

fan faire

“NOT ANOTHER COMIC CON”

MEDIA KIT 2018

OVERVIEW

ABOUT THE EVENT

Fanfaire is an annual two-day festival, created by the Art & Design High School Parent Teacher Association. **Fanfaire** will celebrate creativity, entrepreneurship, and technology in the arts from cartooning and animation to architecture and fashion. This event will draw over 125 exhibiting artists and vendors as well as award-winning guest speakers who will be offering lectures about their careers and artistic processes as well as conducting workshops and portfolio reviews. The PTA created **Fanfaire** in its mission to provide funding for high-quality art programs, prepare students for academic success and careers as professional commercial artists. This platform will allow students of an art centric high school access to best of the global entertainment and technology industries that has relatable content with their futures in mind.

ABOUT ART & DESIGN HIGH SCHOOL PTA, INC.

As a public school celebrating its 82nd year, Art & Design High School serves many students who live in underserved communities. In addition to the typical expenses any student would have, our students need professional grade art supplies and materials as well as opportunities for college exploration and career development that is unique in comparison to other schools. The PTA helps fund these critical needs and more for the students and school, and provide the necessary support for their families across all socio-economic strata, which is why we created **Fanfaire**.

ART AND DESIGN HIGH SCHOOL PTA, INC. IS A 501(C)(3) NON-PROFIT ORGANIZATION. ALL SPONSORSHIPS ARE TAX DEDUCTIBLE TO THE FULLEST EXTENT ALLOWED BY THE LAW.

WHO THIS BENEFITS

For over 80 years, **Art and Design High School** has provided award winning art programs and high quality academics for youth across all five boroughs. As one of the only CTE art high schools in the state, its students are able to choose majors in Illustration, Graphic Design, Cartooning, Animation, Fashion Design, Architecture, Film/Video, and Photography while pursuing a Regents diploma, and then go to college or careers in the field. Its alumni include singer and artist Tony Bennett, designers Calvin Klein and Marc Jacobs, Pulitzer Prize winning author and cartoonist Art Spiegelman, living comic book legend Neal Adams, filmmaker Amy Heckerling, and photographer Steven Meisel.

