



282 Flatbush Avenue, 2nd Floor
Brooklyn, NY 11217
(718)- 873-1685
info@NorthFlatbushBID.nyc

Greetings North Flatbush Avenue Community!

We would like to give you the opportunity to support our annual North Flatbush BID community event – **Flatfoot Flatbush**, which will be held on December 21st, 2022! The Winter Solstice celebration will be hosted in conjunction with Porch Stomp and Make Music Winter, and local dance organizations including Brooklyn Contra and Gowanus Wildcats. For the ninth year, the NFBID will be presenting an interactive event, with live music, dancing, and community engagement.

In prior years, Flatfoot Flatbush has attracted 100-150 musicians and dancers who participated and engaged hundreds of residents, pedestrians, business operators, and staff. With a social media following of about 10,000 people between Porch Stomp, Make Music New York, and the North Flatbush Avenue BID, a marketing opportunity with the NFBID can broadcast information about your business to thousands of individuals with just one post.

About the Presenters:

The North Flatbush BID developed a little over 35 years ago, when a group of committed citizens joined forces to improve the area known as North Flatbush Avenue. This group was composed of merchants, property owners and residents. These committed citizens, along with the assistance of elected officials, city agencies and the Brooklyn Union Gas “Cinderella Project” brought renewal to Flatbush Avenue beginning with the Triangle Parks Commission, the North Flatbush Avenue Betterment Committee that ultimately gave rise to the North Flatbush Avenue Business Improvement District, also known as “NFBID”.

Make Music New York is a bi-annual celebration which highlights musical performers from all different genres citywide. The BID participated in MMNY this year on the summer solstice, June 21st, by having around two dozen musical performers on the sidewalks in front of participating merchants’ businesses. Make Music New York celebrates “Make Music Winter” on December 21st, with over a dozen large-scale musical activations all over NYC, bringing light and joy on the shortest day of the year.

Porch Stomp was founded in 2014 as a part of the 2014 Make Music New York Festival. Featuring a variety of acts and institutions, Porch Stomp immediately became recognized as a hub for cross-genre folk musicians and folk music lovers to share in celebration a day of music and fun. Porch Stomp, which functions by way of a 100% volunteer-run team of artists and community builders, hosts an annual

festival on Governors Island, which takes place in June, and is also a co-producer of Flatfoot Flatbush. Porch Stomp is fiscally sponsored by Make Music New York, a 501(c)(3) nonprofit organization; all contributions are 100% tax deductible.

This year we are extending an amazing opportunity to participate at various levels including:

The Swing Partnership (\$1000) – *The swing* is a 2-person dance where dancers step forward ending right side to right side and move around each other turning in a clockwise direction of each other – ***This partnership includes: 2 social media mentions (pre-event), Business name on all: posters, palm cards and parade posters, dedicated E-blasts***

The Dosido Partnership (\$2,500) – *The do-si-do* is a 2-person dance where dancers advance and pass right shoulders without turning; then moving backwards each passes left shoulders returning to starting position. ***This partnership includes: 4 social media mentions (pre-event), Business name on all: posters, palm cards, and parade posters, dedicated E-blasts, mention on Make Music New York and North Flatbush BID websites.***

The Star Family Partnership (\$5,000) – *The star family* is a dance with 2 or more dancers, usually couplings. The directed dancers step forward and extend designated hands to form a left- or right-hand star. Dancers turn the star by walking forward in a circle around the center of the star. ***This partnership includes: 4 social media mentions (pre-event), Business LOGO on all: posters, palm cards, and parade posters, dedicated E-blasts, mention on Make Music New York and North Flatbush BID websites, hospitality/sponsor signage, speaking role at Flatfoot Flatbush afterparty.***

The Star Promenade Partnership (\$7,500) – *The star promenade* is an 8-person dance where the directed dancers form a star and place the other arm around the waist of another directed dancer. ***This partnership includes: 6 social media mentions (pre-event), Presenting Sponsor title (largest Business LOGO) on all: posters, palm cards, and parade posters, dedicated E-blasts, mention and LOGO on Make Music New York and North Flatbush BID websites hospitality/sponsor signage, speaking role at Flatfoot Flatbush afterparty, sneak peak performance at business (must be in the district or very close proximity)***

All of these levels are flexible, so if you'd like to partner on this event but don't find any of these options to be suitable, we are happy to discuss alternatives. If there are any additional questions, please do not hesitate to reach out!

Best,

James Dean Ellis
Executive Director, NFBID

