



Partnership, Sponsorship & Advertising Opportunities

Community cost-sharing opportunities that keep independent arts publishing free, accessible and rooted in the Okanagan.

Public package | July 2026

Braze Magazine Society is an Okanagan-based, grassroots nonprofit arts publication rooted in creative collaboration, community solidarity and a DIY spirit. We seek alignment, not just funding. Our partners help keep regional arts coverage in print, compensate creative workers, expand free circulation and strengthen connections across underground culture.

About Braze

Braze is a quarterly, print-first publication. We use the term “volume” intentionally: each volume collects and documents the creative activity of a quarter. Every volume is free for readers.

- Independent coverage of artists, writers, photographers, musicians, venues and grassroots cultural work
- A nonprofit platform designed to connect emerging creatives with audiences and one another
- A free regional publication supported through grants, advertising, sponsorships, donations and community cost-sharing
- A growing network of public pickup locations, events and creative collaborators

Why Work With Braze

- Connect with an engaged, culture-driven audience in the Okanagan and beyond
- Help keep independent arts and culture coverage free and accessible
- Contribute to fairer compensation for writers, photographers, artists and production workers
- Support stronger links between creative people, public-facing spaces and regional audiences
- Associate your organization with a publication grounded in collaboration, inclusion and DIY cultural work

Reach and Recognition

Print and distribution	Digital reach	Recognition
Approximately 600 free copies per volume (about 2,400 annually) through more than 30 current and prospective pickup locations. Requested demand exceeds 6,000 copies annually; this is demand, not current fulfilled circulation.	Recent 90-day Instagram insights: 1,760+ followers, 315,000+ content views, 20,700+ accounts reached, and more than half of views from non-followers. Metrics are reported separately and are not combined.	Voted Best Publication in Best of Kelowna 2026. Recipient of project funding from the Canada Council for the Arts and Creative BC.

Print quantities may increase when confirmed demand, advance commitments and available funding support a larger run. Public arts funding is restricted, project-specific and time-limited; it does not replace sustainable earned and community revenue.

How Partnership Revenue Is Used

- Printing, packing and free circulation
- Contributor and creative-worker compensation
- Editing, design, production and administration
- Regional delivery, shipping and distribution coordination
- Expanded access where demonstrated demand supports a larger print run

Options at a Glance

Option	Primary purpose	What the organization receives
Print advertising	Promote a product, service, event or opportunity	Reserved promotional space in one or two volumes
Volume sponsorship	Help underwrite one complete volume	Sponsor acknowledgements and supporter recognition; no advertisement included
Annual partnership	Provide stable support across four volumes	Year-round recognition and priority access to available advertising
Distribution partnership	Share the cost of keeping copies free at a public-facing location	Confirmed copies for free pickup, directory recognition and route delivery where available
Customized or in-kind support	Contribute goods, services, space, equipment or a tailored collaboration	Recognition agreed in writing and proportionate to the contribution
Donation or Patreon support	Support Braze without purchasing a promotional benefit	Acknowledgement only where requested and appropriate; no editorial influence

ADVERTISING



Print Advertising

Advertising purchases promotional space. It does not purchase editorial coverage, favourable reviews, recommendations, contributor selection or influence over Braze's opinions.

Advertisement	Single volume	Two consecutive volumes	Saving
Full page	\$250	\$450	\$50 (10%)
Half page	\$150	\$270	\$30 (10%)
Quarter page	\$90	\$160	\$20 (11.1%)

- Each volume generally offers two to three full-page, two half-page and four quarter-page placements, subject to page count and layout.
- Space is limited and confirmed on a first-paid, first-confirmed basis.
- The placement schedule for a two-volume booking is confirmed before payment.
- Exact page position is not guaranteed unless specifically stated in the booking confirmation.
- Mechanical specifications and artwork deadlines are supplied for each volume.

Artwork support: Basic in-house layout support may be available at no additional charge, subject to team capacity, suitable source materials and one round of revisions. Complex design, illustration or extensive revisions require a separate quote.

Volume Sponsorship

Volume sponsors help underwrite the editorial production, contributor compensation, printing and free circulation of one Braze volume. Sponsorship is separate from advertising.

- Name or logo in the opening and closing sponsor acknowledgements
- Logo placement in the back-cover supporter panel
- Linktree link and online partner-directory listing once available
- One Instagram Story acknowledging the sponsorship
- Recognition as a community supporter of the volume

Rate: \$300 per volume. Advertising is not included and may be booked separately.

Annual Partnership

Annual partners provide consistent support across four consecutive quarterly volumes. This option is intended for organizations seeking an ongoing relationship and predictable year-round recognition.

- All volume-sponsor benefits across four consecutive volumes
- Ongoing recognition as a core annual supporter
- Year-round online partner listing once the directory is available
- Priority access to available advertising space
- Priority renewal for the next four-volume period

Rate: \$1,000 for four volumes. Four individual volume sponsorships would total \$1,200, so the annual partnership saves \$200 (16.7%) and works out to \$250 per volume. Advertising and distribution are priced separately.

