



JULY
2020

2020
SOKOLOFF
ARTS
CREATIVE
FELLOWSHIP

TOWN STAGES &
SOKOLOFF ARTS

Town Stages LLC is a 100% wholly owned subsidiary of Sokoloff Arts (501c3). As an event venue and cultural arts space, it's run for the benefit of Sokoloff Arts and handles all the day to day management of the primary facility located at 221 W Broadway.

Prepared by Connor Sampson, Content Manager at Town Stages

MAKE CHANGE IMPACT

SPONSORING THE 2020 SOKOLOFF ARTS CREATIVE FELLOWSHIP

**FOR ARTISTS, ENTREPRENEURS, WRITERS,
CONTENT CREATORS, MOVERS, SHAKERS, AND
CHANGE MAKERS.**

Part residency, part incubator, and part home base—the Sokoloff Arts Creative Fellowship at Town Stages offers the ultimate creative freedom and support to grow within our walls and beyond.

We offer priceless resources like mentorship, community, and space in an environment free from product-oriented thinking.

**We focus on curating diverse voices of every definition. Ideally, every member of our cohort is working in a unique way, from a unique perspective, at a unique intersection to spark divergent thinking, empathy, ethical leadership, and community building.*



OUR VALUES



REIMAGINING EQUITY & ACCESS IN NYC SPACES

100% WOMEN-LED

90% MINORITY STAFF

NO PAY GAP WITHIN ROLES

100% OF EMPLOYEES EARN

MORE THAN THE CEO

**LEADERSHIP, GROWTH, AND
ADVANCEMENT IN ALL AREAS**

Sokoloff Arts' mission is to advance equity in New York City by building and providing affordable spaces to create, congregate, and be heard.

WHAT DIVERSITY MEANS TO US

We work from a place of collective learning through collaboration. While we do not claim to know what diversity means for everyone, we are always seeking to expand our imagining of how to be inclusive—of individuals, of communities, and of ourselves. In this moment, while writing this, diversity, for us, means radical inclusivity of all races, gender, religion, age, sexuality, ability, health, wealth, height, weight, education, housing, incarceration history, past trauma, citizenship or lack thereof. Though diversity cannot always be worn or recognized, we seek to welcome the invisible just as we do the seen. We understand the inevitable failure of attempting to define an ideological aspiration, but embrace our failure, commit to learning and hope to always persist in the face of anything that challenges our collective humanity.

221 WEST BROADWAY TRIBECA, NY

Centrally located in the heart of Tribeca, **Town Stages & Sokoloff Arts** headquarters includes 25 feet of frontage on West Broadway and 40 feet of frontage on White Street. Surrounded by some of the best restaurants and hotels in the city like **Frenchette, The Roxy, and Bâtard** where four major avenues intersect right below famed shopping hub **SOHO**—our foot traffic patterns are high year-round. Town sits atop the 1 at Franklin St. and is easily accessible from the **A, C, E, N, Q, R, W, 6, 1, 2, 3, J, M, Z** trains hubs just north and south of our storefront—where 95,000+ riders pass through daily.



OUR DIGITAL REACH IN 2019

In a little more than a year, Town Stages and Sokoloff Arts social following has grown and continues to grow every day.

