



24th Annual Red Hook Fest: We Push Forward Corporate Sponsors Report

Overview	1
Sponsorship Benefits	1
Demographics of Red Hook Fest Audience	2
Marketing	2
Social Media	3
Email Marketing	4
Digital Advertising	5
Grassroots	6
Recognition by Elected Officials	7
Publicity	7
Support	8
Plans for 2018 Festival	8
Addenda	8
A. Sample Media Coverage	8
B. Photos + Video Highlights	9
C. Select Press	10

RED HOOK FEST



Final Report

Overview

Dance Theatre Etcetera (DTE), in collaboration with its corporate sponsors and neighborhood partners, was proud to produce the 24th annual Red Hook Fest: We Push Forward that took place June 9th and 10th, 2017.

The festival offered youth participants and audiences of all ages access to high quality arts entertainment and showcased the many services offered by DTE's community partners. The Festival served more than 5000 people and functioned as a unifying force, gathering audiences from diverse sectors of Red Hook's population to celebrate the talents of local young people, learn about DTE's many youth programs, enjoy a community barbecue and dance party, and celebrate together during a day of free performances staged in one of the area's most underutilized public waterfront parks. This year, DTE featured the work of Princess Grace award winner, choreographer Loni Landon, Gregory Dolbashian and The Dash Ensemble, powerhouse spoken word duo Climbing Poetry, and the fiery Freedom Dabka Group. Also on stage were two up and coming young rappers who are alumni of DTE Hip Hop Poetry classes, Lyrical L and Mat King Cole.

We thank our many sponsors and community partners for helping us make this event possible and look forward to working together again on the celebration of the Red Hook Fest's 25th anniversary.

This report details DTE's sponsorship benefits and marketing efforts for the Festival and provides an overview of activities in 2017.

Sponsorship Benefits

In 2017, corporate sponsors at the \$10,000- \$20,000 level received the following benefits:

- Logo on media ad in Time Out NY (350,000 impressions)
- Corporate logo featured on flyer (50,000 impressions)
- Logo on www.redhookfest.com and DTE home page (12,000 impressions)
- Prominent signage at the Main Stage (6,000 impressions)
- Onstage acknowledgements and thanks x 3 (12,000 impressions)

Sponsors at the \$5000-\$9999 Level received the following benefits:

- Corporate logo featured on flyer (50,000 impressions)
- Logo on www.redhookfest.com and DTE home page (12,000 impressions)
- Prominent signage at the Main Stage (6,000 impressions)
- Onstage acknowledgements and thanks (4,000 impressions)

Corporate Sponsors at the \$2,500-\$4,999 Level received the following benefits:

- Logo on www.redhookfest.com (8,000 impressions)
- Prominent signage at the Main Stage (6,000 impressions)
- Onstage acknowledgements and thanks (4,000 impressions)

RED HOOK FEST



Final Report

Corporate Sponsors at the \$500-\$2,499 Level received the following benefits:

- Logo on www.redhookfest.com (8,000 impressions)
- Onstage acknowledgements and thanks (4,000 impressions)

Demographics of Red Hook Fest Audience

The festival strives first and foremost to serve low-income members of the Red Hook community—the largely African-American and Latino, primarily Puerto Rican, population residing in public housing.

According to the 2010 NYC Census the total population of Red Hook is 10,214: 45% Hispanic, 40% African-American, 10% White, and 5% Other; 83% of the population resides in subsidized housing known as the Red Hook Houses. 23% of the householders are single females with children. The median household income is \$34,000 and 82% of the population are renters, reflecting the fact that the majority of the African-American and Latino population in Red Hook resides in subsidized housing.

46.6% of the population lives below poverty level. While economic development in the area has encouraged the return of businesses and created jobs, there is still a high unemployment rate (>20%), especially among young people between the ages of 18 and 25 that reside in public housing. 70% of the population in this target area only graduated high school.

DTE conducted outreach for the festival through school programs to students and their families, through the network of our local partner organizations, and by hitting the pavement to distribute festival flyers to tenants' associations, bodegas, barbershops, libraries, at bus stops, by word of mouth and through the utilization of online social networks.

The festival also attracted visitors from outside the area, from the adjacent neighborhoods of Carroll Gardens, Cobble Hill, Park Slope and Sunset Park as well as Manhattan. The festival is well known and well attended by the NYC artists' community. Some visitors came from as far as Texas!

