

SAN FRANCISCO  
International **ARTS** Festival



The Truth in  
**Know**ing/  
MEDIA SPONSORSHIP OPPORTUNITIES



## WHAT IS ... THE SAN FRANCISCO INTERNATIONAL ARTS FESTIVAL?

SFIAF promotes the arts and San Francisco through an annual multi-disciplinary festival that brings together a global community of artists and audience members.

SFIAF is a collaborative event co-presented by 18 of San Francisco's most exciting arts organizations who explore new ways to coordinate and share programming, audiences, marketing opportunities and resources to bring greater exposure to the Bay Area arts community, as well as increase San Francisco's visibility as an international arts destination.

Presenting Partners for SFIAF 2008 are:

Arab Cultural & Community Center, Art Street Theatre, ArtworkSF, Asian Art Museum, Blindsight, Carnaval San Francisco, Chinese Cultural Center, Circuit Network, CounterPULSE, Croatian Cultural Center, Cultural Odyssey, Dance Elixir, Dance Mission Theater, Dandelion Dance Theatre, Erling Wold's Fabrications, Israel Center, Kindle, MJM Management, Pure Nature Music, University of San Francisco and the Yerba Buena Gardens Festival.

***“No previous attempt at a general arts festival in this city ever promised or accomplished so much.”***  
***~Voice of Dance magazine***

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870 Market Street, Suite 1256, San Francisco, CA 94102 TEL +1-415-399-9554 FAX +1-415-399-1256 EMAIL [info@sfiaf.org](mailto:info@sfiaf.org)

[www.SFIAF.org](http://www.SFIAF.org)



**MEDIA SPONSORSHIP  
OPPORTUNITIES**  
May 21 - June 8, 2008  
[www.sfiaf.org](http://www.sfiaf.org)

## 2008 **SFIAF** PROGRAMMING (selections)

Plans for 2008 include performances and exhibitions in such venues as San Francisco International Airport, Yerba Buena Gardens, Yerba Buena Center for the Arts, Union Square, Asian Art Museum, the Mission Cultural Center, the Croatian Cultural Center, and more. Program includes both ticketed and free performances and events daily.

### **MUSIC**

#### **Chirgilchin (Tuva) and Duo Romanov Kugaevskiy (Siberia)**

Performances by two very different groups from the central states of the former Soviet Union. Duo Romano – Kugaevskiy is a creative ensemble of musicians from Siberia. They skillfully combine two acoustically different instruments: the button accordion and the domra (a Russian stringed instrument) and create an authentic palette of Russian music. Chirgilchin is a group of musicians from Tuva, a small Russian province north of Western Mongolia. Throat singing the ancient folk songs in the Tuvan language, the group also plays hand made instruments. *Presented by SFIAF and Pure Nature Music.*

A photograph of a man with a beard and glasses, wearing a white shirt and a white head covering, playing a piano. The image is partially obscured by a text box on the right.

#### **Omar Sosa Sextet (Cuba/Spain) with John Santos (San Francisco) and Special Guests**

The Festival's closing performance on Sunday June 8 will feature the return after five years of the great Cuban pianist at Yerba Buena Gardens presented free of charge to the public. The show will also feature local all stars including the Bay Area's leading exponent of Latin percussion, John Santos. *Presented by SFIAF and the Yerba Buena Gardens Festival.*

SAN FRANCISCO  
International

# ARTS Festival

“... the most engrossing contemporary opera-dance-theater I have encountered in ages.”

~ artssf.com

## DANCE

### A.K.Y.S Projecte (France)

*100% Croissance* is a duet that combines aspects of dance, circus and multimedia to explore the modern workplace where personnel change from being lifelong employees to short term contractors. The protagonists move from project to project in continuing cycles of cooperation and competition. *Presented by SFIAF.*

### Element Dance Company (San Francisco) and Ilya Noe (Mexico)

*HomeLand* examines the fallout of history as it makes itself felt through family stories and political dynamics. It traces some of the strange continuities between the dramatic upheavals of the mid~20th century and the current ‘War on Terror.’ *Presented by Element Dance Company.*

### Cristina Moura (Brazil) *like an idiot*

*like an idiot* is a solo performance by dancer and choreographer Cristina Moura, who has been described as “the Brazilian Bill T. Jones.” Moura has been a professional dancer since she was 15 years old and has been working and touring worldwide with different companies from Brazil and Europe. She premiered *like an idiot* at the Panorama de Dança Festival in Rio de Janeiro. Since then, the show has been presented almost 100 times in Brazil, Belgium, Canada, Chile, France, Germany, Italy, Norway, Portugal, Spain, UK, USA and Uruguay. *Presented by Cultural Odyssey and SFIAF.*



