

ANOTHER WAY

ARTS FESTIVAL

The first interactive conference to foster a dialog between creative thinking in business and a re-branding of the Arts, found at the intersection of #ArtsMeetsBiz.



Building a Community of Sustainable Business by leveraging Sustainable Art

June 2nd
& June 3rd
2018

Businesses are increasingly looking to Arts-based initiatives to retain employees, inspire innovation, and encourage growth. As the Arts brace for a re-branding in culture, alternative models have emerged celebrating exploration, inclusion, and evolution of artistic ideas. By cultivating the entrepreneurial spirit through hands-on programming that encourages insight and discourse, we'll together create a sustainable future where #ArtsMeetsBiz.

In today's work environment burnout and disillusionment abounds, and it's an epidemic that is only growing.

It used to be encouraged to keep one's professional and personal lives separate.

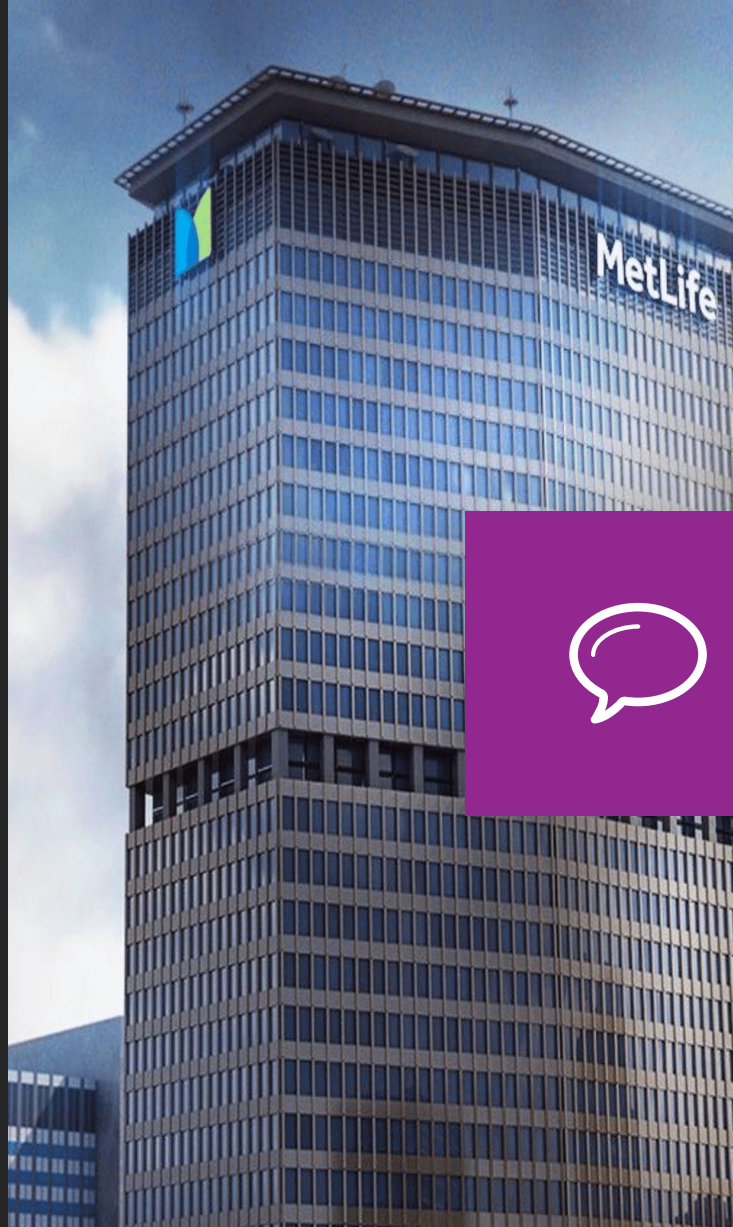
Although the concept of a work-life balance is critical, it can not be ignored that the typical 9 – 5 work, social & family nights and weekend balance is just not working – not with technology allowing you to work 24 hours a day from anywhere.

The other extreme, often the artists' way, is to abandon traditional work and seek cookie-cutter lives in exchange for cultivating their art. Piecing together “day-jobs” survival work, soul-crushing paychecks just to support the habit of following your dream.



Both sides it seems are increasingly leading to the same disillusionment of the systems we thought were there to support us, then the time is now to find #AnotherWay. A way to merge the two lifestyles, merge the two mindsets. And forge a work/life balance that entails location changes, yoga-breaks, project rotation, etc. that actually stimulates productivity. THIS is #ArtsMeetsBiz.

