

AWQ PRESENTS



VIRTUAL EVENTS

SATURDAY, JUNE 26TH
10:00am to 12:30pm PST

SOCIAL HACKATHON

SUNDAY, JUNE 27TH
2:00pm to 4:30pm PST

FOR PROGRAM DETAILS & TICKETS GOTO

www.AWOCENTER.org

Our Community. Our Story.

An AWQ Festival

Sponsorship Opportunities
June 26 & 27, 2021



FESTIVAL PROFILE

AWQ presents the First Annual
HUEmankind Fest 2021
Our Community. Our Story.

Saturday, June 26, 2021
10:00 AM - 12:30 PM PST
Virtual Performances & Workshops

Sunday June 27, 2021
2:00 PM - 4:30 PM PST
A Virtual Social Justice Hackathon

“As one community, and in remembrance of George Floyd and for all those he represents, we need to come together to help transform the black experience.”

~ **Folake Phillips**, *Founder & Executive Director, AWQ*

To celebrate and promote Juneteenth, *HUEman* kinship and kindness in the diverse communities of Los Gatos and Santa Clara County, AWQ is pleased to present on June 26 and June 27 our inaugural **HUEmankind Fest**, a two-day groundbreaking festival bringing together unheard voices from local communities to unpack the different shades of our shared *HUEmanity*. This year’s festival theme, *Our Community. Our Story.*, features a rich tapestry of African American, Asian American, African, and immigrant storytelling artists, an African traditions workshop, a digital stories mosaic featuring diverse Los Gatos and Santa Clara County residents, as well as an interactive social justice hackathon to explore the profound disconnects resulting from the historical slave trade and African migrations, and how all the different shades of *HUEmanity* can help bridge these disconnects. We invite all members of our diverse Bay Area communities to hear the unheard stories of our neighbors, especially those who are African-American, refugees and immigrants of color. Join us to help complete the whole story of our *HUEmanity*.

WHY THIS FESTIVAL NOW

In the wake of the COVID-19 pandemic, the one year anniversary of George Floyd’s death and the historical significance of Juneteenth for all people, AWQ’s first HUEmankind Fest proposes a transformation of the Black experience - from being disconnected to re-connected by unpacking the many shades of black identity in our world today. Through storytelling, interactive dialogues, and collective problem solving, AWQ brings people together across color, class and culture to dismantle inaccurate stories and re-imagine through kindness and *HUEman* kinship more equitable collective narratives and social systems. By learning from the experiences and stories of African-Americans, African nationals and immigrants representing diverse cultures residing in the Bay Area, we can work towards achieving more color-full perspectives in American society.

FREE TICKETS!! REGISTRATION AT www.awocenter.org/festival



PROGRAM AT A GLANCE

Saturday, June 26th 10:00 am - 12:30 pm (PST)

The festival will kick off with Main Stage performances entitled, **Our Darker Hues**. We will explore the everyday disconnects experienced by black, immigrants and people of color through *Spoken Word Artist Tyson Amir*, *African Dance Artist Antoine Hunter*, *Festival Speaker Dr. Natoschia Scruggs*, *African-American Poet Richard Ezeagwu Akinyemi*, *Asian-American Storyteller Quyenzi Dang Pham* and additional ethnic/immigrant performing artists.

Following the Main Stage performances and a brief intermission, festival attendees are invited to bring their children and families to an online Traditions Workshop: **The Stories of Our Origins** featuring *Nigerian Naming Ceremony Storyteller Imuetinyan Ugiagbe*, *African Folklore Dancer Funmi Oloyede*, and *Storyteller Tamkara Odunife*. Using a children's tales format to educate, enlighten and entertain all families attending the festival, we will embrace our *HUEman* kinship and ancestry through ritual, movement and folklore.

Sunday, June 27th 2:00 pm - 4:30 pm (PST)

The festival will culminate in an interactive online Social Justice Hackathon, **Transforming the Black Experience**, where we will first unveil the results of AWQ's *Stories Gathering Campaign* through a virtual mosaic featuring residents from Los Gatos and Santa Clara County communities, and then facilitate in real-time a social justice hackathon where festival attendees can share their stories and hackathon team members begin prototyping collective solutions for *Microaggressions in American Society*, with the proposed solutions evaluated by three guest judges, followed by a Q&A Session for festival attendees.

