

RHYTHMIX CULTURAL WORKS

A Native American man is the central figure, wearing an elaborate headdress with long, colorful feathers in shades of red, orange, blue, and black. He has white face paint around his eyes and is wearing a beaded necklace and arm bands. He is playing a drum with a mallet. The background shows a large crowd of people, mostly children, sitting on the floor in a large hall, watching the performance. The lighting is bright, coming from large windows on the right.

2018 SPONSORSHIP PROGRAM

WHO WE ARE

Rhythmix Cultural Works is *the* place in Alameda where cultures come together to perform, inspire, teach, and interact. Our programs are housed in a restored industrial waterfront building that speaks to the city's history while creating an inclusive venue that reflects the Bay Area's rich diversity. As a 501(c)(3) community arts organization, Rhythmix brings together people of all ages for high-quality arts experiences.

WHAT WE'RE DOING IN 2018

- **Island City Waterways:** May 18-20, 2018

Back for a second year, the popular, roving public art event brings a new chapter of Alameda history to life through music, dance, theater and storytelling. Four performances will take place each day at Crab Cove and are open to all ages.

- **Love Our Island Art Walk** (multiple dates in 2018 & 2019)

A new two-year initiative to bring visitors to downtown Alameda to experience visual and performing arts. Features temporary art installations in empty storefront windows, accompanied by free live musical performances at 2nd Friday openings.

- **Pour Your HeART Out Benefit for the Arts:** August 11, 2018 2-5pm

All proceeds from this annual benefit celebration support free cultural arts education and programming for **2500+ underserved youth** in the East Bay. The event features women winemakers, distillers and brewers plus an array of fabulous eateries and exceptional live entertainment.

- **'Round the World Festival:** October 7, 2018 11am-3pm

A free family-friendly arts celebration designed to foster greater participation and inclusion in the arts by spotlighting artists of diverse heritages and increasing cultural understanding among audiences of varied backgrounds.

ISLAND CITY
WATERWAYS

RHYTHMIC CULTURAL WORKS



Photo Credits: Maurice Ramirez Photography

BENEFITS OF SPONSORSHIP

- Reach affluent new audiences with Rhythmix's fresh marketing approaches at multiple events throughout the year!
- Show your commitment to the local community and to arts education for underserved youth
- Surround your brand with arts, culture, food, wine, and fun!
- Receive mentions and links in print media and online advertising
- Enjoy coverage in all press releases and media announcements
- Receive acknowledgement in creative custom signage, program advertising, and announcements from the stage
- Benefit from experienced on-site event production staff and management
- Meet and network with loyal Alameda and East Bay residents
- Savor amazing wine, food, and live entertainment in Rhythmix's uniquely intimate venue

A man in a white t-shirt and dark pants stands in a room with a large window. The window is covered by a vibrant, abstract mural in shades of red, magenta, and teal. A yellow circle is superimposed on the window, containing the text "#Love Our Island Art Walk". The man is looking out the window, and his shadow is cast on the floor. The floor is a light, neutral color. The room's walls are white, and the overall atmosphere is bright and artistic.

#Love
Our Island
Art Walk

Nicole Mueller

OUR MISSION

Rhythmix Cultural Works brings people of all ages together to experience and explore music, dance, visual art and educational opportunities. The organization seeks to build community by inspiring engagement in the arts as a way to learn about each other and the world. Rhythmix strives to promote cultural awareness, encourage participation in the arts, and support artists in the presentation of their work.

WHY WE DO IT

All proceeds from the Rhythmix Gala Celebration will go to support multicultural performances for diverse student populations in Alameda and Oakland through our Performance, Art & Learning (PAL) program. PAL is provided at no cost to participants and has served more than 10,000 students with free cultural arts assemblies since its inception in 2012.

OUR AUDIENCE

Rhythmix attracts a loyal and diverse audience from throughout the East Bay region. Adult attendees range in age from 35 to 75, with an average income between \$75,000 - \$100,000+. Combined event attendance is expected to attract approximately 3,000 - 4,000 attendees, 90 percent of whom will live within a 5-15 mile radius of our location on Alameda's historic Waterfront Trail.