The following quote is from MetLife's 14th Annual U.S. Employee Benefit Trends Study: [Comprehensive Review of the Work-Life Balance](#)



"We're hearing more and more from HR managers about the importance of work-life balance among the workforce," says Douglas Choo, vice president of National Accounts Strategy at MetLife. "But it's much more like a work-life blend. As people's work and personal lives continue to blend, it becomes increasingly important for HR managers to support the personal aspect of their employees' lives to ensure they feel the support they need to be focused and successful at work."

MetLife



The battle cry from society
longing to re-connect to the
Arts has spoken:

Organizations such as [Conscious Capitalism](#), [The Partnership Movement](#), [CCCoin](#), [MediaChain](#), [Meow Wolf](#), just to name a few, are all actively creating alternative models for businesses and artists to forge #AnotherWay to sustain themselves.

#AnotherWay

Become a Partner

At ANOTHER WAY Arts Festival, you will experience panel discussions, round-table talks, incubator workshops, alternative art, and education modules. Ticket packages will be announced soon.

Venue Partner

- Support an existing AWAFF venue
- Secure a venue for AWAFF program & performances
- Performance/Event venues needed include art galleries, theaters, studios, event spaces with lighting/sound packages, and/or spaces for dance/theatre/multi-media/film.
- Estimated Value: \$10,000

Program Partner

- Support an existing AWAFF program: business panel, workshop, or music performance
- Produce a program aligned with the AWAFF vision under the AWAFF umbrella
- Programs should be considered Art by the makers, however that definition falls.
- Estimated Value: \$1,000 - \$5,000

Education Partner

- Support an existing AWAFF workshop or education module
- Produce a workshop or educational program aligned with the AWAFF vision under the AWAFF umbrella
- Programs should be around the topic of #ArtsMeetsBiz
- Estimated Value: \$200 - \$1,000



Become a Sponsor

At ANOTHER WAY Arts Conference, you will experience panel discussions, round-table talks, incubator workshops, alternative Art, and education modules. Ticket packages will be announced soon.

Executive Presenting Partner

\$50,000

- Above-the-Title Credits
- Sponsor Messages (either in person or video message) as part of programming in ARTuary on 6/2 and at all venues
- Logo & web links on website & in print materials
- Visual representation at all venues (visual display or multi-media)
- Table display at all venues

Supporting Presenting Partner

\$20,000

- Below-the-title credits
- Sponsor video as part of programming in ARTuary on 6/2
- Visual representation at all venues (visual display or multi-media)
- Logo & web links on website & in print materials
- Table display at all venues

Venue Sponsor

\$10,000

- Sponsor message (either in person or multi-media) at chosen venue
- Visual representation at chosen venue (visual display or multi-media)
- Logo & web links on website & in print materials
- Table display at chosen venue

Table Sponsor - \$200

- Tables Display at Chosen Venue



Venues & Presenting Partners

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ARTS LAB

GREENWICH VILLAGE CHAMBER OF COMMERCE

leftsidelabs

NORTHSIDE*

RSP Experiment*
Music Production by Swang

BAM*

NEW IN C*

ARTuary

AWAF
MUSIC

AWAF
DANCE

AWAF
DESIGN &
TECH

Venue:
150 West 83rd St.

Venue:
431 West 16th St.

Venue:
TBD

Venue:
TBD

51 W 83

HIGHLINE
BALLOOM

(More Venues Being Added)

* In discussions with

Another Way Arts Festival June 2nd & 3rd 2018



More About Our Partners

The time is
NOW!
Let's work
together!



ARTSLAB is a platform for cultivating sustainability in the Arts that includes an Incubator Program, a Meetup Group, and a conversation online that explores #ArtsMeetsBiz.

NORTHSIDE

For five days every June, over 100,000 creative and cultural trendsetters converge in Brooklyn to uncover the future of music, innovation, and content.



Whether large or small, new or old, the GVCCC can be a home for your business. A membership with the Chamber includes a host of various benefits, like quarterly advertising to our 8,000+ subscribers, co-hosting our networking events, and much more.



RSP Experiment is a full-service music recording and production company based in NYC. Owned and operated by producer/arranger/musician SWANG (Ne-Yo, Shuggie Otis, Grandmaster Flash, The Roots), RSP stands ready with the skills, experience and passion for creativity to help you realize your dreams in the recording studio.



