

2012 SPONSORSHIP AND ADVERTISING



A gala celebration of art, creativity and compassion to benefit Brooklyn Community Housing and Services

THURSDAY, MAY 17, 2012 6 TO 9 P.M.

GALAPAGOS ART SPACE DUMBO, Brooklyn

HONORING
CINDY HARDEN and
HARDEN+VAN ARNAM ARCHITECTS, PLLC

LU CELANIA SIERRA
Supermodel, Runway Coach and TV Personality

FEATURING
THE 4TH ANNUAL BCHS RESIDENT ART SHOW
MUSIC BY JEAN ROHE
PERFORMANCE BY MARACATU NEW YORK



We're committed to ending homelessness in Brooklyn.

Since our founding in 1978, **Brooklyn Community Housing and Services** (BCHS) has remained committed to ending homelessness in Brooklyn. Each year, we provide clean and safe supportive housing and services to nearly 800 formerly homeless individuals and families. We help them learn how to live independently, with dignity, and with hope.

BCHS offers comprehensive social, educational and vocational programs that empower residents in our home community of Fort Greene, and in the surrounding neighborhoods, and help them achieve maximum independence.

In March 2011, BCHS launched the *Brooklyn Housing Assistance Center*, an innovative and unique homelessness prevention initiative. In March 2012, the *Navy Green SRO* - a new permanent housing program located near the Brooklyn Navy Yards - will open, representing a multi-faceted partnership between BCHS, Pratt Area Community Council, Dunn Development Corp., and L+M Development Partners.

The awareness and funds raised from *Talented Brooklyn* are vital to these efforts.

BOARD OF DIRECTORS

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Main Office:
105 Carlton Avenue
Brooklyn, NY 11205
(718) 625-4545
Fax: (718) 625-0635

Development Office:
25 Chapel Street
Suite 1200
Brooklyn, NY 11201
(718) 852-9322 x 2140
Fax: (718) 852-2748



www.BCHandS.org

Detach and mail completed order form to Brooklyn Community Housing and Services 105 Carlton Avenue Brooklyn, NY 11205

Name(s): _____
(as you want to be listed in donor acknowledgments) *I wish to be anonymous in printed listings*

Attendees: _____

Company/Organization: _____
(if applicable)

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Website: _____

Total Amount Due: \$ _____ Check enclosed (payable to Brooklyn Community Housing and Services)

AmEx MC Visa Discover Card #: _____

Expiration date _____ Name on Card: _____

Authorization Signature: _____

Secure online payment available at www.BCHandS.org

Brooklyn Community Housing and Services is a 501(c)(3) non-profit organization. The fair-market (non-deductible) value of each Talented Brooklyn reservation is \$45. Consult your financial advisor for additional information on tax benefits.

PLEASE COMPLETE PURCHASE INFORMATION ON THE OTHER SIDE OF THIS FORM

SPONSORSHIP OPPORTUNITIES

Champion: \$12,000 *(\$11,460 tax-deductible)*

- Party of 12 for cocktails, hors d'oeuvres, silent auction, entertainment program and dessert
- Full-color ad on back cover of event journal
- Acknowledgment in event materials, media releases
- Prominent logo on event signage
- Business logo link on www.BCHandS.org
- Acknowledgment in the BCHS newsletter

Benefactor: \$5,000 *(\$4,550 tax-deductible)*

- Party of 10 for cocktails, hors d'oeuvres, silent auction, entertainment program and dessert
- Inside-cover ad in event journal (limited availability; prominent full-page ad if covers are unavailable)
- Acknowledgment in event materials and media releases
- Prominent logo on event signage
- Business logo link on www.BCHandS.org
- Acknowledgment in the BCHS newsletter

Patron: \$2,500 *(\$2,275 tax-deductible)*

- Party of 5 for cocktails, hors d'oeuvres, silent auction, entertainment program and dessert
- Half-page ad in event journal
- Acknowledgment in event materials and media releases
- Logo on event signage
- Business logo link on www.BCHandS.org
- Acknowledgment in the BCHS newsletter

Friend: \$1,500 *(\$1,410 tax-deductible)*

- Party of 2 for cocktails, hors d'oeuvres, silent auction, entertainment program and dessert
- Half-page ad in event journal
- Acknowledgment in event materials
- Acknowledgment on event signage
- Acknowledgment in the BCHS newsletter
- Business name link on www.BCHandS.org

Talented Brooklyn is a gala celebration of art, creativity and compassion to benefit Brooklyn Community Housing and Services (BCHS).

