BCA 10: BEST BUSINESSES PARTNERING WITH THE ARTS IN AMERICA

2017 BCA 10 Gala
Wednesday, October 11, 2017 at 6:00 PM | Central Park Boathouse, New York City

Join the BCA 10 honorees and their guests, private sector leaders from the Business Committee for the Arts, Americans for the Arts' leadership and many more for an evening reception celebrating the outstanding achievements of the 2017 BCA 10 honorees. Single tickets and recognition advertising also available, see response form for details.

<table>
<thead>
<tr>
<th>SPONSORSHIP BENEFITS</th>
<th>Leader $50,000</th>
<th>Champion $25,000</th>
<th>Sustainer $15,000</th>
<th>Investor $10,000</th>
<th>Patron $5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tickets to the BCA 10 Awards dinner gala</td>
<td>2 tables of 10</td>
<td>1 table of 10</td>
<td>1 table of 10</td>
<td>1 table of 8</td>
<td>2 tickets</td>
</tr>
<tr>
<td>SEE your support recognized during the gala and beyond</td>
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<td>Opportunity to include corporate product as a giveaway to gala attendees¹</td>
<td>●</td>
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<td>Text recognition in a full-page ad in FORBES magazine congratulating honorees (print circulation of over 900,000)²</td>
<td>●</td>
<td>●</td>
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<tr>
<td>Text recognition in Americans for the Arts' media releases for the BCA 10²</td>
<td>●</td>
<td>●</td>
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<td>Text recognition on the print and electronic BCA 10 invitation, sent to 2,500 ticket buyers and key stakeholders²</td>
<td>●</td>
<td>●</td>
<td>●</td>
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<tr>
<td>Text recognition in the BCA 10 event program and onsite signage, distributed to all attendees and ad buyers²</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
<td>●</td>
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<tr>
<td>Recognition on BCA 10 web page</td>
<td>Logo with hotlink</td>
<td>Logo with hotlink</td>
<td>Logo</td>
<td>Text</td>
<td>Text</td>
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<tr>
<td>Complimentary recognition advertisement in the BCA 10 program book³</td>
<td>Inside front or back cover</td>
<td>Full-page</td>
<td>Half-page</td>
<td>Quarter-page</td>
<td>Discounts available</td>
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<tr>
<td>Text recognition in Americans for the Arts' Annual Report</td>
<td>●</td>
<td>●</td>
<td>●</td>
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<td>ENGAGE with Americans for the Arts' events and resources throughout the year</td>
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<tr>
<td>Priority VIP seating for two at the Nancy Hanks Lecture on Arts and Public Policy in Washington, DC</td>
<td>●</td>
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<tr>
<td>Priority VIP seating for two at the David Rockefeller Lecture on Arts and Business, in New York</td>
<td>●</td>
<td>●</td>
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<tr>
<td>Subscriptions to Americans for the Arts' communications, including Arts Link, BCA Noteworthy, and Inside Americans for the Arts</td>
<td>●</td>
<td>●</td>
<td>●</td>
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<tr>
<td>(Approximate tax-deductible portion of sponsorship)⁴</td>
<td>($47,500)</td>
<td>($23,750)</td>
<td>($13,750)</td>
<td>($9,000)</td>
<td>($4,750)</td>
</tr>
</tbody>
</table>

¹Giveaway items subject to approval by Americans for the Arts. ²Recognition of confirmed sponsors in print materials are subject to the following deadlines: Invitation—July 10, 2017; FORBES magazine—July 21, 2017; press release—August 15, 2017; program book, signage—August 30, 2017. ³Ad space is limited. Creative content due no later than August 30, 2017. See ad purchase form for discounted rates. ⁴Sponsorship contributions are tax-deductible to the extent allowed by U.S. Law. The value of goods and/or services accepted will be deducted from the total donation amount to determine the tax-deductible portion of your sponsorship.
SPONSORSHIP RESPONSE FORM

1. Provide your contact information
Name: __________________________________________
Title: __________________________________________
Organization: ____________________________________
Address: ________________________________________
_________________________________________________
City/State/Zip: _________________________________
Phone: _________________________________________
Email: _________________________________________

2. Select your gift recognition preference
___ I/We wish to be recognized as:
_____________________________________________
___ I/We wish to be recognized as Anonymous

3. Provide your payment information
___ A check is enclosed, payable to Americans for the Arts
___ I/We wish to pay by credit card
   Card type: Visa MasterCard AmEx Discover
   Card number: ________________________________
   Expiration date: ___________ Security code: ______
   Name on card: ________________________________
   Signature: __________________________________
___ I/We wish to be invoiced for this donation by _________(date)
___ I/We wish to waive all tangible benefits and make this contribution 100% tax deductible.

4. Select a contribution level
___ Leader: $50,000
___ Champion: $25,000
___ Sustainer: $15,000
___ Investor: $10,000
___ Patron: $5,000
___ Ticket: $1,000 each
   Quantity: ______
___ Other donation amount: $_____

5. Return this form
By Mail:
Americans for the Arts
ATTN: BCA 10
1000 Vermont Ave, NW
Washington, DC 20005
Email: BCA@artsusa.org
Fax: 202.371.0424

Questions?
Jessica Gaines, BCA Coordinator
BCA@artsusa.org
202.371.2830

Thank you for supporting the BCA 10 and Americans for the Arts.