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**Dandelion Dance Theater (San Francisco) and Compagnia Y (Spain) and Jaques Poulin Denis (Canada)**

*Oust* begins with the Buddhist concept that there exists no solid lasting self and pulls from examples such as illegal immigration, refugee crises, and wars that divide countries and ethnic groups. Dandelion Dancetheater and Compañía Y will create a piece responding to this theme of displacement. *Oust* will be multi-lingual, incorporating text and audience instructions in English, Spanish, French, and Sign Language. *Presented by Dandelion Dance Theater and SFIAF.*



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**Dance Elixir (San Francisco)**

*Capital Life* was researched and created Leyya Yawil in San Francisco and Beirut and focuses on the experience of being a first generation Arab American woman and the multi-faceted identity that has shaped her life. It is the final installment of the Capital Life Triptych that Tawil has been working on since 2005. *Preented by Dance Elixir, Dance Mission Theater and SFIAF.*

**AscenDance (San Francisco)**

*Urban Renewal* is a free site specific installation/dance performance in Union Square staged on an aerial dance apparatus constructed of aluminum pipes assembled in cubical formations. The piece revolves around themes of de/re construction, urban spaces, human conflict within the metropolitan environment

and the interactions it triggers: both the beautiful and the violent.

*Presented by AscenDance, MJM Management and SFIAF.*



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**“Shows such as this...don’t come to the Bay Area often enough, which is why we need the festival to become a regular feature of our cultural landscape.”**

**~ San Francisco Chronicle**

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## THEATRE & PERFORMANCE ART

### Al-Khareef Theatre Troupe (Syria)

*A Feast Night Dream* is a black comedy about the lives of two amputees, Shaddad and Abu Arab, characters from the poorest neighborhoods of Damascus. They both love the same woman named Toufaha (Apple) who, after getting a job working as a maid in the home of a European diplomat, is said to have left for Europe with the diplomat and his wife. The play revolves around the premise that Toufaha will help organize and pay for visas for the two men to join her in Europe. The performance will be in Arabic with English super-titles. *Presented by the Arab Cultural & Community Center and SFIAF.*



### Art Street Theatre (San Francisco and Germany)

#### *Yes, Yes to Moscow*

Created by Bay Area playwright and director Mark Jackson working with performance artists from San Francisco and Berlin. The company explores contemporary themes of cultural longing and assumptions drawing on the classic Russian play *Three Sisters* by Anton Chekhov. This very physical rendition of the play imagines that the title's siblings have finally made their coveted return to Moscow. But, since their lives have been entirely defined by their desire to go to Moscow, now that they have arrived their purpose is lost. They go into shock, retreating to their former selves, longing for the Moscow of their imaginations. As with Chekhov's play, *Yes, Yes* is about the longing for a better life and the assumption that the grass is surely greener on the other side — of the wall, the street, the border or the continent. *Presented by Art Street Theatre and SFIAF.*

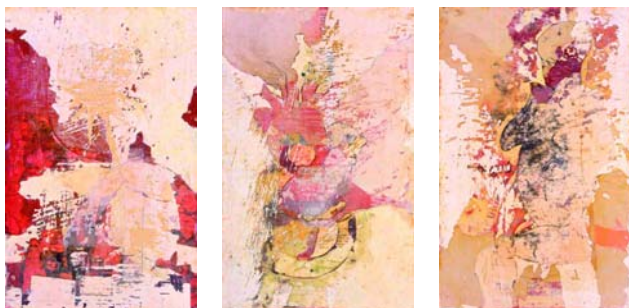
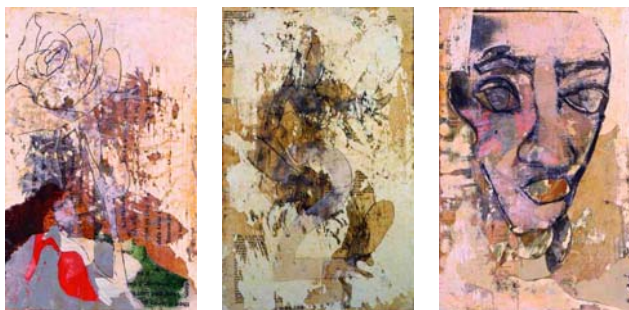


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## VISUAL ARTS/INSTALATION

**Beili Liu (China)**

*Lure #1* and *Lure #2* are two installations inspired by the myth of red thread in Chinese legend. Folklore says lovers are connected by an invisible red thread around their ankles. When it is pulled, the lovers come closer and eventually find each other. Small round disks are made from tightly spiraled red thread. Each disk is connected to another, as a "couple," and each pair is made from one thread. Subtle air current encourages the disks to sway and turn gently like lily pads on water, while the red lines on the ground cross and tangle.