Marketing

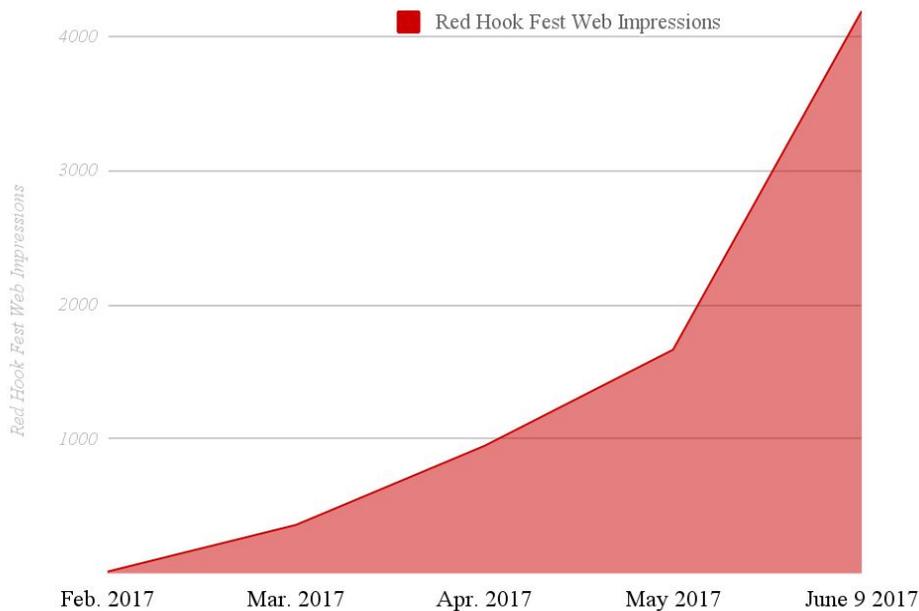
This year's Red Hook Fest marketing efforts included a comprehensive digital marketing strategy and grassroots marketing campaign. DTE's digital marketing efforts included email marketing, social media campaigning, digital advertising and mailed and distributed flyers. DTE's concentrated marketing effort, combined with publicity, word of mouth, and grassroots efforts saw record interest and traffic to our social media accounts and websites.

RED HOOK FEST

Final Report



Red Hook Fest Organic Web Impressions



Organic Red Hook Fest website impressions increased by more than 300% as word of mouth, email marketing, and social media marketing efforts ramped up. Similarly, Red Hook Fest was listed on a number of NYC event calendars and special interest calendars, including Time Out NY, Eventbrite, Events 12, and Brokelyn.

The 24th Annual Red Hook Fest attracted near-record numbers with 500 people in attendance on Friday, June 9th for the Community Cookout and DJ Dance Party, held in collaboration with South Brooklyn Industrial Corporation's Red Hook Walks Street Fair and 4650 on Saturday, June 10th for the mainstage event.

Social Media

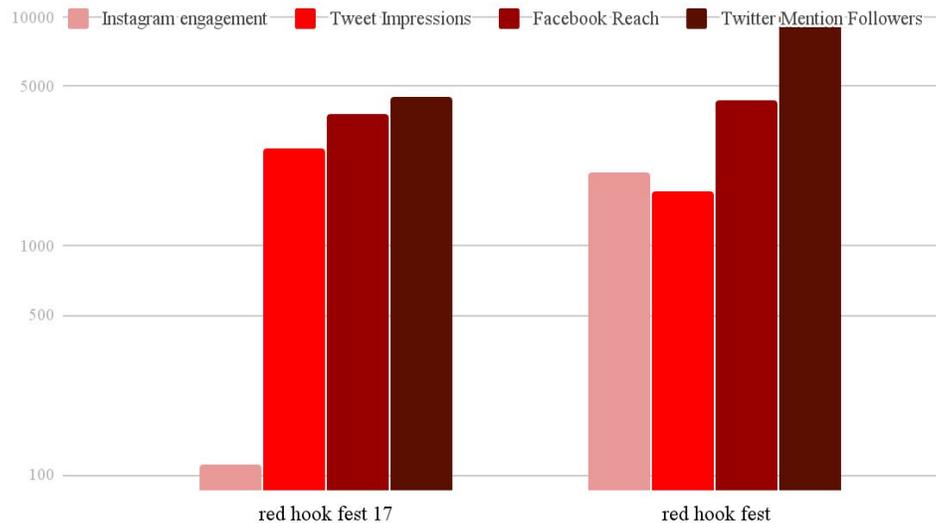
In the period leading up to the event, DTE Marketing created posts on a regular basis. This effort garnered more than 150,000 impressions across Facebook, Instagram, and Twitter. Throughout this time, DTE tags, mentions, and hashtags its various sponsors, community partners, and performers, which garners valuable social engagement throughout our professional network.

