



BRASARTE PRESENTS:
SF BAY AREA
BRAZILIAN DAY & LAVAGEM
FESTIVAL

SUNDAY, SEPTEMBER 3, 2017

9:00 AM – 7:00 PM

LOCATION: BRASARTE (1901 SAN PABLO AVE), MIDAS PARKING LOT (1835 SAN PABLO AVE) AND ALONG HEARST ST (BETWEEN SAN PABLO AVE AND CURTIS ST)

OVERVIEW:

BrasArte is one of the few arts and cultural organizations in the San Francisco Bay Area with a focus specifically on preserving the traditional dances and music of Brazil. BrasArte focuses on providing classes, events and activities that enrich the lives of both Bay Area residents with Brazilian roots and those with an interest in discovering more about Brazil's extensive traditions. Together, with United Capoeira Arts Foundation (UCA), BrasArte is housed at Casa de Cultura in Berkeley, CA.

In its 13th year, BrasArte's Brazilian Day & Lavagem Festival is the crown jewel among cultural annually hosted events. It pays homage to two major celebrations in Brazil – Brazil's Independence Day and the recreation of a *Lavagem* – a cleansing ceremony using song and dance that dates back to slavery when women washed the steps of the church for the festive mass on Sundays in Salvador. The festivities unfold in Berkeley as a street party and feature a musical procession, capoeira and dance demonstrations, live music, Brazilian food and craft stands and a samba circle. The event brings together Brazilians living all over the San Francisco Bay Area and Americans of all ethnicities to celebrate the long-practiced traditions of Afro-Brazilians in Brazil.

MISSION:

The goal of the Brazilian Day & Lavagem Festival 2017 is to promote the cultural diversity and rich folklore of Brazil, arousing the interest of the American public to explore all of its cultural possibilities while at the same time, financially supporting BrasArte's social responsibility to provide children with free and adults with fair-priced performing arts classes.

WHY SPONSOR?

Your sponsorship of the festival will be an excellent opportunity to associate your entity with this "homage" to Brazilian culture and be part of a growing union between Brazil and the US.

Brazil is the fifth-largest country and the seventh-largest economy in the world. Such is the emerging prominence of Brazil that it was the first country in Latin America to be visited by President Obama after his first election. As a consequence of this growth, Brazilian tourists are the third highest consumers while in the US. This festival will seek to further enhance Brazil's international reputation as an economic and cultural powerhouse and presents an opportunity for sponsors to associate themselves with this tribute to Brazilian culture.

The festival has grown considerably over the years and has amassed an audience of 5,000 + people. We project that it will grow exponentially each year as word of the success of the festival spreads throughout SF Bay Area. In addition, Casa de Cultura, sees a rolling audience of 400 people on weekdays and 300 people during the weekends - all of whom are students of capoeira and Brazilian traditional arts. More than 90% of this audience is American of all ages and has often included three generations of the same family. Casa de Cultura attracts people from across the Bay Area from as near as UC Berkeley and as far as San Jose and Sacramento.



PAST PROGRAMMING:

2016 Programming - Brazilian Day & Lavagem Festival

9:00 - 11:00 AM – Six Dance Classes for \$5!

10:00 AM - 7:00 PM - Main Stage / Indoor Stage Performances

2:00 PM - Lavagem (community procession)

Main Stage Performers*:

Borboletas & Curumins Children's Group, Herbert Azzul, Spok & Friends, Maracatu Procession, Dandara Odara Band & Acuarela, Ballet Folclorico da Bahia, Lavagem / Samba da Roda / Orixas, Sambada, Batala SF, Wagner Santos & Amanda Santiago, Tambores Remelexo, Forro All Star Band and more!

Indoor, Bossa Nova Stage / Caipirinha Lounge:

Ian Faquini Music of Jobim, DJ Jose Ruiz

2015 Brazilian Day Dance Workshops leading up to festival:

Eugenia Fonseca – Dancer, Ballet Folclorico da Bahia

Jose Ricardo – Dancer, Ballet Folclorico da Bahia

Alvaro Reyes – Gafiera/Samba Teacher

Elisio Pitta “Othelo” Ballet da Mata / with drummers from Cortejo Afro

Dandha Da Hora – Formerly of Ile Aiye

*** 2017 programming in development**



Contact us today to discuss sponsorship opportunities. Let's work together to create the perfect sponsorship packet for you.

CONTACT MAUDE WILSON AT MAUDE@ASCENDEVENTS.COM OR 415-373-2706.