

# HUE MANiTY

## SALON SERIES

### 2023 SPONSORSHIP PACKAGE



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**HUE MANiTY**  
SALON SERIES  
PRESENTS

**DRUMS IN THE PARK**  
*Rhythm & Hues*

**SAT, JULY 15, 2023**  
**2-6PM @ TOWN PLAZA PARK**

TOWN PLAZA PARK, LOS GATOS  
S SANTA CRUZ AVE & W MAIN ST  
LOS GATOS, CA 95030

**DRUMMING | DANCE**  
**STORYTELLING | TALK**

**2PM - 4PM WORKSHOP**  
**4PM - 6PM MAIN STAGE**

REGISTER FREE AT:  
[AWOCENTER.ORG/DRUMSINTHEPARK](http://AWOCENTER.ORG/DRUMSINTHEPARK)  
EMAIL: [ASKAWO@AWOCENTER.ORG](mailto:ASKAWO@AWOCENTER.ORG)

ADDISON-PENZAK  
**JCC Los Gatos**  
Powered by Jewish Silicon Valley

LOS GATOS  
CHAMBERS of COMMERCE

BLRC  
BLACK LEADERSHIP  
KITCHEN CABINET  
OF SILICON VALLEY

Presbyterian Church of Los Gatos

EST. 1984  
**Mission City**  
COMMUNITY FUND

Robert Half

**HOMEFIRST**  
Where Homelessness Ends.

**SVCREATES**

**umoja**  
community

**AWO**  
SKIN. COLOR. RACE.

**VALLEY HEALTH FOUNDATION**

**DRUMS IN THE PARK**  
**JULY 15, 2023**



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**HUE MANiTY**  
SALON SERIES  
PRESENTS

**DRUMS OF THE WORLD**

**JEWISH COMMUNITY CENTER**  
14855 Oka Road  
Los Gatos, CA 95032

**Sunday Aug, 27th**  
**1 pm - 4 pm**

**DRUMMING**  
**STORYTELLING**  
**DANCING**  
**EXHIBITION**

**Exhibition (Self Guided) 1-4pm**  
**Concurrent Workshops 2-4pm**  
**Mainstage 2-4pm**

[www.awocenter.org/drumsoftheworld](http://www.awocenter.org/drumsoftheworld)  
Email: [askawo@awocenter.org](mailto:askawo@awocenter.org)

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**VALLEY HEALTH FOUNDATION**

**DRUMS OF THE WORLD**  
**AUGUST 27, 2023**





## HUEMANITY SALON SERIES 2023

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The Ultimate Drumming And Storytelling Showcase Returns To Los Gatos to celebrate Nelson Mandela International Day and to promote inclusion, equity, transformative action and unity throughout the diverse communities of Los Gatos, San Jose and the South Bay Area, AWO is pleased to bring back this year on July 15 and August 27, our HUEmanity Salons Series program titled Drums in the Park and Drums of the World. This two-day drumming and cultural experience connects the different shades of HUEmanity in our local communities.

With the combined power of music, dance and storytelling, an exhibition of traditional drums that trace their roots to many different parts of the world, Drums in the Park and Drums of the World, AWO's drumming and talking exchange events are engaging social and educational gatherings that bring people together to witness the often untold stories from local communities – from guest speakers to West African, Traditional Yoruba and Latin American performances.

Scheduled workshops include making musical percussion instruments, drum playing and use of traditional African fabrics for collage creations. The event will also feature local drummers and percussionists from around the Bay Area to showcase their talents and share their passion for music. There will be food, vendors, drum exhibition and more.

Those interested in attending can register for free at [awocenter.org/huemanitysalonseries](https://awocenter.org/huemanitysalonseries)  
For more information, email [askawo@awocenter.org](mailto:askawo@awocenter.org) or call 408-601-0364.



# HUE MANITY SALON SERIES

## DRUMS IN THE PARK 2023

Saturday, July 15, 2023, @ 2:00 PM – 6:00 PM | Town Plaza Park, Los Gatos, CA

Tickets: FREE | Registration Required | Register for this event at this link:

[awocenter.org/drumsinthepark](https://awocenter.org/drumsinthepark)

### CONCURRENT WORKSHOPS FOR FAMILIES & YOUTH

1. “Re-percussions Together” A Youth and Families Workshop
2. “Africa At Your Fingertips” Collage creations & Storytelling