RED HOOK FEST

Final Report



Hashtag Performance



The above chart highlights impressions, reach, and engagement metrics across our top three social media platforms for our two highest performing hashtags. Reach and impressions are similar metrics highlighting the number of people who saw the hashtag and the number of times a hashtag was delivered, respectively..

One of the strongest contributing factors to our hashtag performance in 2017 was community engagement. Our community partners, sponsors, and artists as well as local press use Facebook, Twitter, and Instagram to highlight Red Hook Fest in their posts. This delivers information about Red Hook Fest to larger and more diverse audiences than a single social media profile can reach. Many of the profiles that used the hashtag #RedHookFest or #RedHookFest17 had followings of 500 or more. A few had followings of more than 10,000.

While there aren't demonstrably reliable methods to determine hashtag performance on Instagram, DTE has garnered record engagement (post likes, comments, and views) on the platform. While DTE cannot account for post shares, as Instagram doesn't not technically offer the option and most shared posts use 3rd party apps or screen capture options, the engagement metrics reflected above suggest a potentially higher engagement yield and certainly higher hashtag impressions.

Email Marketing

DTE's monthly e-letters garner healthy non-profit engagement metrics throughout the majority of the year, but Red Hook Fest-related subject lines see steady upticks in every meaningful engagement metric, exposing the related content to nearly double the amount of impressions and clicks. Similarly, we receive more email list sign-ups from the forms embedded on the website as

RED HOOK FEST

Final Report



grassroots and digital marketing efforts result in record web traffic.

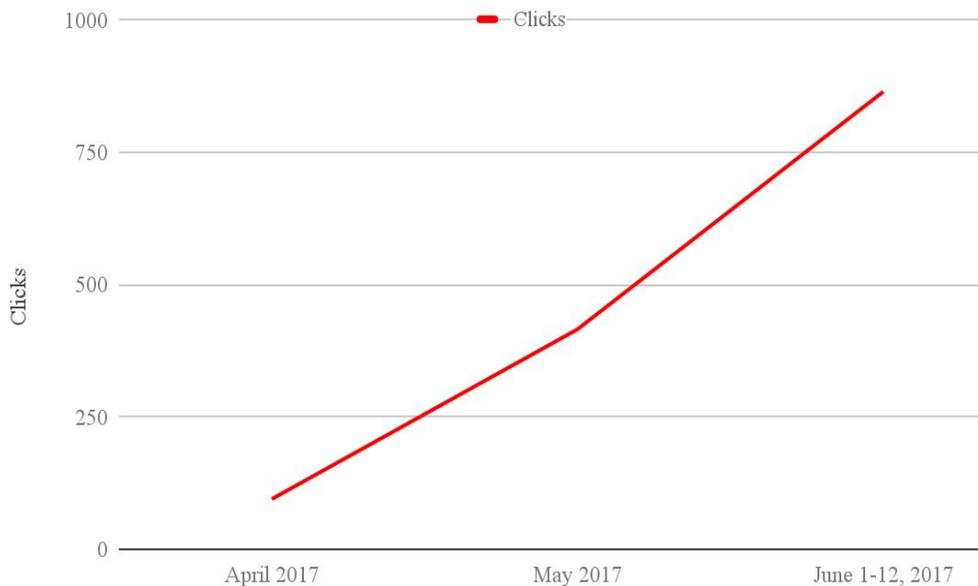
From the time DTE announced the professional artist lineup in March to the final reminder email in June, **open rates increased by 55%** and **CTRs (click-thru rates) increased by 550%**. **The final June email received the highest 3rd party content engagement of any email within the year.**

Digital Advertising

DTE is a recipient of the Google Ad Grant, which has been a great boon to Red Hook Fest marketing efforts. While organic (unpaid direct, search result, and referral traffic) reached record rates, digital advertising methods also drove large numbers of ad traffic to RedHookFest.com. Red Hook Fest text ads were delivered to people using Google to search any of the thousands of keywords related to this year's Red Hook Fest, its location, the performers, event date, or event type. Red Hook Fest social media ads, however, were delivered to desktop and mobile users based on demographic and psychometric user targeting. This not only referred thousands of people to RedHookFest.com; it also garnered tens of thousands of impressions every month.