1.9K INSTAGRAM

1.3K FACEBOOK

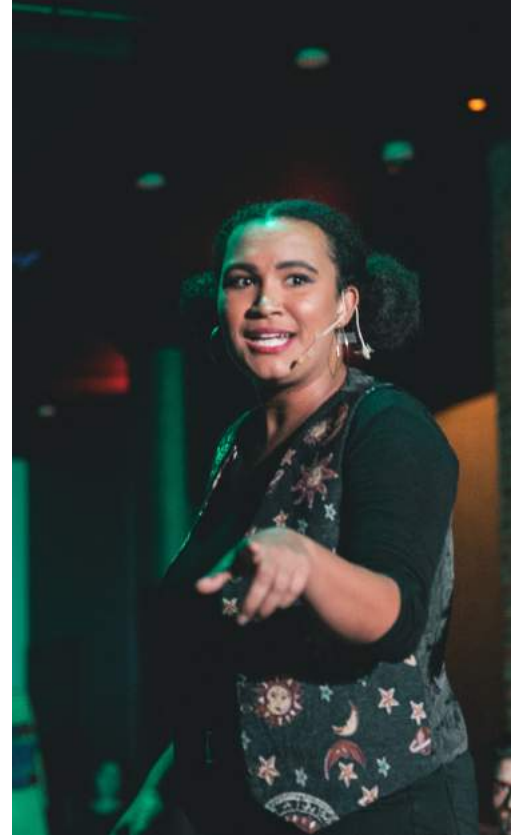
65K MAILCHIMP

Website traffic:

- 6,000+ unique visitors every month.
- 80% of which are first-time interactions.

Our audience:

- 54% Female, 46% Male
- 46% are ages 25-34
- 22% are ages 35-44
- Top Interests: Arts, Entertainment, Shopping, Food & Dining, News & Politics, Travel, Online Communities



EXTENDED INSTAGRAM REACH IN 2019

THE FUTURE IS HERE BE A PART OF IT

38K FELLOWS

21K BOARD

10K STAFF

Everyone under our roof—from full-time staff to bartenders to our fellows—are leaders in their own right—many of which are at critical transition points in their careers and work and are just beginning to get noticed on a larger scale.

While we do not require inclusion on anyone's personal pages, our fellows, board, and staff are active proponents of our space, our fellowship and our mission.

*Numbers reflected are Instagram followers and do not include reach through other platforms.

EVENT REACH

GET YOUR BRAND NOTICED

Town Stages sees **8,000-10,000** people through its doors every month for both public and private events.

Past clients include: **March United, Showrunner, Dell, Broadway Advocacy Coalition, CBS, QMixers, The Macallan, Stareable, Tribeca Film Institute, Crest, Be More Chill, MAZ Digital, Essence, Pen World Voices, Facebook, CitiGroup, Gawker, Queerty, AICP, SHOWTIME, Harvard, GirlBeHeard, Sterling Talent, SXSW, Stella Artois, Spotify, STARZ** + many more.

In addition, our Board of Directors and staff work with and for companies like: **L'Oreal, Matrix, Third Rail Projects, Book of Mormon on Broadway, Bernie Sanders, Color of Change, BOLD, Women's Bar Association, Newsela, VICE, MTV, TDBank, The Dressing Room Project** + many more.



SPOTIFY



FACEBOOK



SHOWTIME

INFLUENCERS & CHANGEMAKERS

RECEIVE BRAND RECOGNITION FROM TODAY'S BRIGHTEST

Town Stages and Sokoloff Arts supports the future of tomorrow while hosting and being celebrated by today's biggest celebrities, politicians, and influencers.

Those names include: **Darren Aronofsky**, **John Cameron Mitchell**, **Ted Allen**, **Steven Colbert**, **Allen Cumming**, **Mila Jam**, **Bob the Drag Queen**, **Ariel Palitz**, **Rafael Espinal**, **Peppermint**, **Frankie Grande**, **Eastsiders**, **Wesley Taylor**, **Naomi Smalls**, **Neil Patrick Harris**, **Nakhane**, **Jeremiah Lloyd Harmon**, **Darnell Moore**, **Isaac Powell**, **Paige Turner**, **Ben Brantley** + many more.

WITH A COMBINED 15.3M+ FOLLOWERS



MILA JAM



DARREN ARONOFSKY



ARIEL PALITZ

OUR IMPACT

IN OUR FIRST YEAR WE WERE ABLE TO PROVIDE

2,664 hours of subsidized space for artists, theater companies, non-profits, charities, musicians, and more.

That is more than **\$600,000 in free space.**

WHILE CREATING JOBS

Through providing **144 groups** with space and assistance to help make their dreams come true, we created more than **732 jobs.**

THE FELLOWSHIP

WE'VE ALREADY SUPPORTED THE CREATION AND DEVELOPMENT OF **MORE THAN 50 PROJECTS** FROM UNDER-REPRESENTED VOICES

Recipients include VR artists, playwrights, novelists, visual artists, immersive experience makers, choreographers, start-ups, non-profit organizations, game designers, actors, app-builders, and more.