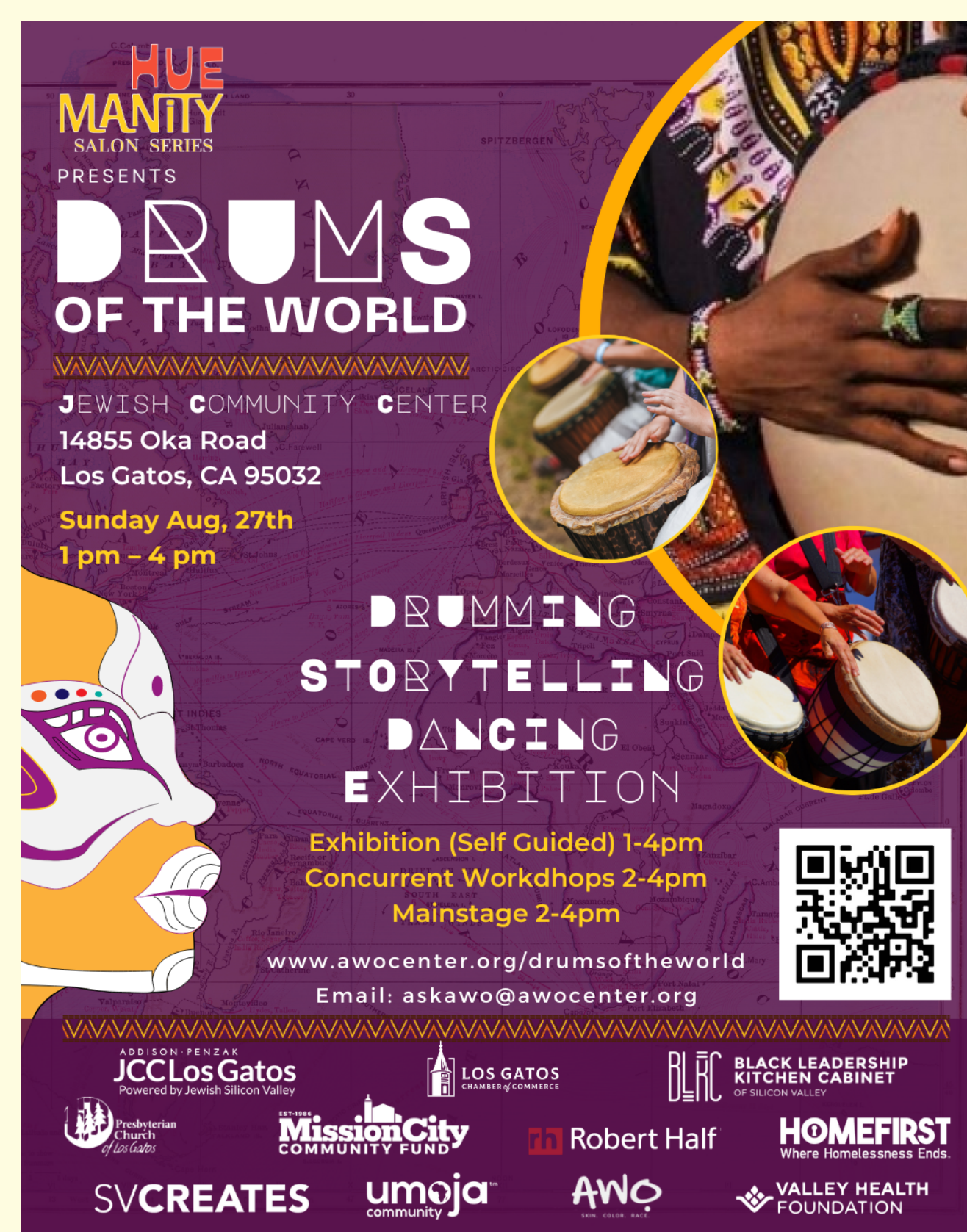
## DRUMS OF THE WORLD 2023

Sunday, August 27, 2023, @ 1:00 PM – 4:00 PM | JCC Los Gatos, CA

Tickets: FREE | Registration Required | Register for this event at this link:

[awocenter.org/drumsoftheworld](https://awocenter.org/drumsoftheworld)

Through drumming and collective storytelling, the Drums in the Park and Drums of the World aims to unite community members in recognizing their similarities while understanding and celebrating their differences.







## WHY THIS SALON SERIES NOW

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Through the power of drumming, storytelling, and dancing, “Drums in the Park” in July 2023 and “Drums of the World” in August 2023 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**  
[awocenter.org/huemanitysalonseries](http://awocenter.org/huemanitysalonseries)

## HUEMANITY SALON SERIES 2023

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When stories of individuals are incomplete, our narratives of HUEmanity become inaccurate, recycling many social inequalities. AWO’s programs spotlight, educate, and galvanize people to express their stories so that more inclusivity and representation becomes the norm within our communities. AWO’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

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AWQ'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. Secondly, our festival also attracts history, arts and cultural aficionados across the U.S. and around the world, including racial and social justice minded individuals, youth, businesses, high-tech corporations, educational institutions, foundations, local government agencies and nonprofit organizations.

## AWQ: SKIN. COLOR. RACE.

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AWQ, 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, 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.







## 2023 SPONSORSHIP LEVELS & BRANDING OPPORTUNITIES

### CHANGEMAKER GBEDU TALKING DRUMS

- ▶ Live Verbal Acknowledgement at all HUEmanity Salons 2023
- ▶ Full Page Display Ad in HUEmanity Salons 2023 Program Guide
- ▶ Premiere Logo Placement in HUEmanity Salons 2023 Program Guide
- ▶ Premiere Logo Placement on all AWỌ Social Media Pages
- ▶ Premiere Logo Placement in AWỌ e-Newsletter
- ▶ Premiere Logo Placement on AWỌ Website

~ 10,000 Marketing Impressions

**\$5,000**

### BRIDGEMAKER SAKARA TALKING DRUMS

- ▶ Live Verbal Acknowledgement at one HUEmanity Salon 2023
- ▶ Half Page Display Ad in HUEmanity Salons 2023 Program Guide
- ▶ Premiere Logo Placement in HUEmanity Salons 2023 Program Guide ▶  
Logo Placement on AWỌ's Facebook Page
- ▶ Premiere Logo Placement in AWỌ e-Newsletter
- ▶ Premiere Logo Placement on AWỌ Website

