unique identity and strong familial culture that everyone knows and loves. As new residents move into the community, gentrification is a concern for folk with multi-generational legacies who have invested in this neighborhood for decades. A balancing act continues to occur between embracing change and maintaining the longstanding energy and traditions of Bed-Stuy.

STooPS builds on the unmistakable

Bed-Stuy identity and bridges the gap between Bed-Stuy “then” and “now.” As any neighborhood evolves, it takes everyone in the village to sustain the connections of the community.

STooPS is a tangible way to unite artists, new residents, and businesses with those deeply invested in the neighborhood, such as homeowners and community organizations.

STooPS is an opportunity for neighbors and visitors to (re)discover and share the resources of Bed-Stuy. This allows people to build partnerships and support each other in a way that fortifies the entire neighborhood.



KENDRA ROSS

STooPS FOUNDER

STooPS unites the Bed-Stuy community!



LES NUBIANS



TAMAR KALI



NONI RENE

2014 VIEWER'S CHOICE AWARD WINNER

SELECT STooPS ARTISTS



PAUL DEO



KIAARA ELLIOT



MISS AL BOOGIE



ISH ISLAM



CHRISTINE STODDARD



GEMINELLE

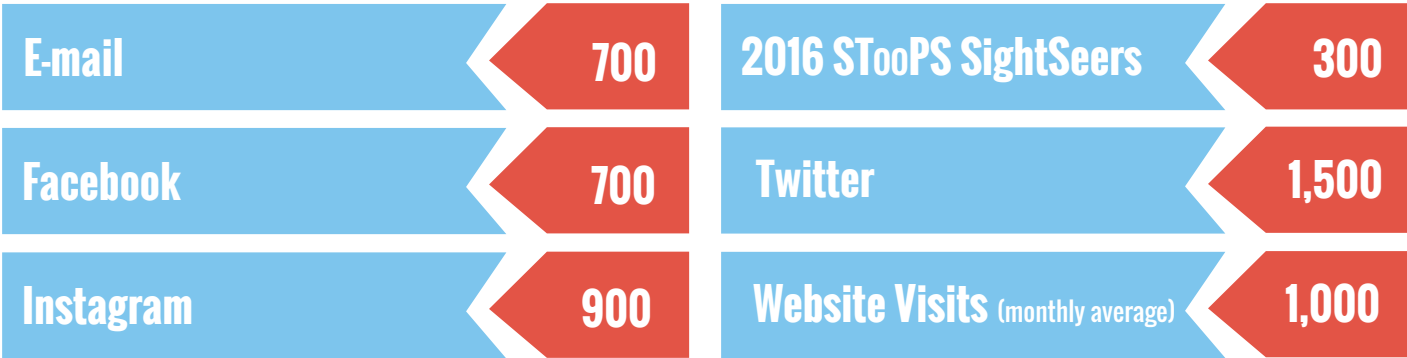


WHO DOES STooPS REACH?

OUR marketing targets art lovers, music enthusiasts, and Bed-Stuy neighbors and families. Throughout the year, postcards featuring sponsors are distributed in local businesses and during events such as Celebrate Brooklyn, SummerStage, Community Board meetings, block parties, and more. From storefronts to subway stations, signs featuring the event, artists, and sponsors are posted in the weeks leading up to STooPS.

During the STooPS event, SightSeers are directed to stop by sponsoring businesses, which are highlighted on SightSeer Maps. Our online audience is further engaged year-round through monthly e-mails & semi-daily social media posts on Facebook, Twitter, and Instagram, which are amplified by our team, artists, and supporters.

AUDIENCE AT A GLANCE





WE are inviting businesses, particularly Bed-Stuy based, to **increase their reach** by sponsoring STooPS. With our continuously growing audience and our dedicated promotional team, **our sponsoring businesses are reaching new customers every day.**

As a Sponsor, you'll be in the company of community builders such as the Bed-Stuy Gateway Business Improvement District (pictured above), the New York Restoration Project, and Brooklyn Swirl. Your contributions support equipment rental, promotional materials, and stipends for participating artists and staff. We are committed to valuing both art and artists by providing tangible compensation, and your sponsorship makes that possible. You can also choose to fund an integral STooPS building block such as food for artists (\$1,000), STooPS T-shirts (\$500), and more.*

And sponsors aren't just highlighted during our summer event. We remind our audience to support your business through our consistent e-mail and social media engagement. **Our goal is not only to partner with businesses for a day, but to have STooPS SightSeers shopping local year-round.**

Thanks to our fiscal sponsor, Bailey's Cafe, all donations are tax deductible.

*For a detailed budget please feel free to contact us at info@STooPSBedStuy.org

CONTRIBUTION LEVELS

\$250

- Your logo on the STooPS website through April 2018
- #SponsorShoutout posts highlighting your business on STooPS social media profiles

\$500

- All of the above PLUS:
- Business Spotlights in STooPS Monthly E-mails
- Your business location highlighted on the STooPS SightSeer Map & Schedule, inviting audiences to patron your business during the event *(Contract and contribution must be submitted by July 15, 2017)*

\$750

- All of the above PLUS:
- Your logo on all promotional posters and postcards *(Contract and contribution must be submitted by June 12, 2017)*
- Opportunity to speak to audiences on behalf of your business during the STooPS culminating event

\$1000 OR MORE

- All of the above* PLUS:
- Video interview honoring the role of your business in the community shared through our e-mail and on social media
- Ad space on the STooPS website through March 2018 *(Contract and contribution must be submitted by August 1, 2017)*

***Please note that contribution deadlines for all printed materials remain applicable.**

IS THERE SOMETHING ELSE YOU'D LIKE TO GET FROM YOUR STOOPS PARTNERSHIP? WE'RE HAPPY TO DISCUSS OTHER OPPORTUNITIES FOR EXCHANGE. CONTACT US AT [INFO@STOOPSBEDSTUY.ORG](mailto:info@stoopsbedstuy.org) AND LET US KNOW!

2016 SPONSORS

AS

a STooPS Sponsor, you'll be in the company of other essential, community-based businesses like the ones below who value the connection between creativity and a thriving neighborhood.



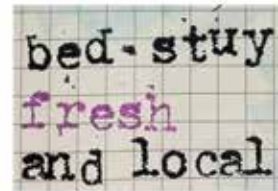
Step Up. Step Out.

powered by:

PreSchool Rock!



SPONSORED BY:



Daddy Greens

BREAD LOVE



presented with the support of:



CITIZENS COMMITTEE FOR NEW YORK CITY





BROKELYN

“

“STooPS” all started with an idea from a local dancer who says she wanted to bring back the culture of hanging out and doing art on the stoops in Brooklyn.

— News 12 Brooklyn

”

“

...the STooPS project... is geared up and ready to bring Brooklyn artists right to your front door. Literally.

— Brokelyn

”



“

...this will inspire different community members to get to know each other.

— The Brooklyn Reader

”

“

For some artists, this wasn't just an art event that allowed them to showcase their talents - it allowed them to represent their own neighborhood.

— A.R.T.S.Y. Magazine

”



STOOPS TEAM

CONTACT US



info@STooPSBedStuy.org



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[STooPSBedStuy](https://www.instagram.com/STooPSBedStuy)

All photos by Jeremy Allen, Joennis Almeida, Dominique Taylor, and Longtower Photography