*Presented by the Chinese Cultural Center*

**Richard Kamler (San Francisco)**

A prototype of the full project to be presented at the United Nations in New York 2009, Richard Kamler will work with four other international visual artists to create ten bill-boards (five in down town San Francisco and five at the San Francisco International Airport) that depict their unique cultural perspectives of seeing peace. *Presented by the University of San Francisco and San Francisco Intl. Airport.*

## MULTI-MEDIA OPERA

**Erling Wold's Fabrications (San Francisco) & Frieder Weiß (Germany)**

*Mordake* is being created by a team led by San Francisco composer Erling Wold and German computer engineer and sound designer Frieder Weiß along with tenor John Duykers, director Melissa "Missy" Weaver and libretto by poet Douglas Kearney. The plot line is inspired by the strange case of Edward Mordake and his 'devil twin' — a man tormented by a voice coming from a woman's face on the back of his head, this work will honor the age old tradition of song recitals, while incorporating technological innovations of the 21<sup>st</sup> Century. Kearney, drawing on his inspiration from the bizarre 19<sup>th</sup>-century Mordake story, will create lyrics that reveal the internal conflicts arising when we deny or reject our darker aspects, conflicts that often result in monstrous ends.

*Presented by Erling Wold's Fabrications and SFIAF.*



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## WHY ... SPONSOR THE **SFIAF** ?

To support multicultural arts in San Francisco while promoting your brand to a large, diverse, & highly educated audience.

### **GENDER**

Female: 63%  
Male: 37%

### **ETHNIC BACKGROUND**

35% Caucasian  
25% Asian/Pacific Islander  
20% Latino/Hispanic  
20% African American

### **INCOME**

17% \$100,000+  
23% \$75K - \$99K  
40% \$35K - \$74K  
13% \$15K - \$34K  
7% Less than \$15K

### **GEOGRAPHY**

Primary Target: San Francisco (53%),  
and Alameda Counties (19%)

Secondary Targets: Contra Costa, San  
Mateo, Marin Counties and Tourists

### **AGE**

Nearly half (44%) under the age of 35  
18% 35-44  
16% 45-54  
21% Over 55

### **EDUCATION**

80% of audience has college degree or  
higher

Source: The target audience of the SFIAF audience is based on audience surveys taken at Yerba Buena Center for the Arts during the September 2004 Festival.

***“And [SFIAF] represents an enormous potential boon... beyond the sheer pleasure it brings, in... offering chances for artistic cross-fertilization .”***

***~ San Francisco Chronicle***

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## **MEDIA SPONSORSHIP OPPORTUNITIES 2008**

### **\$25,000-50,000 In-Kind Value Participation**

All of the Benefits listed below, plus:

- Opportunity to present at Opening Night of Festival/Opening Remarks
- Opportunity to host a pre- or post-performance client hospitality event, location TBD
- Promotional mention in SFIAF blogs
- 30 VIP passes valid for every SFIAF performance

### **\$10,000 - 25,000 In-Kind Value Participation**

All of the Benefits listed below, plus:

- Opportunity for spokesperson interviews on targeted radio programs
- 16 VIP passes valid for every SFIAF performance

### **\$5,000—10,000 In-Kind Value Participation**

All of the Benefits listed below, plus:

- Opportunity for on site exposure via product sampling & collateral distribution
- 10 VIP passes valid for every SFIAF performance

### **\$5,000 (or under) In-Kind Value Participation**

- Acknowledgement at press event for local print, TV and online media
- Logo Presence (tiered to reflect support level) on:
  - SFIAF website
  - SFIAF email newsletter
  - 50,000 program playbills distributed at each SFIAF event
  - 100,000 posters/brochures distributed in Bay Area & direct-mailed to targeted database
  - A minimum of 250,000 promotional postcards distributed & direct-mailed
  - Local print media advertising
- 2 VIP passes valid for every SFIAF performance
- First right of refusal for SFIAF 2009

**To discuss your involvement in SFIAF 2008, please contact  
Mary Fuller at SFIAF, 415-399-9554 or [info@sfiarf.org](mailto:info@sfiarf.org)**

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## PHOTO CREDITS

1. Artist Group: Omar Sosa Quintet  
Photo by Tom Ehrlich, Pictured: Omar Sosa
2. Artist Group: Cristina Moura  
Photo by Mila Pelrillo, Pictured: Cristina Moura
3. Artist Group: Art Street Theatre  
Photo by: Iko Freese, Pictured: Sommer Ulrickson
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Photo by: Iko Freese, Pictured: Beth Wilmurt, Tila Kratochwil, Sommer Ulrickson
11. Artist Group: ArtworkSF  
Pictured: The work of Alexander Polzin
12. Artist Group: Erling Wold's Fabrications & Freider Weiß  
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