



Exclusive Jackson Park Brand Showcase Opportunity, Sept. 15-17, 2017: Chicago's Nejla Yasemin Yarkin

NPAFE is promoting a newly-commissioned work by **Nejla Yasemin Yarkin** at a one-of-a-kind September 15th, 16th, and 17th 2017 showcase event (Fri-Sat-Sun) at Chicago's Garden of Phoenix at Jackson Park.

This proposed sponsorship opportunity will emphasize the corporate sponsor's commitment to a unique and memorable customer experience, and highlight the corporate sponsor's core Value Proposition to its stakeholders and customers. **Exposure includes prominent logo placement on site in Jackson Park Sept. 1 to 14, social media showcasing, and sponsor acknowledgment in the performance video to be screened worldwide.**

Chicago, Sept. 15th, 16th and 17th, 2017 - Nejla Yasemin Yarkin, "Dancing with the Garden of the Phoenix at Jackson Park" Garden of Phoenix at Jackson Park Chicago, Illinois. 6pm to 7pm.

After a year-long worldwide tour, German choreographer Nejla Yasemin Yarkin returns to Chicago and brings her signature process of building site-specific dances with local participants to Jackson Park. Yarkin will choreograph a site-specific piece for the Garden of the Phoenix at Jackson Park in September 2017 by working with local community members and dancers to move the audience through the garden, transform their perceptions, and engage the audience with the park in a new, innovative way.

Yarkin will spend the summer in the garden observing, talking, dancing and documenting community members in a dialogue that will inform and inspire the final dance. Presented as a part of Chicago Park District's Night Out in the Parks series, "**Dancing With The Garden Of The Phoenix**" at **Jackson Park** is presented as part of the Chicago Park District's **Night Out in the Parks** series, supported by Mayor Rahm Emanuel.



Arts programming in neighborhoods across the city advances the goals of the Chicago Park District and the Chicago Cultural Plan. Now in its fifth year, the 2017 Night Out in the Parks series will host over 1,000 cultural events and programs at more than 250 neighborhood parks throughout the city, making community parks a safe haven and hubs of activity. This is a unique and exclusive branding opportunity at one of Chicago's major annual arts festivals.

About NPAFE

A nonprofit focused on building partnerships between corporations and performing artists, the **National Performing Arts Funding Exchange** enables corporations to select acclaimed high quality performing arts events that meet corporate demand for high-quality brand-exclusive events appealing to key demographic groups. NPAFE is the nation's only resource systematically identifying proven performing arts partners whose own standing allows a brand to tell people, with a home town flavor close to where they live, what that brand really stands for.

Roles / Resources

NPAFE: Manage event to assure it successfully reflects the corporate sponsor's brand values; marketing and communications including PR initiatives before, during and after presentation(s) to promote sponsor brand; signage during each performance in the park, as well as during rehearsal in the park; provide to the corporate sponsor branded video after the events to broadcast to audiences all over the world.

Corporate Sponsorship Opportunities: \$2,500 Corporate Sponsorship, \$6,500 Industry Exclusive Sponsorship, or \$12,500 Total Exclusivity Sponsorship. Other sponsorship amounts possible. One-half the fee due at commitment time; balance due 7 days prior to event performance.

Click on "For the Business World" at www.npafe.org for more information.

Contact: Cliff Brody cbrody@npafe.org, Julia Jaunich julia.jaunich@npafe.org, Sarah Nielsen sarah.nielsen@npafe.org, all at 202.643.8048.