

# **THE POWERHOUSE ARENA**

Facing the Manhattan skyline in Dumbo, Brooklyn – known for browsing tourists, tech inspired companies, and artistic locals – staunchly stands **The POWERHOUSE Arena**. With soaring 24-foot ceilings on the 5,000 square foot ground floor and amphitheater-style seating, **The POWERHOUSE Arena** showcases a series of landmark book launches. **From key literary figures like Salman Rushdie and Jeffrey Eugenides to icons like Anthony Bourdain and Al Gore**, the ample space caters to diverse, resonant voices.



“powerHouse events are all-out parties rather than staid readings. Attention is paid to pairing the right music with the right book-performers from Kool DJ Red Alert to the MisShapes have played book parties- and an open bar is almost always part of the equation.”

— Publishers Weekly

“Brooklyn, sometimes described as New York’s Left Bank, has become the borough of choice for many local writers—and for independent bookstores. One of the most intriguing is The POWERHOUSE Arena, where readings, book launch parties, temporary art exhibits, and conversations with contemporary literary voices are hosted in an amphitheater-style seating space with soaring 24-foot ceilings.”

— Travel + Leisure

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## WHAT MAKES THE POWERHOUSE ARENA A POWERHOUSE?

is known for its **successful attendance rates, superbly smooth event production, and unparalleled marketing and promotion.**

- **COMMITMENT:** The POWERHOUSE Arena hosts an average of **150 - 200 events a year** that cater to top tier talent in all spectrums of **literature, food, art, and pop culture.**
- **SCALE:** The space enables authors to create a myriad of event scenarios. With an **author stage and seating for up to 400 guests,** authors are encouraged to invite those from far and wide to expand their book's reach. With a **spacious VIP area,** they can **pre-sign books, conduct interviews,** or simply relax in a luxurious area prior to each event.

• **PROFESSIONALISM:** The POWERHOUSE Arena is committed to **producing first class events that maximizes author book sales.** The POWERHOUSE Arena

• **FLEXIBILITY:** The seasoned The POWERHOUSE Arena staff is **well-equipped** to transform the space to fit each author's vision. The events manager shepherds every author through the stages of their program to maximize success and amplify results.

• **EXPERTISE:** The events director and bookstore owner are **longtime publishing professionals** with a penchant for procuring a variety of talent like David Sedaris, Glenn Greenwald, and Questlove.

• **THE LOCAL CONNECTION:** With a direct tie to the local community, The POWERHOUSE Arena thrives on providing a creative space for NYC based authors and beyond.

• **LOCATION AND DEMOGRAPHICS:** Located at Brooklyn's **waterfront with a view of the Manhattan skyline,** easily accessible by **four subway lines,** only one stop away from Manhattan, The POWERHOUSE Arena is based in a **very affluent, arty and family-friendly neighborhood,** that became now a center of NYC's tech startups (Silicon Valley of NYC).



• **TECHNICAL PROWESS:** With **two projectors, two PA systems, a DJ station,** and an experienced crew for set up, sound check, and monitoring, we're well equipped to handle complex AV set up and break down. We've hosted indie rock (Grizzly Bear), blues (T-Model Ford, backed on bass by our bookkeeper and harp by our sales director), Muslim Punk, Chinese Punk, chamber music (The Ebene Quartet), and a grand after party celebration for St. Ann's Warehouse's debut of Lou Reed's *Berlin Diaries*.

• **SPACE:** The detailed window displays are an inviting way to engage window shoppers. Once interested passers-by open the door, they are immersed in a vast, authentic space. The **175 linear foot glass frontage** creates a panoramic, unprecedented view of beautifully designed books. From **blowups of book covers** to thematic presentations of books on relevant trends, The POWERHOUSE Arena always provides plentiful space for creativity and intrigue.

• **UNIQUENESS:** We host successful **non-author seasonal family events** for Easter, Halloween, a Christmas holiday party that attract over 100 families.

