

BOSTON KIDS COMICS FEST ~ APRIL 25, 2020

Background Information



The BKC Fest Team

In 2017, a multi-cultural, multi-generational group of educators, cartoonists, librarians and parents created the Boston Kids Comics Fest with a mission to “empower kids to read and write, and in so doing promote literacy and support life-long learning habits, while nurturing kids artistic, creative and entrepreneurial propensities.” The founders, and now the team of dedicated volunteer leaders and staff, partner with Bethel Institute for Community Development,—our fiscal agent—Boston Public Library, Pet Peeves podcast, and more than 40 volunteer workshop presenters and award-winning speakers. ***This is the only Festival of its kind, geared towards children aged 5-12, in Massachusetts,*** mindful of bringing comics to children who generally do not have access to opportunities to explore their own

artistic skills.

Project Summary:

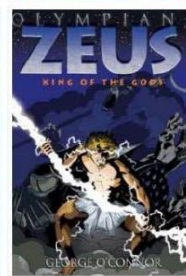
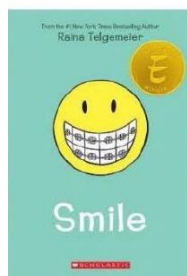
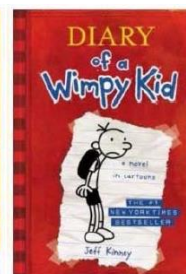
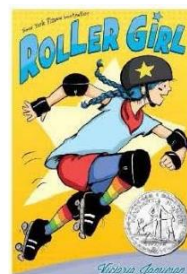
Boston Kids Comics Fest is a free, day-long festival that invites children and their caregivers, educators and librarians to discover and explore “kid-friendly comics,” graphic novels and hybrid books. It is an innovative and unique event! The Fest promotes literacy, artistic expression, creativity and entrepreneurship among children. It also features a book fair with exhibitors who make comics, graphic novels and cartooning accessible to children and families, many of whom are from low-income families. In addition, hands-on workshops for kids and adults are offered throughout the day as are panels and presentations about the educational value of specific comics and graphic novels. In 2019, Boston Kids Comics Fest drew an audience of 600 children and caregivers.

In 2020, in order to expand to meet the growing number of children/parents we are partnering with the Salvation Army Kroc Center in the Dorchester neighborhood of Boston. This site is ideal, as they will provide the space we need to invite famous headliners including:

- ✚ **VICTORIA JAMIESON** - author of Newbury award winning “Roller Girl,”
- ✚ **JEFF KINNEY** – author of the wildly popular “Wimpy Kid” series,
- ✚ **RAINA TELGEMEIER** – award winning creator of “Smile” and illustrator of the new “Babysitter’s Club” comics, and
- ✚ **GEORGE O’CONNOR** – creator of the Olympians series.

As we have grown from serving 200+ youth and families to serving 600 with increases anticipated in 2020, the location of the Boston Kids Comics Fest has moved annually. Our new partnership with the Kroc Center in Dorchester, not only provides additional space to grow, the welcome we have received makes us hopeful that we can call the Kroc Center our “home” for the next three-years.

To fuel this positive partnership and to expand to attract famous headliners, we now seek sponsors to help underwrite the cost of being in this new location, and hope we can count on your support.



The Needs We Address:

The Boston Kids Comics Fest is urgently needed, as Boston with 54,300 students, has one of the most diverse school districts in the nation. While we celebrate this diversity, data taken from the 2019 Boston Public Schools at a Glance indicates that “nearly one in every two students speaks a language other than English at home, with students coming from 139 different countries.” In addition, data taken from the Boston Public Schools (BPS) October 2018 Accountability Results indicates that one in five BPS students has a disability, and 50% are economically disadvantaged. District performance for the 21,421 students in grades 3-8 are as follows:

- ✚ **Progress toward English Proficiency** for English Language Learners declined from 58% to 53.7%

SUPPORT & PARTICIPATE IN THE 2020 BOSTON KIDS COMICS FEST

- ✚ **Chronic Absenteeism** increased slightly from 19.1% to 19.7% in grades 3-8,
- ✚ **Performance in Math**—was lower than expected with only 32% “Meeting or Exceeding Expectations,” and
- ✚ **Performance in Science** was equally distressing with only 20% “Meeting or Exceeding Expectations.”

Rather than stand on the sidelines talking about what could or should be done, the Boston Kids Comics Fest is a collective volunteer effort to increase fundamental reading and comprehension academic skills, with a goal of making learning a fun adventure rather than a chore to be endured.

Current Results: The above data explains why so many teachers and librarians are enthusiastic supporters of the Boston Kids Comics Fest, as it encourages and promotes recreational reading, writing and creating art to illustrate their own stories, and curiosity about the role technology plays in the process. Results we are pleased to share are our growing number of youth/families attending:

2018 = 280 2019 = 600 2020 = 900-1,000 estimated

The annual growth in the number of kids, parents and guardians attending not only reflects the quality of the programming offered it also reflects:

- ✚ The need for the services offered, which we have been asked to expand to include ongoing workshops;
- ✚ The increasing numbers of youth/families attending more than once, and
- ✚ The long-term impact of helping to make reading not just something youth do during school hours, but something they look forward to in their free time using comics, graphic novels and hybrid books as the portal to becoming life-long readers.

How You May Participate: Below are the four ways in which you may participate in helping to make the April 25, 2020 Boston Kids Comics Fest free of charge for all the kids and families who want to attend. We seek your support to help off-set the \$30,000 cost of space rental, bringing talented and award- winning special guest speakers and presenters to Boston, refreshments, art and other consumable supplies for workshops, and marketing expenses to get the word out to families in Greater Boston.

