HUE MANITY

SALON SERIES

2022 Sponsorship Package

July 16, 2022

August 27, 2022

August 28, 2022

HUEmanity Salon Series 2022

Saturday, July 16, 2022	**Saturday August 27, 2022**	**Sunday August 28, 2022**
"Drums in the Park"	"Drums of the World"	"Drums of the World"
12:00 PM ~ 7:00 PM	12:00 PM ~ 5:00 PM	11:00 AM ~ 4:30 PM
Town Plaza Park	South Tower Lawn, SJSU	Addison-Penzak JCC
Los Gatos, CA	San Jose, CA	Los Gatos, CA

To celebrate Nelson Mandela International Day and to promote inclusion, equity, transformative action and unity throughout the diverse communities of Los Gatos and San Jose, AWỌ is pleased to present on July 16, August 27 and August 28 our **HUEmanity Salons Series**, a three-day FREE drumming exchange bringing together unheard voices from local communities to unpack the different shades of our shared *HUEmanity*. AWỌ is the word for *skin* and also *color* in the Yoruba language of Nigeria. So whether one's skin color is reflective of Black, White, Indigenous, Asian, Middle Eastern, Latinx or of another culture/ethnicity, most of our true stories have yet to converge into a larger American narrative. AWỌ's HUEmanity Salons Series aims to bring people together to amplify unheard stories and create more inclusive social narratives.

WHY THIS SALON SERIES NOW

After such a challenging year 2021 filled with many incidents of hate, discrimination and racism here in Silicon Valley, we at AWỌ want to take a step towards healing, community-making and creative collaborations. One way we seek to renew and re-weave our social fabric is through the power of rhythms, histories and traditions by showcasing drums that trace their history to Nigeria, Israel, the Indigenous Peoples of the United States, and more.

Through the power of drumming, storytelling, and dancing, **"Drums in the Park"** in July 2022 and **"Drums of the World"** in August 2022 will celebrate and amplify the voices of unheard members of our Bay Area community. By presenting engaging, cross-cultural conversations with youth and families, our goals for the **HUEmanity Salon Series** are to build local solidarity and inclusion while dismantling cultural silos; open an avenue for celebrating traditional practices that allow room for fresh perspectives and what this approach means for our "HUEmanity" today; explore the role of community in preserving and disseminating more accurate histories and traditions; enable audiences to see the value in unique and diverse rhythmic processes that contribute to inclusion and representation, and the diverse formation and shape of such music; and help attendees to gain experiential cross-cultural knowledge through listening, positivity and an open-mind.

FREE TICKETS! REGISTER AT
www.awocenter.org/huemanitysalonseries

About Us

HUEMANITY SALON SERIES 2022

When stories of individuals are incomplete, our narratives of HUEmanity become inaccurate, recycling many social inequalities. AWỌ's programs spotlight, educate, and galvanize people to express their stories so that more inclusivity and representation becomes the norm within our communities. AWỌ's *HUEmanity Salons* helps to tell unheard stories, supporting and engaging many black, indigenous, ethnic, urban, and rural identities across local communities to create new opportunities for cross-cultural listening and engagement.

REACH & DEMOGRAPHICS

AWỌ's **HUEmanity Salon Series** primarily invites participation and support from the Bay Area's parents and youth, and reaches out in particular to African-Americans, African immigrants and nationals, as well as diverse ethnic communities of color (African, Indian, Lebanese, Vietnamese, etc.) and their families, friends and allies. Secondarily, our festival also attracts history, arts and cultural aficionados across the U.S. and around the world, including allies and supporters of BLM, and racial justice minded individuals, youths, businesses, high-tech corporations, educational institutions, foundations, local government agencies and nonprofit organizations. We are working to reach 1,000 audience members for HUEmanity Salon Series 2022.

AWỌ: SKIN. COLOR. RACE.

AWỌ, producer of **HUEmanity Salon Series**, is a South Bay nonprofit organization that collects, unpacks and distributes the unheard stories of people based on their skin color in order to change existing social narratives people have about themselves and their local communities so that more inclusion and more representation can take root in schools, neighborhoods, workplaces and institutions, for what we tell ourselves becomes the collective narratives of our communities. Throughout the year, AWỌ also offers inspiring programs and community workshops that bring people together across racial, cultural and economic divides to unpack and share a vast array of different human experiences, as well as, create new opportunities for collective upward mobility. AWỌ was founded in 2020 by African immigrant **Folake Phillips**, a Yoruba princess from Osun State in Nigeria, in response to the death of George Floyd and the national street protests that erupted for Black Lives Matter in the midst of the US COVID-19 pandemic. AWỌ is the word for *skin* and also *color* in the Yoruba language of Nigeria.