More About Our Partners

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leftsidelabs

Left Side Labs, co-founded by Emma Batman & Mathew Heggem, is on a mission: to support the development of an arts community driven by innovation, entrepreneurship, and dance-making. As choreographers, this is a journey to create new dance content and craft that material into quality choreography and intelligent technique. Their dance work is presented in the form of workshops, seminars, classes, and performance events for a broad spectrum of audience members. But their work also comes in the form of collaborative programming and partnerships with community organizations on topics that matter to the sustainability of dance-making.



BAM (Brooklyn Academy of Music) is a multi-arts center located in Brooklyn, New York. For more than 150 years, BAM has been the home for adventurous artists, audiences, and ideas—engaging both global and local communities. With world-renowned programming in theater, dance, music, opera, film, and much more, BAM showcases the work of emerging artists and innovative modern masters.



NEW INC was founded by the New Museum in 2014 and is the first museum-led cultural incubator dedicated to supporting innovation, collaboration, and entrepreneurship across art, design, and technology. NEW INC is a creative ecosystem that aims to foster cultural value, not just capital value. The program brings together boundary-pushing professionals who are inventing new forms and pursuing new models in fields as varied as music, interactive art, fashion, gaming, architecture, film, performing arts, product design, and web development, among others.



The Show Goes On Productions *Emileena Pedigo*

TSGO produces concerts and events that embrace emerging trends in entertainment. In-house projects focus on early stage development: building a brand and strategic mapping for artists. In addition to artist showcases, TSGO presents performances merging music and theatre in innovative and immersive environments. Other programming includes development courses for artists and entrepreneurs that challenge current industry models in pursuit of sustainability. TSGO also offers consulting and performance coaching for raw talent, be it in art or business.

Emileena Pedigo's work focuses on emerging trends in entertainment by disrupting traditional models in search of finding #AnotherWay. Whether she is producing events, consulting creative business leaders, or incubating developing artists, Emileena uses innovative thinking to bring alternative ideas into public discourse. Having worked primarily with singer/songwriters and actors in the past, she has since expanded her reach to include dancers and visual artists. She co-founded ARTSLAB with Mathew Heggem to cultivate #ArtsMeetsBiz. As managing producer of the Midtown International Theatre Festival for seven years, it grew to sixty productions in seven venues. Emileena has managed singer/songwriters; assisted Broadway producers; general-managed and production stage-managed nationally; and managed multiple rehearsal studios and venues (including Broadway). She has also toured shows she managed to theatres, music arenas, and schools across the country. Emileena is a graduate of Purdue University, Commercial Theatre Institute, and SUNY/Kaufmann's Fastrac program for entrepreneurs. www.showgoesonproductions.com, www.artsmeetsbiz.co



SUM Innovation

Mathew Heggem

Customized Accounting Solutions Transforming The Way You Do Business

SUM Innovation uses its unique suite of services to assess, design, implement and manage every solution that we create. Whether you are looking for outsourced packages, technology & training innovation or the right talent to lead your organization into the future, SUM has the solution that delivers.

Mathew Heggem, a.k.a. "The Dancing CEO," specializes in leadership, entrepreneurship and technology. As the CEO of SUM Innovation, he works with a team of 25 consultants providing accounting, recruiting, and technology support to growing businesses. He has gained industry-wide recognition as a writer & speaker and was recognized as one of CPA Practice Advisor's "20 Under 40 Superstars" in 2017. As an incubator for innovation, SUM recently launched a platform for global entrepreneurs (Neuland Alliance) and an Arts entrepreneurship program for creative professionals seeking #AnotherWay (ARTSLAB). When he's not growing organizations and advising entrepreneurs, he's writing about culture, talent, leadership, and strategy, with published work in SmartCEO, Entrepreneur.com, The Observer, and several other industry-specific outlets. He loves building community as an active member of Conscious Capitalism and as past Board President of the Greenwich Village-Chelsea Chamber of Commerce. Previously, he was a Development, Communications, and Marketing professional for nonprofits. Lastly, he is a practicing choreographer and the co-founder of a Left Side Labs. Key areas of expertise include: Board Development and Donor Cultivation; Marketing, Branding, Social Media; Growth Strategy; Entrepreneurship; Operations; Networking, Partnerships & Collaboration, especially where #ArtsMeetsBiz.