~ 7,000 Marketing Impressions

**\$3,000**

### STORYTELLER: BATÁ TALKING DRUMS

- ▶ Quarter Page Display Ad in HUEmanity Salons 2023 Program Guide
- ▶ Logo Placement in HUEmanity Salons 2023 Program Guide
- ▶ Logo Placement in AWỌ e-Newsletter
- ▶ Logo Placement on AWỌ Website

~ 5,000 Marketing Impressions

**\$2,000**

### MESSENGER: GÁNGAN TALKING DRUMS

- ▶ Eighth Page Display Ad in HUEmanity Salons 2023 Program Guide
- ▶ Logo Placement in HUEmanity Salons 2023 Program Guide
- ▶ Logo Placement on AWỌ Website

~ 3,000 Marketing Impressions

**\$1,000**



## HUEMANITY SALON SERIES SPONSORSHIP ORDER FORM

**DEADLINE FOR DRUMS IN THE PARK IS FRIDAY, JULY 7TH, 2023**

**DEADLINE FOR DRUMS OF THE WORLD IS SATURDAY, AUGUST 12TH, 2023**

Company Name: \_\_\_\_\_

Contact person, Title: \_\_\_\_\_

Billing Address, City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ EMAIL: \_\_\_\_\_

Authorizing Signature: \_\_\_\_\_ DATE: \_\_\_\_\_

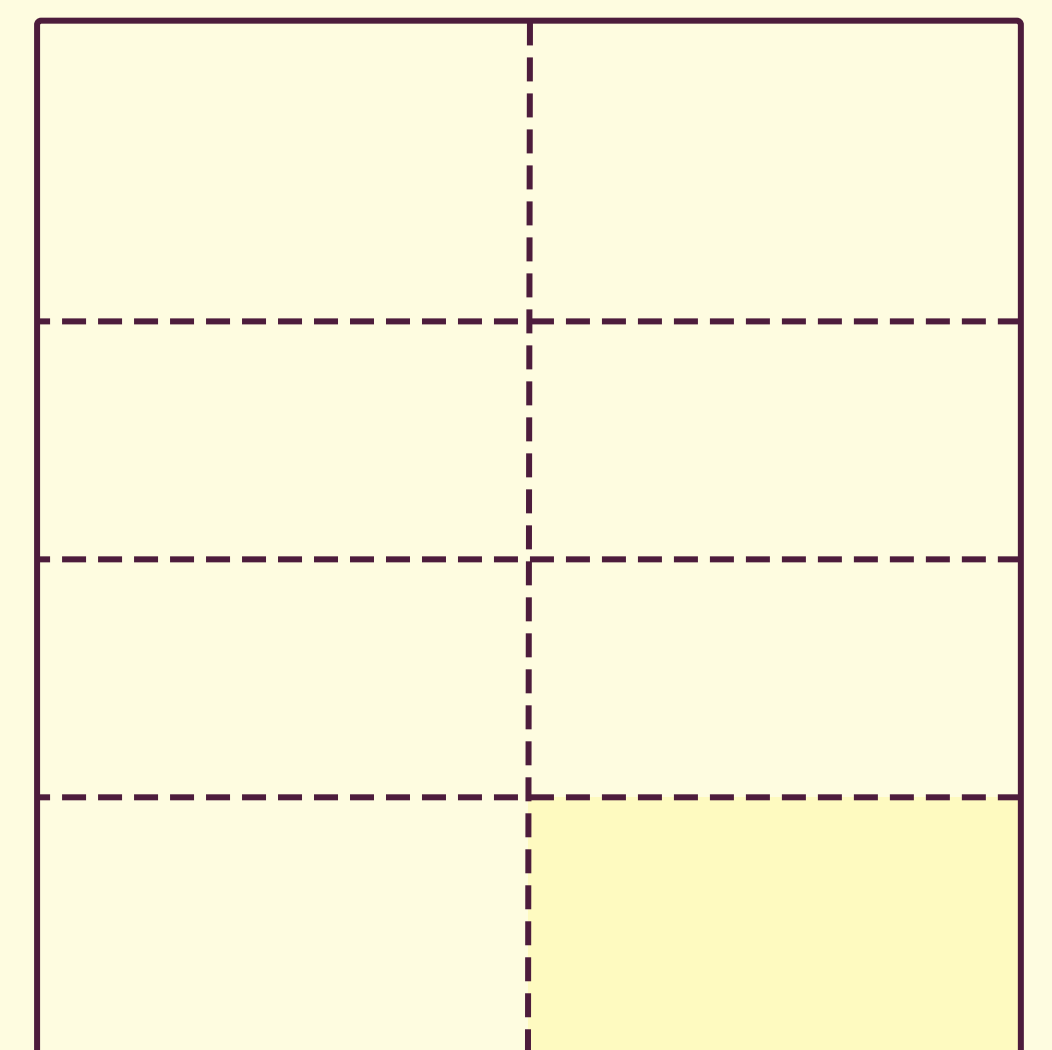
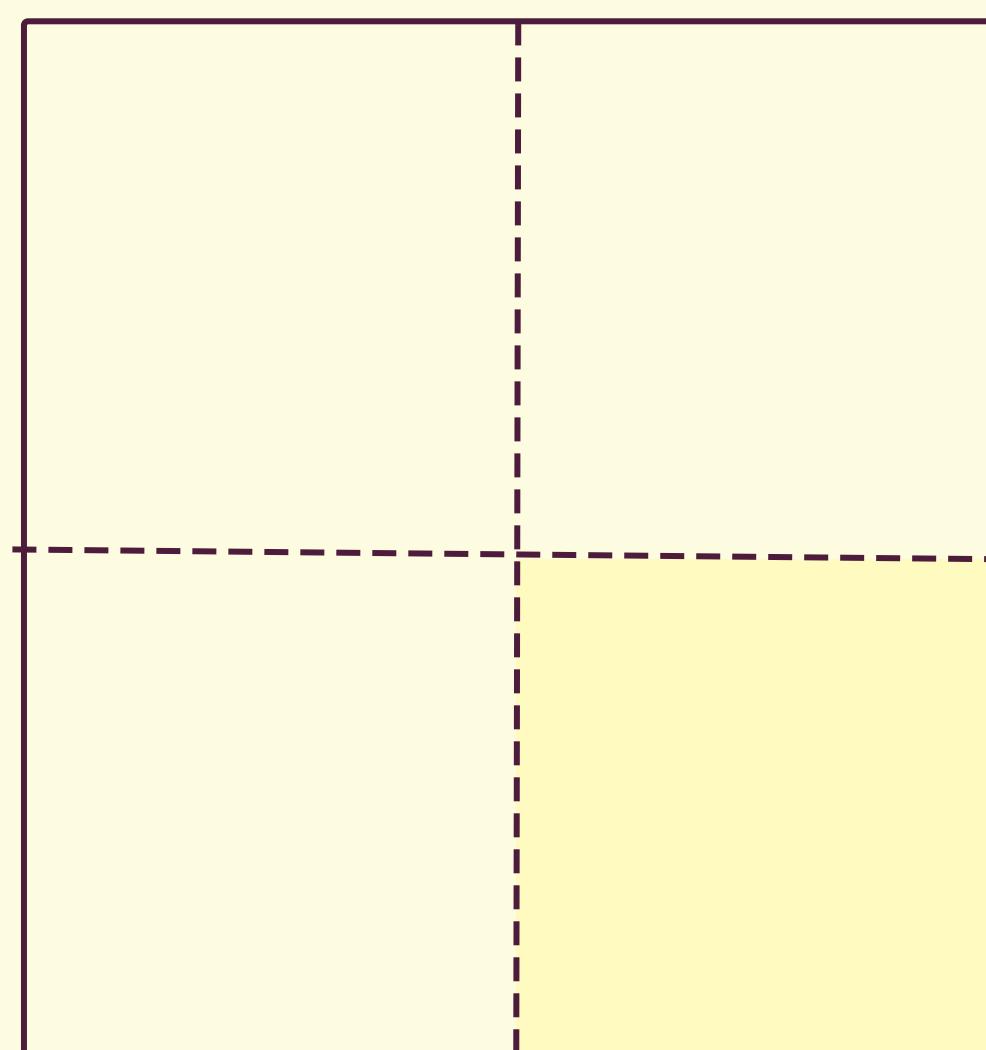
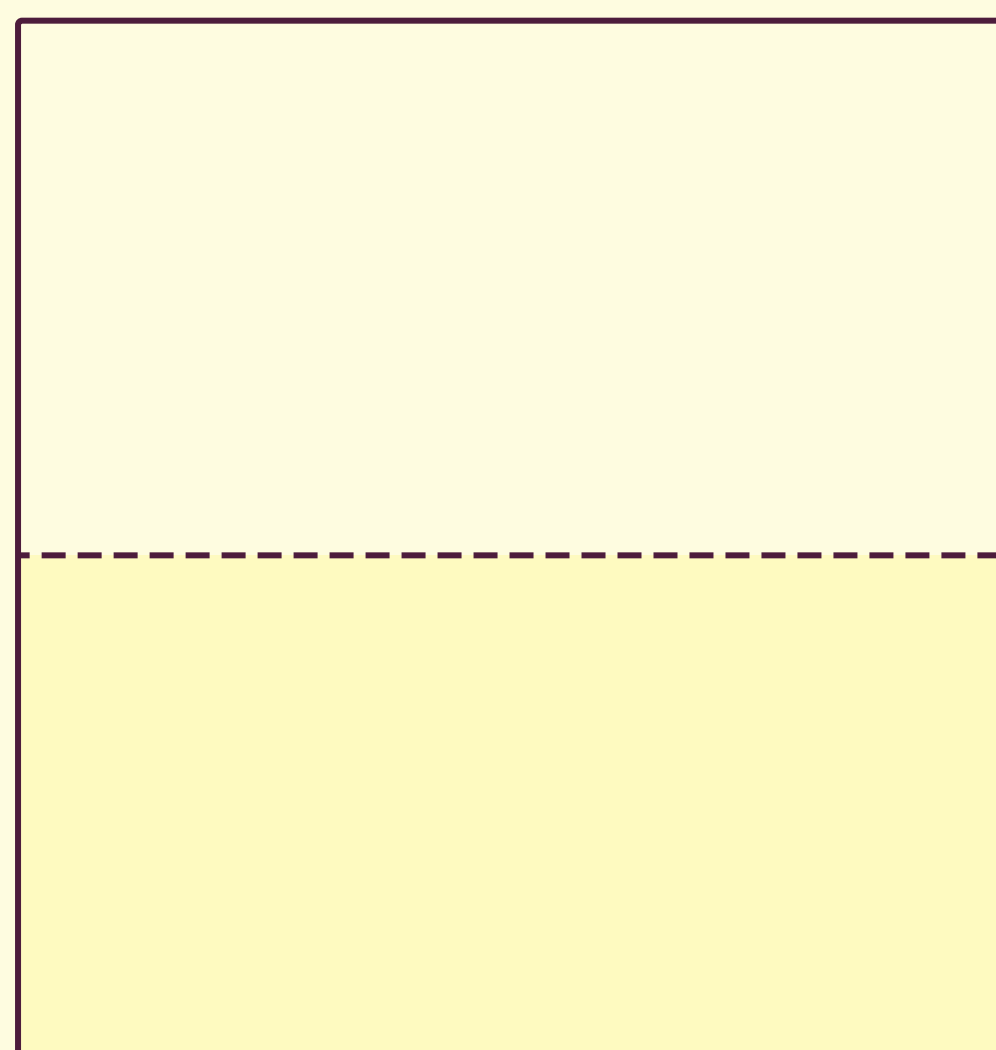
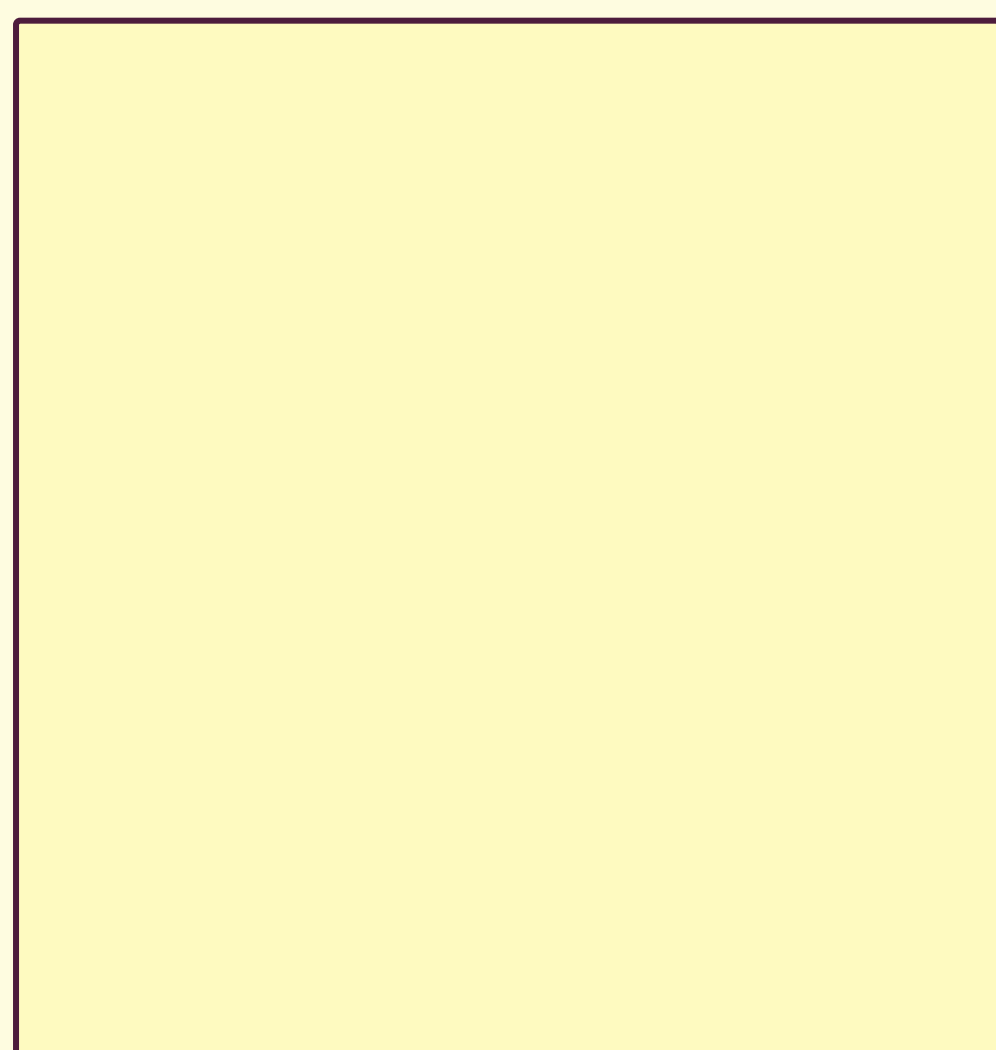
### SPONSORSHIP LEVEL: MATCH THE SPONSORSHIP LEVELS FROM THE PREVIOUS PAGE