EVENT MESSAGING

Messaging for these events will reach an additional 10,000+ impressions through combined email newsletters, Facebook, Twitter and Instagram followers, with repeated opportunities to thank sponsors by name. We anticipate prominent media coverage for these events and will highlight high-level sponsors in all media announcements.

Students learning West African dance at a PAL assembly



Fua Dia Congo



Cascada de Flores



Gamelan Sesar Jaya

SPONSORSHIP PACKAGES

Recognition of your organization at Rhythmix premier events throughout the year: Island City Waterways, Love Our Island Art Walks, Pour Your HeART Out Benefit for the Arts and 'Round the World Festival.

Innovator \$1,000

- Company listing in event programs and event web pages
- 2 Tickets to Pour Your HeART Out Benefit for the Arts on August 11, 2018

Visionary \$1,500

- Logo-link or individual name on event webpages (5000-plus impressions/month)
- 4 Tickets to Pour Your HeART Out Benefit for the Arts on August 11, 2018

Impresario \$2,500 — All of the above PLUS:

- Company name or individual name listed on all printed marketing materials
- Quarter Page Ad in event programs
- 6 Tickets to Pour Your HeART Out Benefit for the Arts on August 11, 2018

Mover & Shaker \$5,000 — All of the above PLUS:

- Logo inclusion in all printed marketing materials
- Logo-link inclusion in Rhythmix email newsletter to 4,000-plus individuals
- Half Page Ad in event programs
- 8 Tickets to Pour Your HeART Out Benefit for the Arts on August 11, 2018

Arts Angel \$10,000 — All of the above PLUS:

- Creative custom signage displayed during events
- Full Page Ad in event programs
- Special sponsor page listing on RCW website
- Live endorsement of your brand delivered from the stage in an entertaining format
- 10 Tickets to Pour Your HeART Out Benefit for the Arts on August 11, 2018

Businesses sponsoring at logo levels and above may provide a logo for use; if one is not provided, businesses will be recognized by name. Sponsorships must be received at least two months prior to the scheduled event to receive promotional advertising benefits.

RHYTHMIX CULTURAL WORKS

**Pour Your
HeART Out**
Benefit for the Arts



Please return completed form to Rhythmix Cultural Works with preferred method of payment. Early bird sponsors over \$2,500 will be listed on all event publicity. For more information, please contact Tina Blaine at 510-865-5060 or info@rhythmix.org.

YES, I want to sponsor Rhythmix Community Events in 2018!

- | | | | |
|---|----------|------------------------------------|---------|
| <input type="checkbox"/> Arts Angel | \$10,000 | <input type="checkbox"/> Visionary | \$1,500 |
| <input type="checkbox"/> Mover & Shaker | \$5,000 | <input type="checkbox"/> Innovator | \$1,000 |
| <input type="checkbox"/> Impresario | \$2,500 | | |

- ☐ I would like to be a beverage sponsor for the Pour Your HeART Out Benefit for the Arts on 8/11/18
- ☐ I would like to be a food sponsor for the Pour Your HeART Out Benefit for the Arts on 8/11/18

CONTACT NAME: _____

COMPANY: _____

ADDRESS: _____

CITY/ST/ZIP: _____

PHONE: _____ EMAIL: _____

- ☐ Enclosed is my check for \$ _____ ☐ Bill Me

Please make checks payable to Rhythmix Cultural Works. Our tax identification number is 94-3340251.

- ☐ Charge to my credit card: VISA MASTERCARD

Card Number: _____ Exp: _____ CCV: _____

Signature: _____

THANK YOU FOR YOUR GENEROUS SUPPORT!

Rhythmix Cultural Works | 2513 Blanding Ave. | Alameda, CA 94501 | 510.865.5060



**'Round
the World
Festival**





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