1400 STUDENTS*

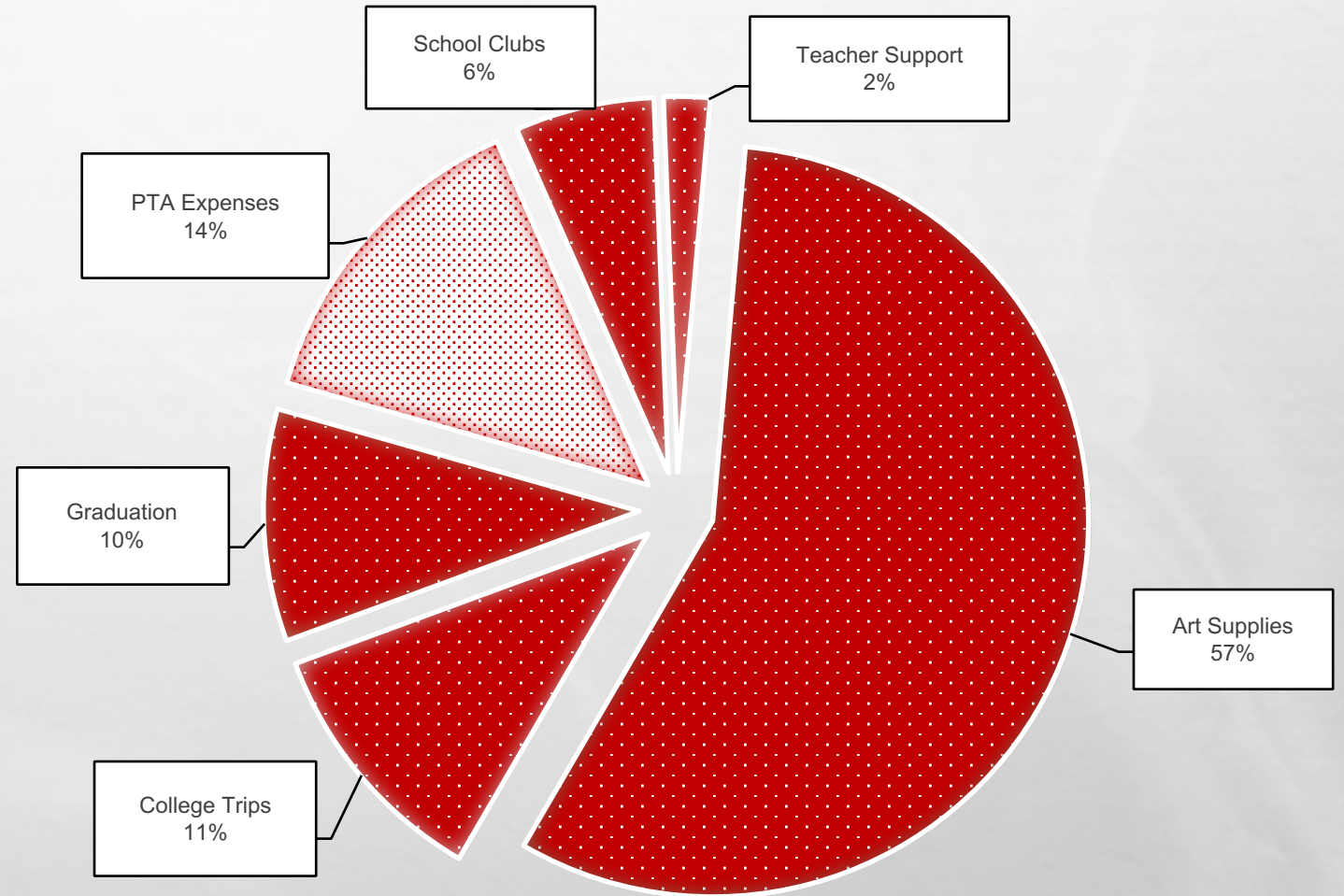
83% MINORITIES

60% FEMALE

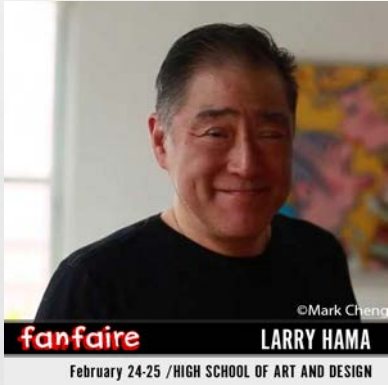
100 HOMELESS/FOSTER CARE*

* Approximate for 2017

PTA FUND HISTORICAL DISTRIBUTION



GUEST LIST 2018



SPONSORSHIP OPPORTUNITIES

ART & DESIGN HIGH SCHOOL PTA, INC. IS A 501(C)(3) NON-PROFIT ORGANIZATION AND ALL SPONSORSHIPS ARE TAX DEDUCTIBLE TO THE FULLEST EXTENT ALLOWED BY THE LAW.

Description	Green - \$125	Bronze - \$250	Silver - \$500	Gold - \$1000	Plantinum - \$2500	Unobtanium - \$5000	Co-Sponsor - \$7500
1/4 page sized ad in programming guide			✕				
1/2 page sized ad in programming guide				✕			
Full page sized ad in programming guide					✕	✕	✕
One 10x10 Vendor Booth			✕	✕			
One 10x10 Corner Vendor Booth					✕	✕	✕
Free additional tickets (up to 10)				✕	✕	✕	
Free additional tables (up to 4)					✕	✕	✕
Logo displayed on website	✕	✕	✕	✕	✕	✕	✕
Description on our sponsors page.	✕	✕	✕	✕	✕	✕	✕
Social Media Mention		✕	✕	✕	✕	✕	✕
Logo displayed in programming guide		✕	✕	✕	✕	✕	✕
Logo displayed during event breaks.			✕	✕	✕	✕	✕
1-minute commercial for company during event breaks						✕	✕
Company logo on lanyards					✕		
Company logo on badges						✕	
Advertisement on website						✕	✕
Company logo on promotional materials					✕	✕	✕
Custom email messages to our attendees and guests.						✕	✕
Verbal recognition onstage at event					✕	✕	✕
Temporary naming rights to an event room/space							✕
ADDONS							
Party - \$5000	Sponsor an afterparty - Direct connection to guests and Fanfaire Attendees 21+						

CONTACT US



MARK

EVENT COORDINATOR

MARKEDU99@GMAIL.COM



SAORI

SHOW ORGANIZER

COMMS@ARTANDESIGNPTA.ORG



MIGUEL

ART & DESIGN PTA PRESIDENT

PRESIDENT@ARTANDESIGNPTA.ORG



fb.com/fanfairenyc



fanfaireisfor.me