☐ **CHANGEMAKER:**  
Full page (8" X 10.5")  
**\$5,000**

☐ **BRIDGEMAKER :**  
1/2 page ( 8" X 5.25")  
**\$3,000**

☐ **STORYTELLER:**  
1/4 page (4" X 5.25")  
**\$2,000**

☐ **MESSENGER:**  
1/8 page (4" X 2.625")  
**\$1,000**



### PAYMENT INFORMATION

ONLINE: To use a credit card or debit card, please submit payment at [awocenter.org/salonsponsorships](https://awocenter.org/salonsponsorships) by scrolling down and clicking the BUY NOW button and entering the sponsorship level amount. Please email the Sponsorship Order Form to [askawo@awocenter.org](mailto:askawo@awocenter.org)

MAIL: Please send a check payable to "AWO" and in the Memo Line write "For AWO Salons Sponsorship" and mail to: 1484 Pollard Road Suite 242, 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 [askawo@center.org](mailto:askawo@center.org)







## HUEMANITY SALON SERIES ADVERTISEMENT ORDER FORM

**DEADLINE FOR DRUMS IN THE PARK IS FRIDAY, JULY 7TH, 2023**

**DEADLINE FOR DRUMS OF THE WORLD IS SATURDAY, AUGUST 12TH, 2023**

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 2023 bringing local communities together across color, class and culture.

