

MEDIA RELEASE

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Why NPAFE is Premiering a World Class Performing Arts Event at WeWork on Nov. 15 in DC

Controversial not-for-profit building alliance uniting performing artists, audiences, and corporate marketers

Washington, D.C., November 9, 2016: The [National Performing Arts Funding Exchange](#) today disclosed that one of its main goals in forming sponsorship alliances with major companies like [WeWork](#) is to increase sponsor marketing ROI by linking sponsors to curated performing artists and especially to the artists' loyal audiences.

That is the unusual business logic behind NPAFE's controversial decision to win the backing of WeWork, the world's largest shared workspace company, to host a world premiere of [Company Danzante's](#) "Lost in the City" on Nov. 15 at WeWork's Dupont Circle location in Washington, D.C.

"Our mission is to bring top quality music, theater, and dance to people by sourcing creative corporate sponsorships for America's up-and-coming performing artists," says NPAFE CEO Clifford Brody. "We do that by enabling companies to reach the artists' loyal audiences and win that audience loyalty for the sponsors' brands."

Corporate sponsors have long understood the value of backing excellence in athletics, Brody points out. At the same time, marketers have seen the ROI from these large spends severely diluted in recent years. "Brand stickiness among performing arts audiences is much higher than sports fans."

It's not whether major brands believe the performing arts deserve backing, says Brody, "A lot of them make major donations every year. But that corporate philanthropy is mostly directed not to performing artists and instead to where they perform, venues big and small like the Kennedy Center or city and university performing arts centers.

This venue-oriented philanthropy, Brody asserts, leaves the sponsor virtually powerless to deliver specific product or service messages to actual audiences showing up to see their very own chosen performing artists spin magic.

That's unfortunate, NPAFE's CEO suggests, because marketers can easily reach everyone at these performances, who are there to see performing artists they love, not the place where they are performing. He cites another truism: the larger a dollar gift a Boeing or Citibank gives to a venue, the smaller its name appears in print, often too tiny to read.

Brody is not proposing that corporate gifts to the Lincoln Centers or Carnegie Halls be directed elsewhere. "Imagine what would happen, though, if corporate marketers channeled just 5% over and above those philanthropic donations to artists when and where they performed. Would their brands ever look good!" The marketing ROI would be three or four times greater, NPAFE's chief lays out, than any spend to reach mass audiences, with companies successfully reaching a lot of preferred customers at a very low dollar cost." NPAFE offers considerable data to back this estimate.

Until NPAFE began curating performing artists and their audiences, it had not been possible for marketers to know which artists were drawing in great audiences, when they were doing it, or how to tap that audience loyalty. To be able to know all that and amplify marketing campaigns with this tool is a major opportunity knocking at marketers' doors, Brody insists. "That's NPAFE's value add to sponsors. We show when, where, and how much can be done with a handful of marketing dollars to reach people primed to favor the brand making the artistry possible."

Then Brody smiles. "Here's the real driver. The goal for me and everyone associated with NPAFE is to route that sponsorship money to the performing artists themselves." Referring to the Company Danzante dancers who will be performing at WeWork on Nov. 15, he adds: "More funding to artists like Danzante to sustain their creativity and hard work means we all win." And that, Brody adds with a sigh, is the real NPAFE endgame. Apparently his, too.

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*****Event Time and Place:** 6:30-8:30 PM, Nov. 15, 2016; WeWork, 1875 Connecticut Ave NW DC 20009; Secure building; media registration at <https://bit.ly/NPAFEnov15M>.

About NPAFE - The National Performing Arts Funding Exchange. NPAFE is the country's only not-for-profit partnering exclusively with private sector businesses to advance the performing arts. www.npafe.org

Online Media Resources: NPAFE: www.npafe.org; Company Danzante: www.companydanzante.org