June 26 Day 1 Schedule

10:00 AM - 10:07 AM (7 minutes)

Opening Remarks (Main Stage)

10:07 AM - 11:20 AM (73 minutes)

Featured Performances (Main Stage)

11:20 AM - 11:30 AM (10 minutes)

Intermission (10 Minutes)

11:30 AM - 12:25 PM (55 minutes)

Family Workshops (Main Stage)

12:25 PM - 12:30 PM (5 minutes)

Closing Remarks (Main Stage)

June 27 Day 2 Schedule

2:00 PM - 2:10 PM (10 minutes)

Opening Remarks

2:10 PM - 2:20 PM (10 minutes)

A Virtual Mosaic Of Unheard Stories

2:20 PM - 2:30 PM (10 minutes)

Presentation Of The Social Challenge

2:30 PM - 4:00 PM (90 minutes)

Breakout Teams For Problem Solving

4:00 PM - 4:25 PM (25 minutes)

Presentation Of Results With Q & A

4:25 PM - 4:30 PM (5 minutes)

Closing Remarks



ABOUT US

HUEmankind Fest

When the stories of individuals or groups are incomplete, our narratives of *HUEmanity* become inaccurate, recycling many social inequalities. AWQ's programs spotlight, educate, and galvanize people to express their unheard stories so that more inclusivity and representation becomes the new collective narrative and social norm within local communities. Re-affirming our oneness and shared *HUEmanity*, AWQ's **HUEmankind Fest** connects people from many diverse backgrounds through interactive celebrations featuring black, indigenous, and ethnic performing arts, as well as, workshops and social hackathons that invite Los Gatos and Santa Clara County parents, families and youth to experience self-understanding and community kinship across color, class and culture. The **HUEmankind Fest** is also an annual celebration of AWQ's year round programs, featuring and highlighting interactive social engagements that build collective tolerance, inclusion, and representation through pluralistic perspectives and cross-cultural experiences. Spotlighting the local trends emerging from our programs throughout the year, AWQ's small group conversations through salons, forums, webinars, and workshops is now growing into larger collective conversations seeking global understanding and greater systemic social change.

Festival Reach & Demographics

AWQ's **HUEmankind Fest** 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 (Chinese, Indian, African, Persian, etc.) and their families, friends and allies. Secondly, 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 Festival 2021.

AWQ: Skin. Color. Race.

AWQ, producer of **HUEmankind Fest**, is a 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. Throughout the year, AWQ 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. AWQ 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. AWQ is the word for *skin* and also *color* in the Yoruba language of Nigeria.



SPONSORSHIP LEVELS / BRANDING OPPORTUNITIES

CHANGE MAKERS (\$5,000)

- Corporate Logo displayed on Event Backdrop
- Verbal Acknowledgement at Event
- Video Ad during Intermission up to 90 seconds
- Full page Corporate Ad in Program
- Premiere Corporate Logo placement on AWQ Website
- Recognition on HUEmankind Fest 2021 Facebook Page
- Recognition on AWQ Website
- Recognition in AWQ e-Newsletter
- Logo placement on HUEmankind Fest 2021 Program Guide
- Logo placement on HUEmankind Fest 2021 Poster

PUBLIC ADVOCATES (\$2,000)

- Verbal Acknowledgement at Event
- Video Ad during Intermission up to 75 seconds
- Half page Corporate Ad in Program
- Premiere Corporate Logo placement on AWQ Website
- Recognition on HUEmankind Fest 2021 Facebook Page
- Recognition on AWQ Website
- Recognition in AWQ e-Newsletter
- Logo placement on HUEmankind Fest 2021 Program Guide
- Logo placement on Fest 2021 Poster

SOCIAL ACTIVISTS (\$1,000)

- Video Ad during Intermission up to 60 seconds
- Quarter page Corporate Ad in Program
- Corporate Logo displayed on Website
- Recognition on HUEmankind Fest 2021 Facebook Page
- Recognition on AWQ Website
- Recognition in AWQ e-Newsletter
- Logo placement on HUEmankind Fest 2021 Program Guide
- Logo placement on HUEmankind Fest 2021 Poster

BRIDGE MAKERS (\$500)

- Eighth page Corporate Ad in Program
- Recognition on HUEmankind Fest 2021 Facebook Page
- Recognition on AWQ Website
- Recognition in AWQ e-Newsletter
- Logo placement on HUEmankind Fest 2021 Program Guide
- Logo placement on HUEmankind Fest 2021 Poster

STORYTELLERS (\$250)

- Recognition on HUEmankind Fest 2021 Facebook Page
- Recognition on AWQ Website
- Recognition in AWQ e-Newsletter
- Logo placement on HUEmankind Fest 2021 Program Guide
- Logo placement on HUEmankind Fest 2021 Poster



FESTIVAL 2021 SPONSORSHIP ORDER FORM

ORDER TODAY -- SPONSORSHIP DEADLINE IS JUNE 20, 2021

Company Name: _____

Contact Person, Title: _____

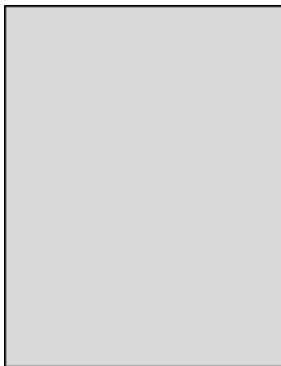
Billing Address, City, State, Zip: _____