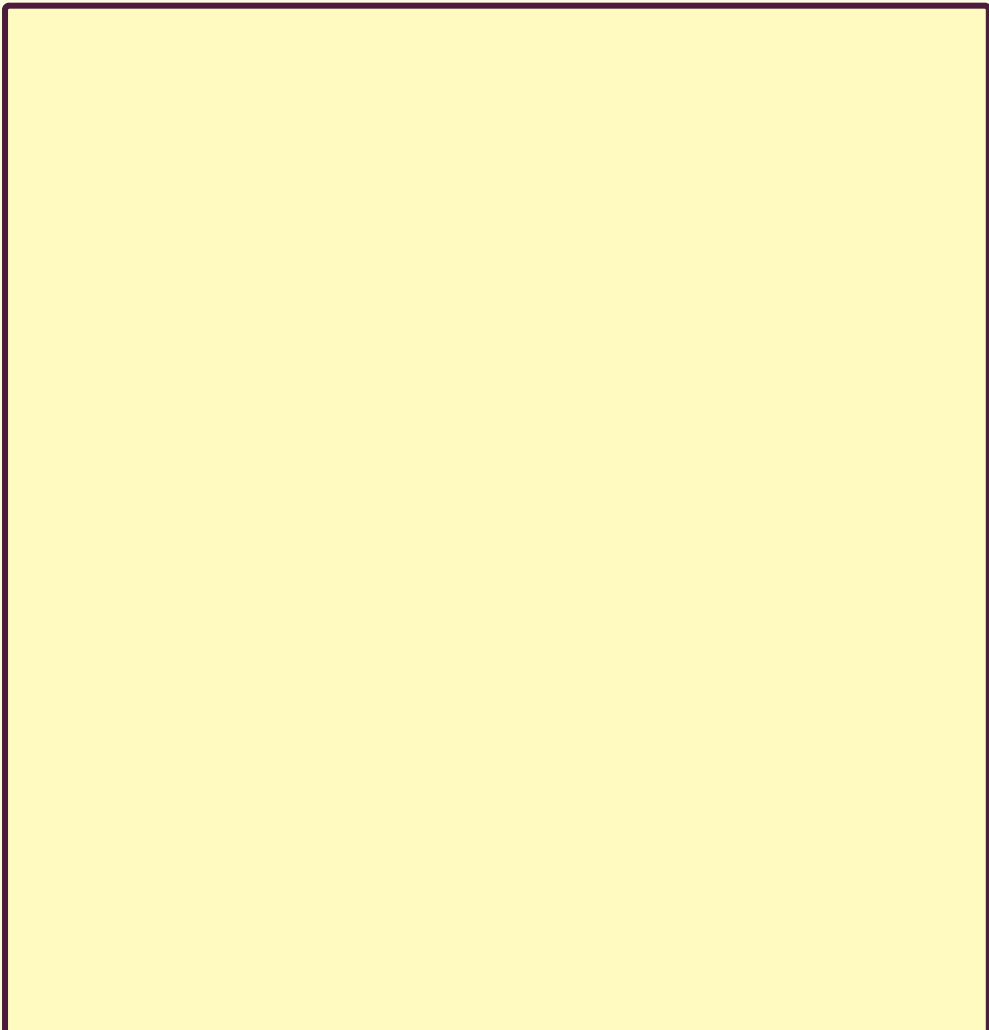
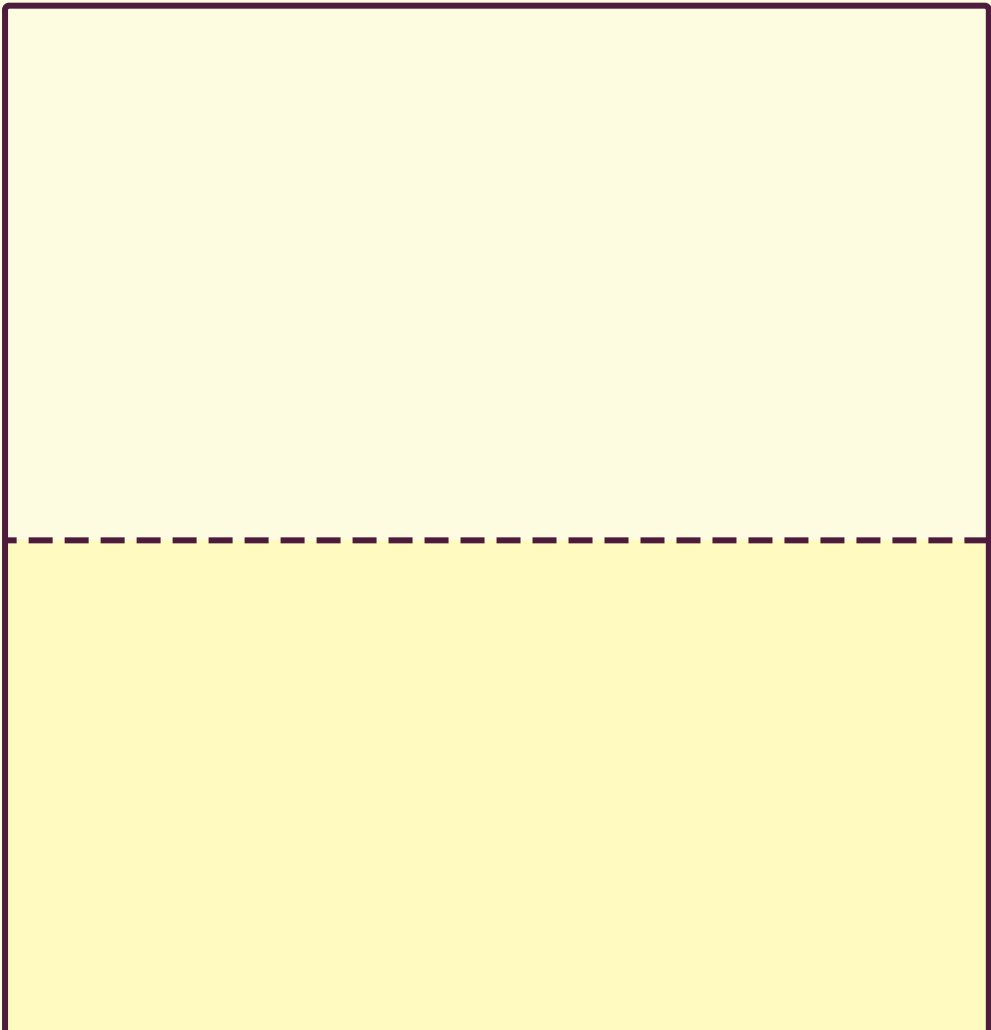