• **HOSTING OFF-SITE AND PRIVATE EVENTS:** The POWERHOUSE Arena is committed to handling special sales and is readily prepared to **run larger, off-site events** at a variety of locations. The POWERHOUSE Arena also hosts private events at our own venue.

• **UNDERSTANDING THE MARKETPLACE:** While The POWERHOUSE Arena concentrates on literature, food, art, and pop culture driven events, **our sister-store PowerHouse on 8th located in Park Slope** hosts a popular middle grade-reading club, and Sunday story time boosting regular author visits to foster reading from a young age. The intimate environment accommodates smaller author readings and a very popular tasting series featuring chefs/authors and their new cookbooks.

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## WHAT IS OUR REACH?

- Our **event mailing lists** for 2 bookstores and related publishing platforms total over **41,000 subscribers**.
- Each event is featured in **weekly newsletters** 4-6 times in six weeks preceding.
- **Twitter reach for The POWERHOUSE Arena is 14.6 million**; related accounts amplify those tweet reaches to over 21 million; retweet reach over 12.5 million; Facebook event Likes over 7,700.
- We do **personal outreach** to Brooklyn papers, *Village Voice*, *Time Out New York*, *New York Magazine*, *New Yorker*, *Flavorpill*, and a host of Brooklyn blog sites.
- We print and distribute 5,000 copies 6" x 6" **monthly programming card** throughout Brooklyn neighborhoods and downtown Manhattan.
- We report to *The New York Times Best Seller List* and IndieBound.



\*for the six-month period July through December 2014; The Arena's 551 tweets were favorite 799 times, received 899 mentions, and were retweeted 691 times by our total base of over 41k followers.

BOOK TITLE AND AUTHOR	COPIES SOLD	ATTEN-DANCE	DATE	TICKET PRICE
<b>Let's Explore Diabetes With Owls</b> by David Sedaris	386	450	May 2013	\$35 (book included)
<b>Beautiful You</b> by Chuck Palahniuk	385	385	October 2014	\$30 (book included)
<b>Joseph Anton</b> by Salman Rushdie	237	250	September 2012	\$35 (book included)
<b>Humans of New York</b> by Brandon Stanton	213	500	October 2013	Free
<b>LA Son</b> by Roy Choi/Anthony Bourdain	186	186	November 2013	\$85 (include book, food, and drinks)
<b>The Future</b> by Al Gore	180	180	March 2013	\$50 (book included)
<b>#Girlboss</b> by Sophia Amoruso	169	300	May 2013	\$5 (could be used towards book purchase)
<b>Hollywood Said No</b> by Bob Odenkirk	141	400	September 2013	\$8 (could be used towards book purchase)
<b>Unknown Pleasures</b> by Peter Hook	137	300	January 2013	Free
<b>Rookie Yearbook Three</b> by Tavi Gevinson	112	280	November 2014	\$10 (could be used towards book purchase)

## PAST GUESTS AND EVENTS

- DAVID SEDARIS
- PAUL AUSTER
- NASSIM TALEB
- CHERYL STRAYED
- T.C. BOYLE
- RACHEL KUSHNER
- JOYCE CAROL OATES
- ALEXANDER MCCALL SMITH
- COLUM MCCANN
- QUESTLOVE
- JONATHAN FRANZEN
- JEFFREY EUGENIDES
- GABRIELLE HAMILTON
- DAVID MITCHELL
- CAITLAN MORAN
- GLENN GREENWALD
- MATT TAIBBI
- MARCUS SAMUELSSON
- A.S. BYATT
- NEW YORKER SPEAK EASY
- Launch for Absolut's ABSOLUT BROOKLYN, an infused vodka celebration with SPIKE LEE

The POWERHOUSE Arena is also proud to host for numerous years The "5 UNDER 35" NATIONAL BOOK AWARD CEREMONY as well as the PEN WORLD VOICES.