

# RHYTHMIX CULTURAL WORKS



**2020 SPONSORSHIP PROGRAM**

# What We're Doing in 2020

## Island City Waterways & Art Walks

Activating Alameda's historic downtown districts and former Naval Air Station with public art, live music and dance performances.

*Supported in part by the California Arts Council, the City of Alameda, the William & Flora Hewlett Foundation and local businesses.*

15 FREE Public Art Events • 3500+ attendees

## Performance, Art & Learning (PAL)

PAL is an assembly-based youth arts education program that empowers over 3,000 underserved youth annually through exposure to world music and dance performances at no cost to participating schools.

*Sponsorship helps match foundation grants and provide PAL for free to AUSD and OUSD students.*

16 FREE Assemblies • 3200+ students

## Pour Your HeART Out Benefit for Youth Arts

Honoring women winemakers, distillers, brewers, restaurateurs and entertainers in an afternoon salute to fabulous music, wine and food.

*All proceeds support FREE cultural arts education programs for East Bay youth.*

300+ attendees

## 'Round the World Music, Dance & Art Festival

This family-friendly event celebrates our diverse community through world music, dance, food and hands-on art activities for all ages.

*Sponsorship enables this event to remain FREE for all participants.*

350+ attendees



## Who We Are

Rhythmix Cultural Works is dedicated to building a strong, healthy community, beginning with our diverse cultural arts and educational programming. Since 2007, Rhythmix has served over 120,000 visitors who contribute to the wellbeing of the local economy, raise Alameda's visibility as a prime destination for the arts, and help make the city a place where people can be proud to live, work and play.

## Our Mission

Rhythmix Cultural Works brings people of all ages together to experience and explore high quality 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.



With a strong commitment to provide programming relevant to the local population, Rhythmix strives to promote cultural awareness, encourage participation in the arts, and support artists in the presentation of their work.



Photos by Maurice Ramirez Photography, Alvaro Batista Photography, Clayton Mitchell, Kyle J. Sykes, Andy Mogg, Danny Tan and Pak I Wayan Dibia (courtesy photo).

# Benefits of Sponsorship

## Strengthen Your Company Image

Partnering with Rhythmix helps demonstrate community good will by supporting local artists, enhancing the local economy and providing access to arts opportunities for underserved youth and families.

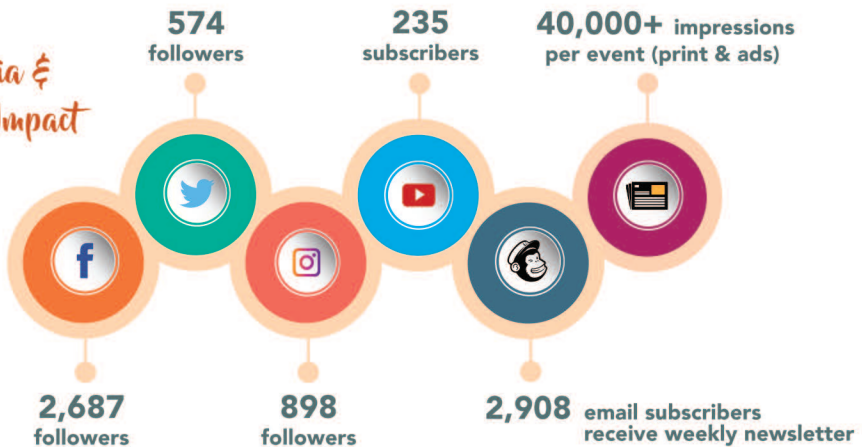
## Community Connection

Rhythmix provides many opportunities to share a wealth of cultural and artistic offerings with your clientele and connect with a desirable demographic of Bay Area art, wine, music and food lovers.

## Visibility

Rhythmix serves over 10,000 individuals annually through its programming, while its marketing, social media strategies and ad impressions further expand its reach.

## Social Media & Marketing Impact





# 'Round the World

**RHYTHMIX CULTURAL WORKS**



*Music, Dance & Art Festival*

# Why Your Sponsorship Matters

Your support helps keep ticket costs affordable and provides a variety of free educational opportunities and public art events for the residents of and visitors to our community.

## Outreach to Youth

Rhythmix youth arts education programming has more than tripled since 2012. Now serving over 3,000 youth annually!



**2012** 900 students

**2014** 3,887 students

**2016** 8,175 students

**2018** 13,488 students

**2020** Expected reach: 18,156 students



## Outreach to Community

Rhythmix leverages your sponsorship to qualify for grants to produce free large-scale public art events. In 2019, Rhythmix offered over 50% of its programming FREE to the community.
























# Performance, Art & Learning Program



PAL has served over 15,000 students since 2012

# Year-Long Sponsorship Packages

	VISIONARY \$1,500	IMPRESARIO \$2,500	MOVER & SHAKER \$5,000	ARTS ANGEL \$10,000
<b>SPONSORED EVENTS*</b>				
Sponsor recognition on lobby poster				
Company logo on sponsored event web pages				
Sponsor logo or individual name on all printed marketing material for sponsored events**				
Stage recognition at sponsored events				
Company profile on blog & social media				
Individual or company gear on Rhythmix Donor Wall				
<b>POUR YOUR HeART OUT</b>				
Sponsor listing in Pour Your HeART Out event program (company logo or individual name)				
Tickets to Pour Your HeART Out Benefit for the Arts on Aug. 1, 2020	4 tickets	6 tickets	8 tickets	10 tickets

\* 2020 sponsored events include Island City Waterways, Island City Waterways Art Walks, Pour Your HeART Out and 'Round the World Festival of the Arts.

\*\* Sponsorship payment and Hi-Res logo must be received two months prior to event date in order to receive printed marketing benefits.



# Island City Waterways & Art Walks



All Free to the Community

# Yes, I Want to Sponsor Rhythmix Cultural Works in 2020!

Please return completed form to Rhythmix Cultural Works with preferred method of payment or submit online at [www.rhythmix.org/sponsorship](http://www.rhythmix.org/sponsorship)

**Arts Angel** • \$10,000

**Mover & Shaker** • \$5,000

**Impresario** • \$2,500

**Visionary** • \$1,500

I would like to be a **beverage sponsor** for the Pour Your HeART Out Benefit for the Arts on 8/1/20.

I would like to be a **food sponsor** for the Pour Your HeART Out Benefit for the Arts on 8/1/20.

Contact Name: . . . . . Company: . . . . .

Address: . . . . .

City/State/Zip: . . . . .

Phone: . . . . . Email: . . . . .

Enclosed is my check for \$ . . . . .  Bill Me  Please Make This Recurring!

*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: . . . . .

**For more information, please contact:**

Tina Blaine • 510.865.5060 • [info@rhythmix.org](mailto:info@rhythmix.org)

**THANK YOU FOR YOUR GENEROUS SUPPORT!**

Rhythmix Cultural Works • 2513 Blanding Ave. • Alameda, CA 94501 • [www.rhythmix.org](http://www.rhythmix.org)



Pour Your HeART Out



Benefit for the Arts



RHYTHMIX CULTURAL WORKS

2513 BLANDING AVE, ALAMEDA  
510.865.5060 • RHYTHMIX.ORG