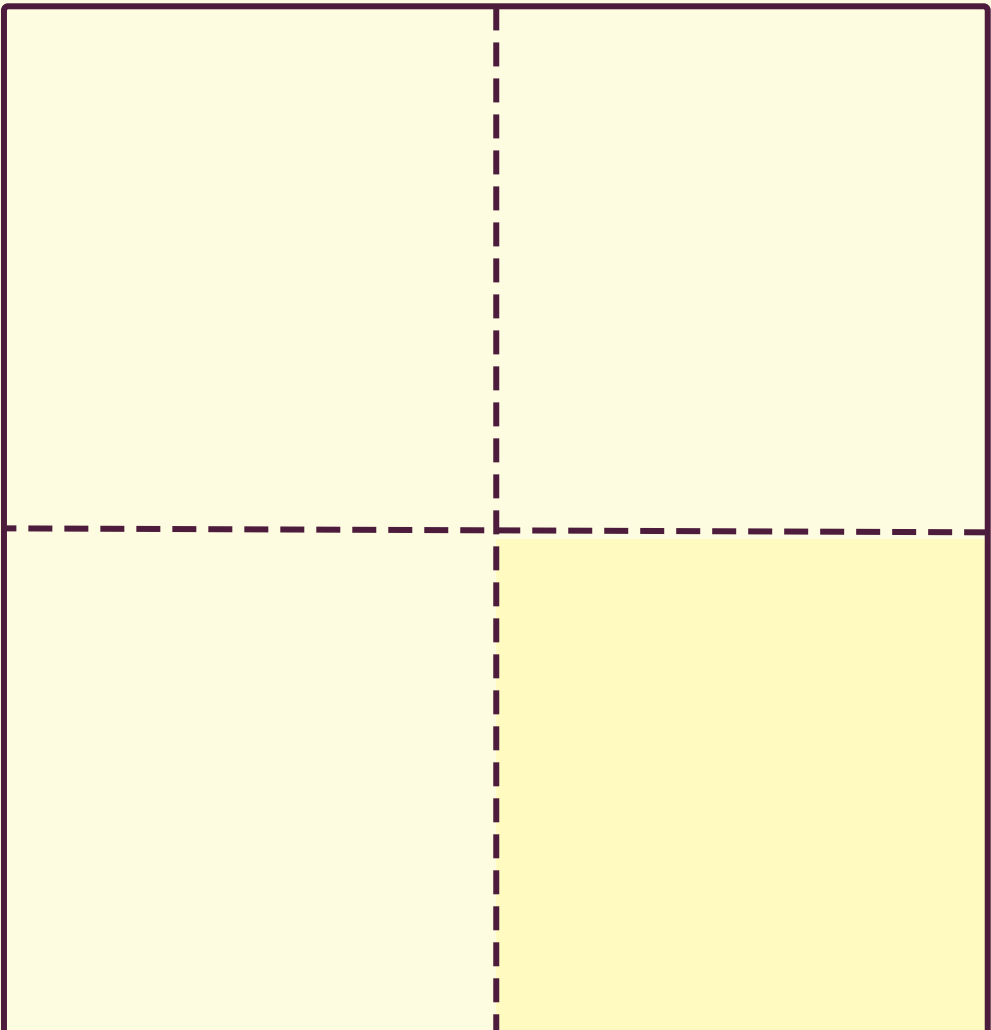
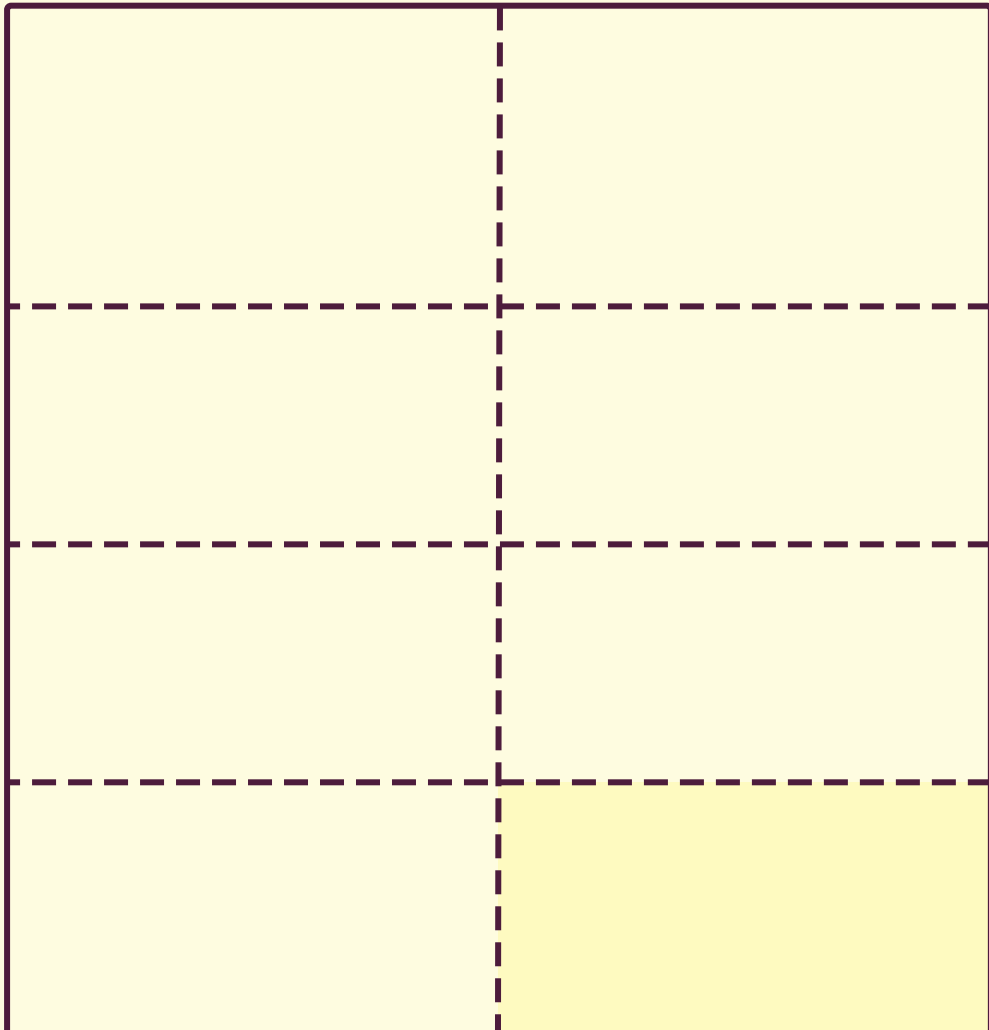
Company Name: \_\_\_\_\_

