



10 YEAR ANNIVERSARY

WHAT INSPIRES YOU.

2020 Community Program Partnership

Protecting Our Wild Places

About the David Brower Center

The David Brower Center's mission is to provide a home for the environmental movement. We are named in honor of Berkeley native and storied environmentalist, David Brower, who is considered by many to be the father of the modern environmental movement. The Brower Center believes in inspiring and nurturing current and future generations to advocate for the beauty, diversity, and ecological integrity of Earth.

Established in 2002 during the deflation of the Bay Area's first "dotcom" bubble, Brower Center founders recognized that nonprofit organizations are often at the mercy of fluctuating economic conditions. In response, they chose to build a collaborative, creative workspace aimed at advocacy organizations and the public they serve.

Our LEED Platinum building was designed to serve as a living laboratory, a beautiful example of sustainable urban development aligned with the values of resident organizations and visitors. It's an expansive 46,000 square feet, with three floors of fully-leased office space, our street level Hazel Wolf Gallery, and several flexible event spaces including a 178-seat theater.

Since opening our doors in 2009, the Brower Center has become one of the Bay Area's well-respected conveners of thought leaders, activists, artists, and engaged citizens, involving them in dialogues that push environmental thinking and action to new levels of creativity and impact.

Art/Act Exhibition & Community Program Series

Our Art/Act Exhibition & Community Program Series focuses exclusively on the intersection of art and advocacy, presenting art exhibitions and programming that engage our audiences with environmental justice issues in new and different ways. We host three visual art exhibitions each year that are connected by an annual theme. *Art/Act: Youth* showcases art by local K-12 students, *Art/Act: Local* highlights emerging and mid-career Bay Area artists, and *Art/Act: Award* honors an artist who has dedicated their career to using art to advocate for the environment.

Each year, our 10-15 community programs are designed to further amplify the annual theme by highlighting specific areas within it. In addition, by collaborating with individual and organizational partners, we increase our awareness of timely issues and events, and expose new audiences to both the Brower Center and our program partners.

How the Community Program Partnership Works

Our Community Program Partnership is structured to be a collaborative effort between the Brower Center and you. The Brower Center provides access to high quality equipment, space, and select professional resources that support your producing capacity and lowers your production costs. You, the partner, are responsible for the program vision, content, and execution. Specific benefits are outlined below:

	David Brower Center Provides	You Provide
Venue & Staffing	<ul style="list-style-type: none">• Access to venue• Box office services, including ticket pricing advice• Event-specific staff as required, including house managers, A/V technicians, and janitorial	<ul style="list-style-type: none">• One point of contact for email and phone coordination• 50% of any ticketing revenue to assist with DBC staffing costs• <u>Compliance with our “green” venue rental requirements</u>
Production	<ul style="list-style-type: none">• Complete A/V package available for the specific space used• Pre-production meeting and walk-through with the DBC events staff	<ul style="list-style-type: none">• Attendance at pre-production meeting and walk-through with the events team• See high quality event through to completion• Any program media 2-4 weeks in advance
Marketing	<ul style="list-style-type: none">• Eventbrite page• Social media: Facebook, Instagram, Twitter, LinkedIn• Email newsletters to 7,000+ subscribers• Website event listing, under <u>Our Programs</u>• Printed postcard listing, mailed to 3,000+ households• Press release• Welcome and DBC intro at top of program	<ul style="list-style-type: none">• Program description• Signature image(s)• Promotion of event to your network/audience
Partnership	<ul style="list-style-type: none">• Open minds to receive feedback, discuss, and respond to program goals and needs• Access to the DBC’s extensive network	<ul style="list-style-type: none">• Open minds to receive feedback, understand limitations, and partner for program success• Prompt communication with DBC staff, and respect for deadlines

2020 Eligibility

Each proposed community program must fit within the Brower Center's annual theme. For 2020, this is *Protecting Our Wild Places*. In addition, all community programs must occur March through December.

The Community Program Partnership welcomes proposals from nonprofits, like-minded businesses, and individuals, with priority given to environmental- and arts-focused organizations.

Proposal Guidelines and Evaluation

Proposals will be evaluated according to the **following criteria**:

- A background in event production
- The skills and people necessary to execute the partnership
- An existing, supportive audience or network
- Strength of connection to annual theme
- Consideration of venue capacity and constraints
- Willingness and ability to adhere with the Brower Center's LEED Platinum rating and environmental event practices
- The ability and willingness to communicate with Brower Center staff in a timely manner, provide and receive constructive feedback, and meet production deadlines

Proposal Submission

Please submit a Word or PDF document no longer than 2 pages that includes the following:

1. Your name and/or your organization's name
2. Your email address and a website
3. A brief introduction to your work, or to your organization
4. Your vision for your 2020 Community Program. Please address the following:
 - a. Program overview
 - b. How it fits into the annual theme
 - c. [The Brower Center space\(s\) you are proposing to use](#)
 - d. Production timeline
 - e. Technical needs, if applicable
 - f. Anticipated attendance
5. Why you wish to partner with the Brower Center
6. Why the proposed program is important to you/your organization and mission
7. Your top three program dates, in order of preference
8. Optional: if you have applicable work samples you'd like to share, please include no more than three

Your complete Community Program Proposal should be emailed to cp@browercenter.org no later than Sunday, September 15.

2020 Community Program Proposal Timeline

Monday, July 8:	Proposal cycle begins
Sunday, Sept 15:	Proposal cycle closes
Thursday, Oct 31:	Applicants notified of status
Friday, Nov 15:	Signed agreement due

Questions?

Please visit [our website](#) for more information about the Brower Center and our event venue. Specific questions can be directed to cp@browercenter.org