The table below reveals the steady growth of digital advertising referral traffic from April 1 to June 12, 2017. The data not only highlights the increase in CTR (click-thru-rates) but also the increase in Red Hook Fest- related search terms, including "Red Hook Fest," "ny festival," and "red hook festival 2017."

Digital Advertising Referral Traffic



Ad impressions were particularly valuable, as ad copy included all the information required for audiences to attend, regardless of whether they continued to the website or event page.

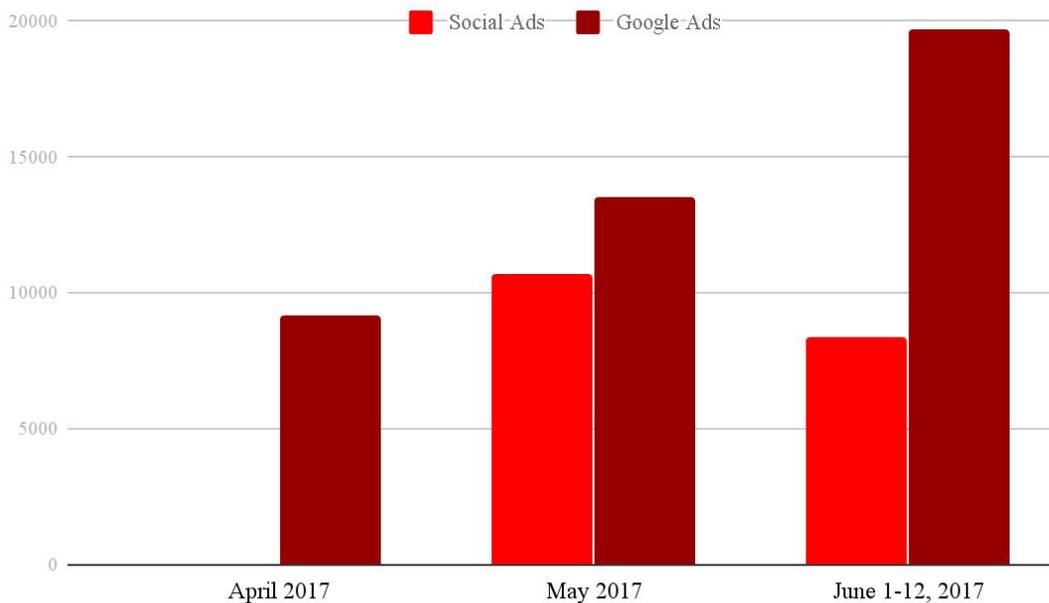
RED HOOK FEST



Final Report

The table below highlights digital advertising impressions in the months leading up to Red Hook Fest. In addition to digital advertising, social media, and email marketing efforts, this year’s Red Hook Fest garnered healthy press coverage. All of these factors contributed to the steady increase in general interest.

Red Hook Fest Digital Advertising Impressions



Grassroots

Dance Theatre Etcetera has a longstanding presence in Red Hook, and much of the local interest results from community engagement, direct mail, flyering, and postering efforts. While marketing cannot account for exact impressions, conversions, and similar metrics, we do know that the community responds to DTE’s community focus and engagement tactics. Flyering and postering efforts distributed Red Hook Fest postcards and posters throughout Red Hook, Carroll Gardens, Gowanus, Park Slope, Cobble Hill, Fort Greene, Bed Stuy, Clinton Hill, and Prospect Heights with a specific focus on Red Hook and surrounding neighborhoods. DTE also launched a direct mail campaign, distributing Red Hook Fest postcards to the entire mailing list.

