



**BCA 10: BEST BUSINESSES PARTNERING WITH THE ARTS IN AMERICA**

## 2017 BCA 10 GALA

### PROGRAM BOOK RECOGNITION ADVERTISEMENTS

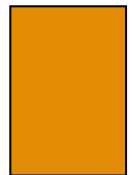
Purchasing a recognition advertisement in the event program is a great way to support the honorees and Americans for the Arts' mission to promote business and arts partnerships nationwide.

A recognition advertisement pays tribute to the evening's honorees, presenters, performers, staff, board, etc. Ads created solely for self or business promotion will be subject to change.

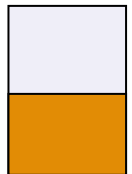
*No goods or services are offered; contributions are fully tax deductible.*

AD TYPE	SPECS <small>Note: Dimensions account for bleeds.</small>	RATE
Inside Front Cover	8.25" w by 10.25" h (trims to 8" w by 10" h)	\$5,000
Inside Back Cover	8.25" w by 10.25" h (trims to 8" w by 10" h)	\$4,500
Full Page	8.25" w by 10.25" h (trims to 8" w by 10" h)	\$2,000
Half Page	8.25" w by 5.25" h (trims to 8" w by 5" h)	\$1,000
Quarter Page	4/25" w by 5.25" h (trims to 4" w by 5" h)	\$ 800

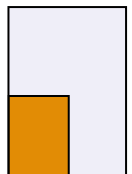
Full Page



Half Page



Quarter Page



#### FORMAT

#### REQUIREMENTS:

- Must be in .tiff or .pdf format
- 300 dpi or higher
- Fonts and images must be embedded
- Event program is in full color

#### SPONSOR PRICING:

Sponsors receive complimentary and/or discounted advertising

SPONSOR LEVEL	AVAILABLE ADVERTISING	RATE
Leader: \$50,000	Inside front or back cover	<i>Complimentary, as available</i>
Champion: \$25,000	Full Page, interior placement	<i>Complimentary</i>
Sustainer: \$15,000	Half Page	<i>Complimentary</i>
Investor: \$10,000	Quarter Page	<i>Complimentary</i>
Patron: \$5,000 (discounted rates)	Full Page	\$1,750
	Half Page	\$ 825
	Quarter Page	\$ 650

#### DEADLINE:

**All creative due:  
August 30, 2017**  
[BCA@artsusa.org](mailto:BCA@artsusa.org)



**BCA 10: BEST BUSINESSES PARTNERING WITH THE ARTS IN AMERICA**  
**RECOGNITION ADVERTISEMENT 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)

**4. Select an ad type**

**Non-sponsors**

Inside front cover: \$5,000  
 Inside back cover: \$4,500  
 Full page: \$2,000  
 Half page: \$1,000  
 Quarter page: \$800

**Sponsors**

Leader: *FREE* inside front or rear cover (as space available)  
 Champion: *FREE* full page ad  
 Sustainer: *FREE* half page ad  
 Investor: *FREE* quarter page ad  
 Patron: *DISCOUNT* ad  
      Full page: \$1,750  
      Half page: \$825  
      Quarter page: \$650  
 I do not wish to place an ad, but I would like to make a contribution to the BCA 10 gala: \$\_\_\_\_\_

**5. Return this form**

**By Mail:**

Americans for the Arts  
 ATTN: BCA 10  
 1000 Vermont Ave, NW  
 Washington, DC 20005  
**Email:** [BCA@artsusa.org](mailto:BCA@artsusa.org)  
**Fax:** 202.371.0424

**Questions?**

Jessica Gaines, BCA Coordinator  
[BCA@artsusa.org](mailto:BCA@artsusa.org)  
 202.371.2830

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