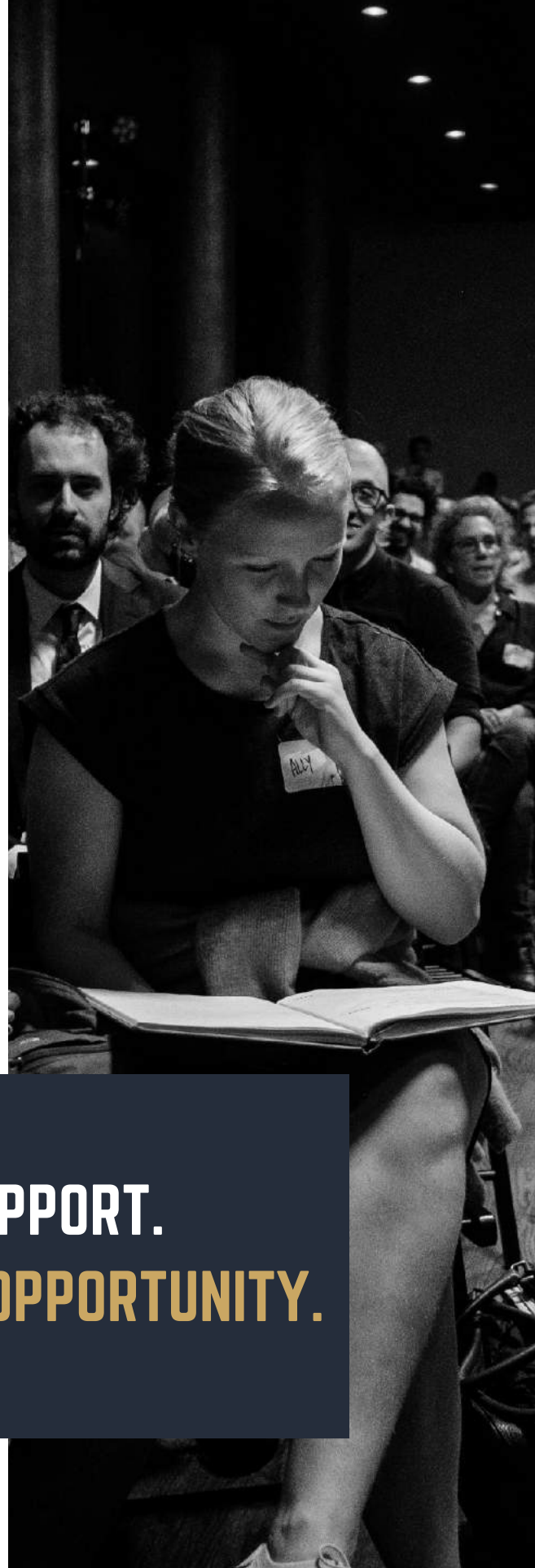
"I have felt the effects of under/mis-representation in both my personal life and professional career. I have to show up for myself and create opportunities to be seen.... It's such a gift to walk in the doors of Town and know that it is my writing sanctuary for a year—where I can dream my biggest dreams for my project."

— Molly Powers Gallagher, Playwright & 2019 Sokoloff Arts Creative Fellow

THE FUTURE

WITH YOUR SUPPORT WE CAN

- PROVIDE MORE SPACE
- SUPPORT A GREATER NUMBER OF FELLOWS
- DEVELOP AND PROVIDE EVEN MORE PROGRAMMING
- OFFER MORE MENTORSHIP OPPORTUNITIES
- OFFER COMPENSATION FOR OUR FELLOWS
- **EXPAND OUR VISION** EVEN FURTHER



**MORE SPACE. MORE SUPPORT.
MORE PROGRAMMING. MORE OPPORTUNITY.**

JULY
2019

**THANK YOU
FOR YOUR
CONSIDERATION**

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