- 1. SPONSOR THE 2020 BOSTON KIDS COMICS FEST** by making a tax-deductible gift to the Bethel Institute for Community Development,—our fiscal agent. As seen in the enclosed Sponsorship Form, gifts of any size will be much appreciated, and gifts ranging from \$500 to \$5,000 will be recognized in a variety of ways. Thank you for letting us know if you or your firm wish to remain anonymous.
- 2. BECOME AN EXHIBITOR.** Whether you run a business or simply want to encourage children to read and use their imaginations, we hope you will join us at the Kroc Center on April 25, 2020. While there are several ‘comic-cons’ and other book activities that cater to older and adult audiences, there are few like the Boston Kids Comics Fest (BKCF) that cater to children. So, expanding venues with exhibitors that enable families with children ages 5 to 12 to discover comics and graphic novels designed for their age group is a gift to the community. (*Exhibitors must apply by January 31st and wares are curated by the BKC Fest team for best fit at the Fest*)
- 3. MAKE AN IN-KIND CONTRIBUTION** of —culturally diverse, age appropriate comics and other books, — art, paper and drawing supplies for workshops, —bottled water and fruit for healthy snacks and —four, one-night stays at a local hotel for out-of-state guest speakers investing their time.
- 4. VOLUNTEER** for two to four hours on the day of the Fest to assist with organizational tasks, and to help kids and their families find their workshops and other Fest activities. The Fest starts at 10:00 A.M. and ends at 5:00 P.M. and all volunteers age 18 or older who register in advance are welcomed.


FOR MORE INFORMATION

please contact: **Meena Jain, Chief Operating Officer** at bkcfest@gmail.com or call 508-333-6336.

Thank you for sponsoring by Feb. 25, 2020, or as early as possible.

2020 BOSTON KIDS COMICS FEST ~ SPONSORSHIP OPPORTUNITIES

Sponsorship Levels & Benefits

AVENGERS ASSEMBLE \$5,000	JUSTICE LEAGUE \$2,500	THE X-MEN \$1,000	TEEN TITANS \$500
One 6 ft. table in exhibitor hall, or display space for your organization's swag	One 6 ft. table in exhibitor hall, or display space for your organization's swag	Two Gift Bag items for each attending family	One Gift Bag items for each attending family
Logo & name on website and collateral materials	Logo on website and collateral materials	Logo on website and collateral materials	Logo on website and collateral materials
Listing on website and collateral materials	Logo recognition on Social Media	Logo recognition on Social Media	Name Recognition on Social Media
Logo & name recognition on one of the Jumbotrons at the Kroc	Logo & name recognition on one of the Jumbotrons at the Kroc		
One piece of original art by one of our headliners or exhibitors (<i>artist to choose size and design</i>)			

Donor Levels:

TEENAGED MUTANT NINJA TURTLES \$250	POWER RANGERS \$100	INDISPENSABLE SIDEKICK \$50
Listing on website and collateral materials	Listing on website and collateral materials	Listing on website and collateral materials
Name recognition on Social Media	Name recognition on Social Media	
Invite to comment on why you donated.		



In Kind Donations: are much appreciated as they help to reduce the overall cost of hosting the Boston Kids Comics Fest as a "FREE" fun, academic activity that enables children/families from all ethnic and socio-economic backgrounds to participate. In-kind gifts will be recognized in the same ways as a Sponsorship gift, based on the value of the gift. All in-kind gifts, regardless of the amount, will be listed on the website.

Thank You for supporting our efforts by becoming a Sponsor, Vendor, Donor or Volunteer!

Please complete the attached Response Form and mail it to us at **Bethel Institute for Community Development, 40 Walk Hill Street, Jamaica Plain, MA 02130** (**make sure to indicate BKCfest in the memo section of your check). Please do not hesitate to contact Meena Jain at bkcfest@gmail.com with any questions you may have. Sponsors may also contact Pat Bonner-DuVal at Pat@Bonnerent.com. 😊

BOSTON KIDS COMICS FEST ~ RESPONSE FORM

Thank you for contributing to the Fest on April 25, 2020. All gifts are tax-deductible!

WE ARE PLEASED TO COMMIT \$ _____ for the Boston Kids Comic Fest as:

1. A SPONSOR _____
2. IN-KIND GIFT _____
3. APPLY TO BE AN EXHIBITOR ON OUR WEBSITE

I/WE WOULD LIKE TO BE LISTED AS: _____

(Please PRINT the name of the company, organization or individual as it should appear in printed materials)

YOUR CONTACT INFORMATION:

Name: _____
Title: _____
Company: _____
Address: _____
Phone: _____ Email: _____

PAYMENT INFORMATION:

CHECKS: Please make checks payable to the **Bethel Institute for Community Development**, mail this form and your check to: **BICD, 40 Walk Hill Street, Jamaica Plain, MA 02130** (**make sure to indicate **BKCFest** in the memo section of your check).

ONLINE: You may also complete this form and submit your gift on our website at:

<https://bostonkidscomicsfest.org>

EXHIBITORS: Please apply by February 29, 2020. We will inform exhibitors by March 1, 2020 if they have been approved. The Kroc Center at 650 Dudley Street in Dorchester, MA 02125, will open at 8:00 A.M. If approved, we ask that you complete your set-up by 9:30 A.M. Your exhibitor fee covers one 6' Table, Internet Access, and inclusion in our brochure. Thank you!



OUR CONTACT INFORMATION:

We hope that you will not hesitate contact us with your questions and look forward to hearing from you.

MEENA JAIN, Chief Operating Officer, Boston Kids Comics Fest

Email: bkcfest@gmail.com or call: 1-508-333-6336