Contact person, Title: \_\_\_\_\_

Billing Address, City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ EMAIL: \_\_\_\_\_

Authorizing Signature: \_\_\_\_\_ DATE: \_\_\_\_\_

<input type="checkbox"/> <b>FULL PAGE:</b> Full page (8" X 10.5") <b>\$1,000</b>	<input type="checkbox"/> <b>1/2 PAGE:</b> 1/2 page ( 8" X 5.25") <b>\$750</b>	<input type="checkbox"/> <b>1/4 PAGE:</b> 1/4 page (4" X 5.25") <b>\$500</b>	<input type="checkbox"/> <b>1/8 PAGE:</b> 1/8 page (4" X 2.625") <b>\$250</b>
			

### AD AND 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 [info@awocenter.org](mailto:info@awocenter.org)

### AD RATES

Full page \$ 1,000      Half page \$ 750  
Quarter page \$ 500

### PAYMENT INFORMATION

**ONLINE:** Please submit payment via the BUY NOW button on [awocenter.org/salonsponsorships](https://awocenter.org/salonsponsorships)

**MAIL:** Please make check payable to "AWQ" and in the Memo Line write "For AWQ Salons Ad" and mail to:

AWQ  
1484 Pollard Road Suite 242  
Los Gatos, CA 95032.

**Please include your check and display Ad Order Form.**







## **HUEMANITY SALON SERIES CONTACT**

To discuss a partnership with the HUEmanity Salon Series 2023, please contact:

Folake Phillips  
AWQ, Founder & Executive Director  
Email: [folake@awocenter.org](mailto:folake@awocenter.org)  
Phone: 408-221-3430

## **ORGANIZATION CONTACT**

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

1484 Pollard Road Suite 242  
Los Gatos, CA 95032  
[www.awocenter.org](http://www.awocenter.org)  
Email: [askawo@awocenter.org](mailto:askawo@awocenter.org)  
Phone: 408-601-0364

