The 14th Annual Arab American Bazaar

Sunday
July 12th 2020

1 PM – 7 PM

Shore Road Park
Bay Ridge, Brooklyn
At a time when so many attack Arabs and Muslims, the Bazaar is more than just a festival for us – it’s a chance to proudly celebrate our heritage and to share it with New York.

– Marwa Janini, Interim Executive Director
For nearly 20 years, The Arab American Association of New York (AAANY) has been a cornerstone of New York’s Arab Community. Through our free legal, educational, and social services AAANY has helped tens of thousands of immigrants adjust to life in America and has fought for the civil rights of Arab Americans in City Hall, Albany, and Washington.

One of the most important Arab events in the country, AAANY’s Annual Bazaar brings together thousands of people every summer for a day celebrating food, music, and culture from across the Arab world.
• Regular attendance of approximately 3,000 from New York, New Jersey, Connecticut, and beyond
• More than 50,000 event impressions across social media, more than half of which are to people under 35
• Significant reach and impact on hard-to-reach demographics, including non-English speakers and non-users of social media
• All of this achieved in with no paid promotion whatsoever, online or off
Bazaar 2020 Goals

- Raise attendance to more than 4,000 through a targeted campaign of online and offline outreach, and expand the number of vendors by 20%
- Online – increase event impressions by 50% through a paid promotion campaign relying on a hyper-targeted bid strategy to maximize impact
- Offline – leverage longstanding relationships with cultural and commercial organizations to increase awareness, building on longstanding community goodwill and buy-in
Sponsorship Levels

• Presenting Sponsor - $5,000
  • Stage time in the program to address attendees
  • Your organization’s banner, prominently displayed on the performance stage
  • Your organization’s logo listed as a “Presenting Sponsor” on all Bazaar-related flyers and posters, distributed and displayed across New York in hundreds of community-owned shops, stores, and bodegas
  • Your logo on our website (50,000 views annually) and in all e-mail outreach, all linked to your website
  • All Gold level benefits

• Gold Sponsor - $3,000
  • Your organization’s banner displayed on the performance stage
  • Your organization’s logo listed as a “Sponsor” on all Bazaar-related flyers and posters, distributed and displayed across New York in hundreds of community-owned shops, stores, and bodegas
  • Coordinated promotion of your organization across our social media channels (approx. 15,000 followers)
  • All Silver level benefits

• Silver Sponsor - $1,500
  • Unlimited distribution of promotional material from a tent and table
  • Your logo on our website supporter page, with a link to your website
JOIN US
Please contact Ashley Gibson or Thomas Gilroy at 914-413-5115 or bazaar@arabamicanny.org to be part of this special event. To learn more, visit www.arabamicanny.org