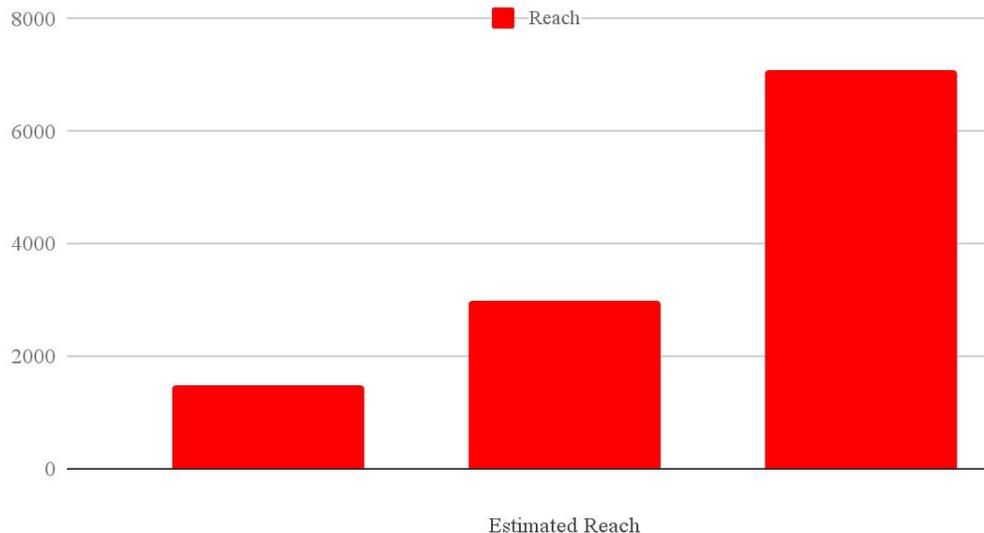
The table below reflects estimated reach resulting from the grassroots marketing Red Hook Fest campaign. In addition to event information and directions, our printed collateral also features a word of thanks to our supporters and sponsors in addition to their logos.

RED HOOK FEST

Final Report



Estimated Grassroots Marketing Reach



Recognition by Elected Officials

U.S. Congresswoman Nydia Velásquez, NYC Council Member Carlos Menchaca, and NYS Senator Velmanette Montgomery attended Saturday’s event. They praised DTE’s commitment to providing cultural services in Red Hook and noted our dedication to serving young people.

Publicity

Red Hook Fest benefited from two media sponsors, two televised interviews, and countless event listings. TimeOut New York graciously donated a full page advertisement on the 5th page of the issue circulated two weeks prior to Red Hook Fest. News 12 Brooklyn included the Red Hook Fest announcement on its infobar (the branded news ticker at the bottom of their broadcasts) and “What’s Going On” section. They also interviewed several participants and aired a live broadcast during the Saturday festivities. Bric TV aired the Red Hook Fest promotional video, a brief performance, and an interview about Red Hook Fest the week before the event. Red Hook Fest also received a full article and ad in Red Hook’s local newspaper, the Red Hook Star Revue.

For a selection of Red Hook Fest-related clippings, please see [Section C: Select Press in the Addenda](#).

RED HOOK FEST

Final Report



Support

Dance Theatre Etcetera gratefully acknowledges generous contributions from the following:

Apple Bank Con Edison Cornell Paper and Box Company Est4te Four Fairway Market Greg O'Connell/The O'Connell Organization Jofaz Transportation Mertz Gilmore Foundation Movers Not Shakers	National Endowment for the Arts News 12 Brooklyn New York State Council of the Arts New York Water Taxi NYC Council Member Carlos Menchaca NYC Dept. of Cultural Affairs Ridgewood Savings Bank TD Bank Time Out New York
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Plans for 2018 Festival

Next year marks the 25th Anniversary of Red Hook Fest. It is scheduled to take place June 8th, 9th and 10th, 2018. DTE artists will be in residences at sites throughout Red Hook working with community members in preparation for this special celebration of the festival as a showcase for community collaboration and a free access to great art.

Addenda

A. Sample Media Coverage

<p><i>Bric TV Interview 2 weeks prior to Red Hook Fest</i></p> A video player showing an interview with four people around a round table. The video title is "Red Hook Fest 2017 is Presenting the Neighborhood's Premier Talent BK Live". <p>Red Hook Fest 2017 is Presenting the Neighborhood's Premier Talent BK Live</p>	<p><i>News 12 coverage during Red Hook Fest</i></p> A screenshot of a News 12 Brooklyn article titled "Residents celebrate 24th annual Red Hook Fest". The article includes a video player showing a banner for "DANCE THEATRE ETCETERA" and a caption: "RED HOOK - Over 3,500 residents came out to celebrate the 24th annual Red Hook Fest Saturday". <p>Residents celebrate 24th annual Red Hook Fest</p>
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For a full report on the Red Hook Fest publicity effort, please see the [Publicity section](#).

RED HOOK FEST

Final Report



B. Photos + Video Highlights

You can see select photos and video highlights from the 24th Annual Red Hook Fest: We Push Forward on <https://dtetc.org/red-hook-fest-2017/>.