HUE MANITY
SALON SERIES

2022 Sponsorship Levels & Branding Opportunities

CHANGEMAKER: GBEDU TALKING DRUMS ~ $2,000

- Live Verbal Acknowledgement at all HUEmanity Salons 2022
- Full Page Display Ad in HUEmanity Salons 2022 Program Guide
- Premiere Logo Placement in HUEmanity Salons 2022 Program Guide
- Premiere Logo Placement on all AWỌ Social Media Pages
- Premiere Logo Placement in AWỌ e-Newsletter
- Premiere Logo Placement on AWỌ Website

~ 7,000 Marketing Impressions

BRIDGEMAKER: SAKARA TALKING DRUMS ~ $1,000

- Live Verbal Acknowledgement at one HUEmanity Salon 2022
- Half Page Display Ad in HUEmanity Salons 2022 Program Guide
- Premiere Logo Placement in HUEmanity Salons 2022 Program Guide
- Logo Placement on AWỌ's Facebook Page
- Logo Placement in AWỌ e-Newsletter
- Logo Placement on AWỌ Website

~ 5,000 Marketing Impressions

STORYTELLER: BATÁ TALKING DRUMS ~ $500

- Quarter Page Display Ad in HUEmanity Salons 2022 Program Guide
- Logo Placement in HUEmanity Salons 2022 Program Guide
- Logo Placement in AWỌ e-Newsletter
- Logo Placement on AWỌ Website

~ 3,000 Marketing Impressions

MESSENGER: GÁNGAN TALKING DRUMS ~ $250

- Eighth Page Display Ad in HUEmanity Salons 2022 Program Guide
- Logo Placement in HUEmanity Salons 2022 Program Guide
- Logo Placement on AWỌ Website

~ 1,000 Marketing Impressions

HUEMANITY SALON SERIES SPONSORSHIP ORDER FORM

ORDER TODAY - SPONSORSHIP DEADLINE IS AUGUST 1, 2022

Company Name: _____

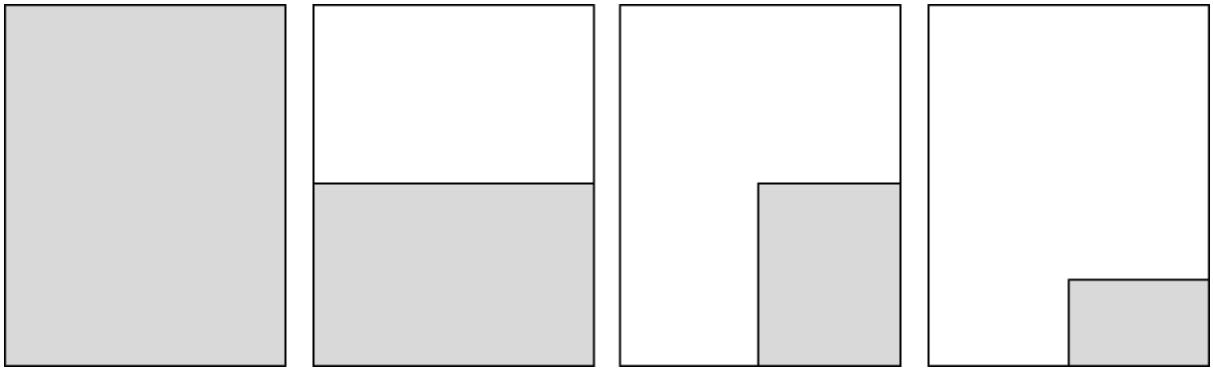
Contact Person, Title: _____

Billing Address, City, State, Zip: _____

Phone: _____ Email: _____

Authorizing Signature: _____ Date: _____

SPONSORSHIP LEVEL:	Changemaker	Bridgemaker	Storyteller	Messenger
	❒: $2,,000	❒: $1,000	❒: $500	❒: $250
INCLUDES AD SIZE:	❒: Full Page	❒: ½ Page	❒: ¼ Page	❒: 1/8 Page



FULL PAGE AD	HALF PAGE AD	QUARTER PAGE AD	EIGHTH PAGE AD
8″ x 10.5″	8″ x 5.25″	4″ x 5.25″	4” x 2.625”
included with	included with	included with	included with
$2,000 sponsorship	$1,000 sponsorship	$500 sponsorship	$250 sponsorship

