



For media inquiries, please contact:
Tiffany Woolf, Freelance YBCA Publicist
(917) 532-3366 or Tiffany@woolfpr.com

FOR IMMEDIATE RELEASE

**YERBA BUENA CENTER FOR THE ARTS (YBCA)
ANNOUNCES THEATER-NAMING RIGHTS OPPORTUNITY
FOR BAY AREA BASED CORPORATIONS**

**EXCLUSIVE CORPORATE SPONSORSHIP
AVAILABLE FOR FIRST TIME IN ALMOST 10 YEARS**

**Art Center's Prime Location To Provide High Visibility
For Prospective Long-Term Partner**

SAN FRANCISCO, April 5, 2017 – Yerba Buena Center for the Arts (YBCA) announced today that they are opening up discussions with Bay Area-based corporations who are interested in securing the naming rights to their namesake theater; one of many new ways they are hoping to engage more businesses and brands in the Center's work.

YBCA and YBCA Theater, at the corner of 3rd Street and Howard Street, is located at one of the most densely visited intersections in downtown San Francisco. It's main entrance and façade, face the Moscone Convention Center, which will increase its functional space by 42%, with their expansion opening in 2018.

YBCA Theater presents over 300 cultural events on-site annually, ranging from exhibitions, performances, film screenings, and large-scale community engagements. It also regularly serves as host venue for events to blue chip brands such as *Apple, Bloomberg, Google, HP, Oracle, TED, and Vanity Fair Magazine.*

The 757-seat Theater has two-tier seating, dual-level lobbies, a spacious stage, and a generous technical inventory. Novellus/LAM Research, the last corporate

sponsor of the theater, ended their naming rights agreement with YBCA in January 2014. Since then, the popular venue and architecturally significant building has simply been referred to as the Yerba Buena Center for the Arts Theater.

Bartram Partnerships' CEO Kevin Bartram is serving as sponsorship consultant to YBCA. Bartram says, "With the opportunity to integrate product and use the space on a preferred basis, this will be an incredible investment for the right company."

"This is a rare opportunity to get prime placement in the epicenter of downtown San Francisco, while helping to support the groundbreaking cultural work of YBCA", said Yerba Buena Center for the Arts' Chief of Development, Charles Ward.

"YBCA plays a unique role in the Bay Area," said YBCA's CEO, Deborah Cullinan. "Our work spans the realms of contemporary art, civic engagement, and public life. We're widely regarded as the most innovative arts institution in one of the nation's most vibrant cities. A like-minded corporate partner will enable us to advance our big ideas and help more people participate in culture."

Yerba Buena Center for the Arts hopes to have a new corporate sponsor for the Theater named by July 2018. It is one part of a larger organizational effort around naming rights, sponsorships, and corporate partners as YBCA gears up for its 25th Anniversary Milestone.

Interested brands can learn more about these opportunities by contacting:

Kevin Bartram, Bartram Partnerships

Kevin@BartramPartnerships.com

(415) 608-3078

or

Charles Ward, Chief of Development at YBCA

CWard@ybca.org

(415) 321-1341

About Yerba Buena Center for the Arts

Founded in 1993, Yerba Buena Center for the Arts is the Bay Area's most innovative arts institution. The organization's mission is to generate culture that moves people, because YBCA believes that culture acts as a catalyst for change. Through powerful art experiences, thoughtful and provocative content, and deep opportunities for participation, YBCA is committed to creating an inclusive culture

that awakens personal and societal transformation. YBCA presents a wide variety of cultural programming year-round, including exhibitions, performances, film screenings, and civic engagement programs. For more information, call 415.978.ARTS (2787) or go to www.ybca.org.

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