RED HOOK FEST

Final Report



C. Select Press

NEWS 12 BROOKLYN NEWS WEATHER SPORTS FEATURES NUMBERS & L

Residents celebrate 24th annual Red Hook Fest

Posted: Jun 10, 2017 6:26 PM EDT
Updated: Jun 10, 2017 6:46 PM EDT

Residents celebrate 24th annual Red Hook Fest

RED HOOK - Over 3,500 residents came out to celebrate the 24th annual Red Hook Fest Saturday afternoon, joining together to uplift and strengthen the community.

"It's a great opportunity to see what we have in our backyard," said attendee Heather Harvey. "What is the food we have in our backyard? Who are the people?"

Each year the festival aims to remind residents of the great things offered in their community and to improve the perception of Red Hook.

The festival is being held throughout the weekend at Louis J. Valentino Park and Pier and is offering a wealth of free activities including music and kayaking.



Arts & Culture

Weekend Art Events: June 9 – 11 (One-Eye Jimmy, One-Minute Plays & More)

By Pamela Wong - June 9, 2017

DANCE THEATRE ETCETERA PRESENTS
24th Annual
RED HOOK FEST
WE PUSH FORWARD

FRIDAY JUNE 9 5:30-8:30 PM
P.S. 15 | 71 Sullivan St | **Cookout & DJ Dance Party**

SATURDAY JUNE 10 2:00-7:00 PM
Valentino Park & Pier | 9 Coffey & Ferris Streets | **Mainstage Event, Youth Performers, Resources, & Activities**

Mainstage Performances by
Climbing Post/Tree | The Dash Ensemble | Freedom Dabka Group | Loni Landon Dance Project

RedHookFest.com

Red Hook Fest

When: Friday, June 9, 5:30 to 8:30 and Saturday, June 10, 2pm to 7pm

Where: Friday—Community Cookout & DJ Dance Party at P.S. 15/Patrick F. Daly School, 71 Sullivan Street; Saturday—Mainstage Performances at Louis J. Valentino, Jr. Park & Pier, Coffey & Ferris Streets, Red Hook

What: The 24th Annual Red Hook Fest is a live music and dance festival on the Brooklyn waterfront featuring community workshops, family activities, games, face painting, and world-class performers.

How Much: Free

Time Out NEW YORK
BULL'S-EYE
THIS YEAR'S BAR AWARDS WINNERS REALLY HIT THE SPOT.

Word on the Street
Lola Star
Herbicide queen living in Downtown Brooklyn...
STICKY NOTE CONFESSIONS
What are you regularly lying about? (Like to sleep a secret)
Vibrators. I really really love them.
Macaroni salad from a dance class.
Book.

24TH ANNUAL RED HOOK FEST
WE PUSH FORWARD
FREE MUSIC, DANCE FESTIVAL
Community Cookout & DJ Dance Party
5:30-8:30 PM
P.S. 15 | 71 Sullivan Street
SAT 10
Climbing Post/Tree
The Dash Ensemble
Loni Landon Dance Project
The Freedom Dabka Group
2:00-7:00 PM
Louis Valentino, Jr. Park and Pier • Coffey & Ferris Streets

THE CITIZEN NEW YORK
ENTERTAINMENT SHOPPING DINING ATTRACTIONS HOTELS & SPAS TRANSPORTATION

24th Annual Red Hook Fest

Brooklyn - Various Locations
JUNE 9-10
Enjoy live music and dance for FREE on the Brooklyn waterfront! This event is fun for the whole family with plenty of activities, games and more.

[CLICK HERE FOR MORE INFO](#)

SocialEyesNYC

Things to Do - June 10 2017

- Red Hook Fest Brooklyn**
06/09/2017 - 06/10/2017 Multiple Times
Valentino Park & Pier at 201 Coffey Street, Brooklyn
<http://pdtetc.org/red-hook-fest>
- Rei Kawakubo/Comme de Garçons at Metropolitan Museum of Art**
05/04/2017 - 09/24/2017 Multiple Times
Metropolitan Museum of Art, 1000 Fifth Ave at 82nd St, Manhattan
<http://www.metmuseum.org/exhibitions/listings/2017/rei-kawakubo>
- Robert Rauschenberg: Among Friends at MoMA NYC**

NYC Events Calendar

Jun 2017

Mon	Tue	Wed	Thu	Fri	Sat
20	21	22	1	2	3
4	5	6	7	8	9
10	11	12	13	14	15
16	17	18	19	20	21
22	23	24	25	26	27
28	29	30	1		