More than 200 guests, from Brooklyn and throughout the NYC area, will attend this fun and elegant event to celebrate BCHS' accomplishments, and to join us in thanking the many friends and partners who help us end homelessness for hundreds of Brooklynites each year.

Talented Brooklyn raises awareness and vital financial resources for BCHS' life-saving programs and services. It also affords us an opportunity to publicly honor exceptional local businesses and community leaders who make positive contributions in Brooklyn.

Last but certainly not least, *Talented Brooklyn* spotlights the creativity and diversity that continue to earn Brooklyn its place among the world's major cities.

INDIVIDUAL RESERVATIONS

Virtuoso: \$750 per person *(\$705 tax-deductible)*

- Cocktails, hors d'oeuvres, silent auction, entertainment program and dessert
- 1/4-page ad in event journal
- Acknowledgment on event signage
- Acknowledgment in the BCHS newsletter
- Listing on www.BCHandS.org

Prodigy: \$350 per person *(\$305 tax-deductible)*

- Cocktails, hors d'oeuvres, silent auction, entertainment program and dessert
- Listing in event journal
- Acknowledgment in the BCHS newsletter
- Listing on www.BCHandS.org

Artisan: \$150 per person *(\$105 tax-deductible)*

- Cocktails, hors d'oeuvres, silent auction, entertainment program and dessert
- Acknowledgment in the BCHS newsletter

JOURNAL ADVERTISING OPTIONS

Full-Page (4.5" wide x 7.5" high) **\$900**

- Business logo link on www.BCHandS.org
- Acknowledgment in upcoming newsletter

Half-Page (4.5" wide x 3.75" high) **\$500**

- Business logo link on www.BCHandS.org
- Acknowledgment in the BCHS newsletter

Third-Page (4.5" wide x 2.5" high) **\$300**

- Business name link on www.BCHandS.org
- Acknowledgment in the BCHS newsletter

Quarter-Page (4.5" wide x 1.875" high) **\$175**

- Listing on www.BCHandS.org
- Acknowledgment in the BCHS newsletter

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SPONSORSHIPS

- Champion... \$12,000**
(\$11,460 tax-deductible)
- Benefactor... \$ 5,000**
(\$4,550 tax-deductible)
- Patron..... \$ 2,500**
(\$2,275 tax-deductible)
- Friend..... \$ 1,500**
(\$1,410 tax-deductible)

INDIVIDUAL RESERVATIONS

- Virtuoso.... \$750 per person... # of reservations** _____
(\$705 tax-deductible)
- Prodigy..... \$350 per person... # of reservations** _____
(\$305 tax-deductible)
- Artisan..... \$150 per person... # of reservations** _____
(\$105 tax-deductible)

DONATION

- I am unable to attend but here is my gift to support Talented Brooklyn and BCHS.**
- \$** _____
(100% tax-deductible)

Order or donate online at www.BCHandS.org or by phone at (718) 852-9322 ext. 2140

JOURNAL ADVERTISING

(note: ad deadline is Friday, May 4, 2012)

- Full-Page... \$900**
(4.5" wide x 7.5" high)
- Half-Page... \$500**
(4.5" wide x 3.75" high)
- Third-Page... \$300**
(4.5" wide x 2.5" high)
- Quarter-Page... \$175**
(4.5" wide x 1.875" high)
- Printed ad enclosed
- Disc with electronic ad enclosed
- I will email ad to GeoffK@BCHandS.org
(please include "journal ad" in the subject line)

For best results, ads should be grayscale/black & white PDF, EPS, JPEG, or TIFF files. For more information, please contact Geoff Kessel at (718) 852-9322 x 2140 or GeoffK@BCHandS.org.

PLEASE COMPLETE PAYMENT AND GUEST INFORMATION ON THE OTHER SIDE OF THIS FORM