Phone: _____ Email: _____

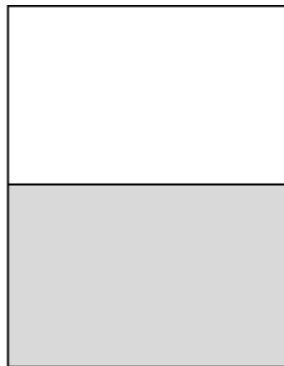
Authorizing Signature: _____ Date: _____

SPONSORSHIP LEVEL: Changemakers Public Advocates Social Activists Bridge Builders Storytellers
: \$5,000 : \$2,000 : \$1,000 : \$500 : \$250

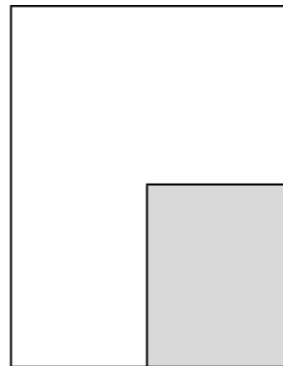
INCLUDES AD SIZE: : Full Page : ½ Page : ¼ Page : 1/8 Page



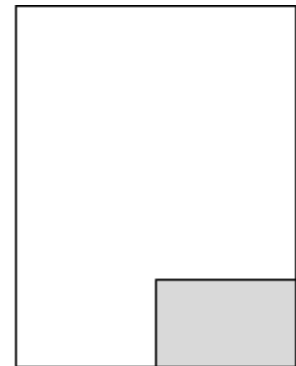
FULL PAGE AD
8" x 10.5"
included with
\$5,000 sponsorship



HALF PAGE AD
8" x 5.25"
included with
\$2,000 sponsorship



QUARTER PAGE AD
4" x 5.25"
included with
\$1,000 sponsorship



EIGHTH PAGE AD
4" x 2.625"
included with
\$500 sponsorship

Payment Information

ONLINE: To use a credit card or debit card, please submit payment via www.awocenter.org/sponsorships 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 AWQ Festival Sponsorship" and mail to: 15732 Los Gatos Blvd. No. 305, Los Gatos, CA 95032. Please include your check and Sponsorship Order Form.

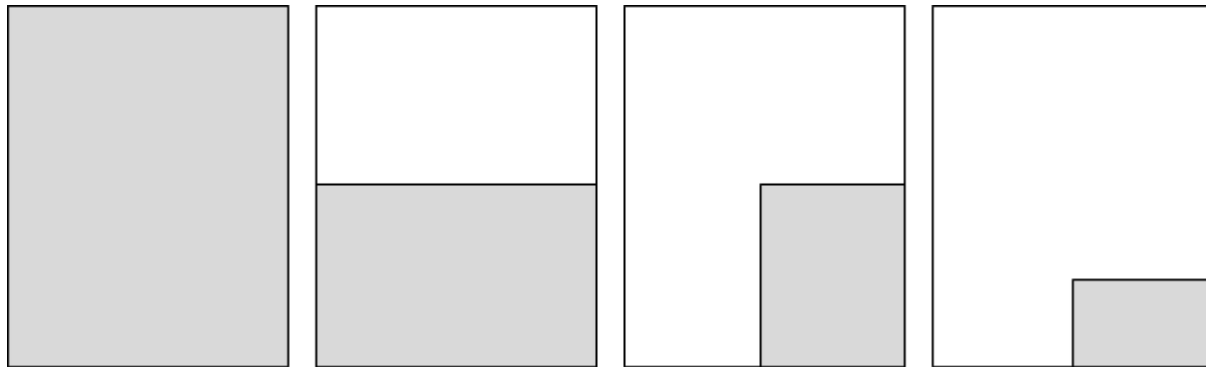
Artwork Specifications

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.



FESTIVAL 2021 PROGRAM GUIDE AD RATES & 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 **HUEmankind Fest 2021** in bringing diverse communities together across color, class and culture.



FULL PAGE AD

8" x 10.5"

Price: \$1,000

HALF PAGE AD

8" x 5.25"

Price: \$ 500

QUARTER PAGE AD

4" x 5.25"

Price: \$ 250

EIGHTH PAGE AD

4" x 2.625"

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/sponsorships>.

MAIL: Please make check payable to "Media Alliance" and in the Memo Line write "For AWQ Festival Ad" and mail to:

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

Payment is due by June 20, 2021. Please include your check and Display Ad order form.

ORDER TODAY -- AD SUBMISSION DEADLINE IS JUNE 20, 2021

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: _____



FESTIVAL CONTACT

To discuss a partnership with the HUEmankind Fest 2021, please contact:

Folake Phillips

AWO, Founder & Executive Director

Email: folake@awocenter.org

Phone: 408-221-3430

ORGANIZATION CONTACT

AWO is a fiscally sponsored project of Media Alliance.

Registered Charity: 94-2563400

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