Payment Information

ONLINE: To use a credit card or debit card, please submit payment at https://www.awocenter.org/salonsponsorships by clicking the BUY NOW button and entering the sponsorship level amount. Please email the Sponsorship Order Form to ychen@awocenter.org

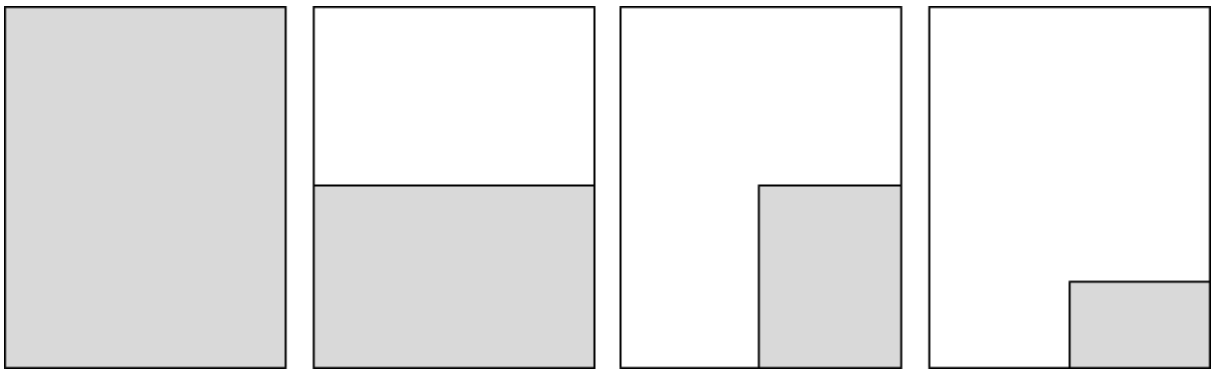
MAIL: Please send a check payable to “Media Alliance” and in the Memo Line write “For AWO Salons Sponsorship” and mail to: 15732 Los Gatos Blvd. No. 305, Los Gatos, CA 95032. Please include your check and Sponsorship Order Form.

Artwork Specifications

All sponsorship ads will be printed online in grayscale with a border of 0.5″ around the perimeter. Ads must be submitted in digital format (Resolution should be 300 DPI or higher) with all fonts and images included. Please email ad artwork directly to ychen@awocenter.org

HUEMANITY SALON SERIES PROGRAM GUIDE AD ORDER FORM

We reach a diverse cross-section of the Bay Area Parents & Family market as well as multi-ethnic communities of Silicon Valley (Chinese, Indian, African, Persian, and more). We invite you to partner with us by purchasing an Ad to support our **HUEmanity Salon Series 2022** bringing local communities together across color, class and culture.



FULL PAGE AD	HALF PAGE AD	QUARTER PAGE AD	EIGHTH PAGE AD
8″ x 10.5″	8″ x 5.25″	4″ x 5.25″	4” x 2.625”
Price: $1,000	Price: $ 500	Price: $ 250	Price: $ 100

Ad Specifications & Payment Information

Artwork Specifications

All digital display ads will be printed in grayscale with a border of 0.5″ around the perimeter.
Ads must be submitted in digital format (resolution should be 300 DPI or higher) with all fonts and images included. Email ad directly to ychen@awocenter.org

Ad Rates

Full page	$1,000
Half page	$ 500
Quarter page	$ 250
Eighth page	$ 100

Payment Information

ONLINE: Please submit payment via the BUY NOW button on https://www.awocenter.org/salonsponsorships

MAIL: Please make check payable to “Media Alliance” and in the Memo Line write “For AWO Salons Ad” and mail to:

15732 Los Gatos Blvd. No. 305, Los Gatos, CA 95032.

Payment is due by August 1, 2022. Please include your check and Display Ad Order Form.

ORDER TODAY - AD SUBMISSION DEADLINE IS AUGUST 1, 2022

AD SIZE: ❒: Full Page ❒: ½ Page ❒: ¼ Page ❒: 1/8 Page ❒: Ad Trade

Company Name: _____

Contact Person, Title: _____

Billing Address, City, State, Zip: _____

Phone: _____ Email: _____

Authorizing Signature: _____ Date: _____

HUEmanity Salon Series Contact

To discuss a partnership with the HUEmanity Salon Series 2022, please contact:

Folake Phillips
AWỌ, *Founder & Executive Director*
Email: folake@awocenter.org
Phone: 408-221-3430

Organization Contact

AWỌ is a fiscally sponsored project of Media Alliance.
Registered Charity: 94-2563400

15732 Los Gatos Boulevard, No. 305
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