



First Friday Subscription Information

Pricing

First Friday Binghamton brochure inclusion through the BCAC occurs on a subscription basis:

- Pop-Up Exhibition: **\$30/month**
- BCAC Member Annual Subscription: **\$180/year (\$15/month for your-round access)**
- Non-BCAC Member Annual Subscription: **\$240/year (\$20/month for year-round access)**

Not a BCAC Member? [Click here to join!](#)

Site Types

- **Gallery:** defined as arts venues exhibiting works of visual art, including painting, drawing, print, photography, sculpture, fiber, and multimedia works during First Friday hours between 6PM and 9PM.
- **Creative Site:** defined as non-arts venues hosting regular creative events such as film screenings, spoken word, exhibitions and other art related events during First Friday hours between 6PM and 9PM.
- **Pop-Up:** defined as venues hosting one-time visual or performance art during a single month's First Friday Hours between 6PM and 9PM.



Benefits



- Location marker and your business QR code on Downtown Arts LED map located in BCAC'S new offices at 223 State St. (Map visible from street through glass doors).
- First Friday marketing package, showcasing the new logo, includes:
 - First Friday Stickers
 - First Friday light-box AND a foam core standing sign.
 - First Friday Mini Art Cards *These can be used by your business to market for First Friday.
- Opportunity to be featured in monthly TV & Radio advertisements
- Opportunity for live news coverage twice annually.
- Inclusion in monthly First Friday (FF) printed rack cards .
 - *You will also receive approximately 15 copies each month.*
 - *Rack cards will be available for pick up at BCAC's new offices (223 State. St.) one week prior to FF. Each month you will receive a notification email when FF brochures are available.*
- Monthly social media marketing:
 - Facebook: Broome County Arts Council
 - Instagram: @broomearts



- LinkedIn: Broome County Arts Council
- Promoted monthly on the BCAC's website.

Guidelines

- Pop-Up Exhibitions, or one-time exhibitions, please note all new subscribers/pop-ups must have their information to BCAC **one month in advance** of their exhibition or event.
- It is the mission of the Broome County Arts Council to support visual and performing arts, therefore, materials submitted for inclusion in the First Friday Rack Card *must* highlight arts events or exhibitions at each site.
- First Friday rack cards highlight sites and events that are open on the First Friday of the month between 6PM and 9PM. Most galleries are also open from 10-2 or 11-3 on Saturdays. In subscribing to FF Art Walk Program, please note these time frames. ***If you have a performance that occurs at a specific time within that time frame, please highlight or mention that in your submission for the month.***
- The FF information deadline is the **second Monday of each month**. Information must be submitted through the online form distributed at the start of each month. Reminder emails will be sent with a link to complete the form. **It is your organization's responsibility to meet submission deadlines, otherwise it will not be included in the marketing from BCAC**

Join First Friday Now!: <https://broomearts.org/in-the-community/first-friday/>

For more information please contact the Broome County Arts Council at (607)723-4620 or email Zoha Khan at zkhan@broomearts.org