DISTRIBUTION



Distribution Partnerships

Braze welcomes cafés, music venues, record stores, retailers, tattoo studios, galleries, arts organizations and other public-facing spaces. Distribution partners contribute toward the cost of printing and circulating copies that remain free for customers, visitors and community members. This is a community cost-sharing arrangement, not a wholesale purchase for resale.

Requested quantity per volume	Cost-sharing contribution	Effective contribution
20 copies	\$100	\$5.00 per copy
50 copies	\$225	\$4.50 per copy
More than 50 or multiple locations	Custom quote	Based on quantity, demand, geography, print availability and actual costs

Requested quantities are subject to confirmation. Strong advance commitments may help Braze justify a larger print run; 600 copies is a standard planning quantity, not a fixed maximum.

What Distribution Partners Receive

- Copies for free, visible and accessible public pickup
- Inclusion in Braze's Instagram Distribution Highlight
- A listing in Braze's online distribution directory once available
- Scheduled route delivery when the location can be served through an established Braze route
- Quantity reviews between volumes to reduce waste and respond to actual pickup
- Priority restocking for partners reserving copies across four consecutive volumes, subject to availability

Delivery, Shipping and Quantity Management

- Standard route delivery is included for confirmed locations in Kelowna, Vernon, Penticton, Kamloops and communities within approximately two hours of Kelowna when delivery can be combined with an established route.
- Dedicated delivery, remote delivery, shipping and packaging are quoted separately.
- Shipping is available throughout British Columbia and Alberta, subject to cost and capacity.
- Partners should notify Braze when copies are running low, moving slowly or consistently left unclaimed.
- Unused copies should not be discarded without contacting Braze first, where practical; Braze may collect, redirect or reduce future quantities.
- Four-volume quantity reservations are available at the current per-volume rates. Requested quantities are reviewed and reconfirmed before each volume.

Customized and In-Kind Partnerships

Braze also considers tailored collaborations and in-kind contributions, including venue access, printing support, equipment, accommodation, transportation, professional services and event support. Scope, value, recognition, timelines and responsibilities are agreed in writing. In-kind support does not create editorial influence.

Donations and Patreon

Donations and recurring Patreon support help Braze remain independent and keep every volume free. They do not purchase advertising, promotional placement or editorial influence. Braze is a British Columbia nonprofit society and does not currently issue official charitable donation receipts.

STANDARDS AND TERMS



Artwork, Content and Editorial Standards

All advertising and partner materials are reviewed for legal compliance, audience suitability, print quality and alignment with Braze's organizational values. Braze may decline or request replacement of material that is illegal, discriminatory, hateful, misleading, defamatory, infringing, unsafe for the intended audience or materially inconsistent with Braze's mandate.

Human-Made Artwork Policy

Braze does not publish artwork or imagery created wholly or materially through generative AI systems, including in paid advertisements. Ordinary non-generative production tools—such as spellcheck, cropping, colour correction, accessibility tools and conventional layout software—are permitted. Advertisers must disclose uncertain use and may be asked for source files, credits, proof of permission or replacement creative.

Rights and Permissions

- Advertisers must have the rights and permissions required to publish all submitted text, photographs, illustrations, logos, fonts and other materials.
- Submitted materials must not infringe copyright, trademark, privacy, publicity or other third-party rights.
- The advertiser authorizes Braze to reproduce, resize and make minor production adjustments to accepted materials solely for the confirmed placement and related proofing or promotion.
- Braze will not make substantive content changes without approval.

Editorial Independence

Advertising, sponsorship, distribution support, donations and in-kind contributions do not provide control over editorial coverage, contributor selection, reviews, recommendations, event coverage or opinions. Paid material will be identifiable as advertising or sponsor acknowledgement where needed.

Booking, Payment and Production

- All prices are in Canadian dollars. Applicable taxes, if any, and separately quoted shipping or packaging are additional.
- A booking is confirmed in writing once payment or an approved invoice schedule is in place. Payment is generally due within 14 days and before final production.
- Final artwork must be approved by the stated deadline. A missed deadline may move the booking to a later volume or result in cancellation where reserved space or completed work cannot be recovered.
- Advertisers are responsible for supplied or approved errors. For a material error introduced by Braze, the remedy may be a correction, credit, re-placement or proportionate refund.
- Production dates, page counts, print quantities and delivery timing may change. If Braze cannot provide a confirmed placement or benefit, it will offer a reasonable replacement, credit or refund for the undelivered portion.
- No sales, attendance, reach, engagement or business result is guaranteed. The signed booking confirmation or insertion order contains the complete terms and takes priority over this overview.

Get in Touch

brazemagazine@gmail.com

Tell us which option, volume, requested quantity or collaboration you are considering. Braze will confirm availability, deadlines, specifications, delivery or shipping details and final pricing in writing.