



BRASARTE PRESENTS:

**SF BAY AREA  
BRAZILIAN DAY FESTIVAL**

SUNDAY, SEPTEMBER 1, 2019

10:00 AM – 7:00 PM

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## OVERVIEW:

It 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), they are housed at Casa de Cultura in Berkeley, CA.

In its sixteenth year, BrasArte's Brazilian Day Festival is the crown jewel among our numerous annually hosted events. It pays homage to two major celebrations in Brazil – Brazil's Independence Day and a 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 most famous *lavagem* is held at Our Lord of Bonfim Church in Salvador, Bahia.

The festivities unfold in Berkeley as a street party and feature a musical procession, capoeira and dance demonstrations, live music, Brazilian food and craft booths, 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 Brazilian Day Festival 2019 is to promote the cultural diversity and the rich folklore of Brazil, arousing the interest of the American public to explore all of the cultural possibilities offered by this culture while at the same time, financially supporting BrasArte's social responsibility to provide children of the local community with free visual and performing arts classes.

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## WHY SPONSOR?

Your corporate presence at the festival will be an excellent opportunity to associate your company with this very successful homage to Brazilian culture and be part of a growing union between Brazil and the United States.

Brazil is the fifth-largest country and the seventh-largest economy in the world. Brazilian tourists are the third highest consumers while in the United States. 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 the Brazilian culture.

Our event has a public estimated between 6,000 to 8,000 throughout the day and has attracted modest media coverage in the past years. The event is largely publicized in ethnic media and traditional social media, as well as other medias (Whatsapp groups, for example). The festival has grown considerably over the years. We project that it will grow exponentially each year as word of the success of this annual 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.



## PROGRAMMING:

### **Sunday, September 1, 2019\* - Brazilian Day & Lavagem Festival**

10:00 - 11:00 AM - Dance Classes

11:00 AM - 2:00 PM - Main Stage / Indoor Stage Performances\*\*

2:00 PM to 4:00 PM - Lavagem (community procession)

4:00 PM to 7:00 PM - Main Stage / Indoor Stage Performances

All day, from 9:00 to 7:00PM - Food and craft vendors and children activities.

*\* Subject to change*

*\*\* Musicians and performers will be announced soon.*



# 2019 BRAZILIAN DAY FESTIVAL

## SPONSOR BENEFITS:

### PRESENTING SPONSOR .....\$25,000

- "SF Bay Area - Brazilian Day Festival 2019 presented by *your company's name* - Sunday, September 1, 2019 10:00AM – 7:00 PM" in all media/promotional material.
- Ten admissions to VIP Lounge with complimentary food & drinks in a private but central location
- Opportunity for a Main Stage presentation to introduce your company at event
- Prominent logo placement on Main Stage banner at event
- Prominent logo placement on printed materials
  - Invitations, posters, print ads, t-shirts
- Prominent logo placement on electronic messaging with approximately 50,000 views
  - Save-the-Date, E-invites, Thank You Cards
- Mentions in appropriate media relations - press releases, radio appearances and spontaneous media opportunities
- Mentions as Presenting Sponsor on the BrasArte website
  - Logo and link to your website
- 10' x 10' sponsor booth and 8' table to distribute your company's information or space for your company's truck or trailer.
- Distribution of sponsor material at every dance workshop in August.

### OFFICIAL SPONSOR .....\$10,000

- *Your company's name* - An Official Sponsor of SF Bay Area - Brazilian Day Festival 2019
- Six admissions to VIP Lounge with complimentary food & drinks in a private but central location
- Logo included on Main Stage banner at the event
- Logo on printed materials
  - Invitations, posters, print ads, t-shirts
- Logo on electronic messaging with approximately 50,000 views
  - Save-the-Date, E-invites, Thank You Cards
- Mentions in appropriate media relations - press releases, radio appearances and spontaneous media opportunities
- Mentions as Official Sponsor on the BrasArte website
  - Logo and link to your website
- 10' x 10' sponsor booth and 8' table to distribute your company's information



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**SPONSOR BENEFITS CONTINUED...**

**CORPORATE SPONSOR .....\$7,500**

- *Your company's name* - Corporate Sponsor of SF Bay Area – Brazilian Day Festival 2019
- Four admissions to VIP Lounge with complimentary food & drinks in a private but central location
- Logo included on Main Stage banner at event
- Logo on printed materials
  - Invitations, Posters, Print ads, T-shirts
- Logo on electronic messaging with approximately 50,000 view
  - Save-the-Date, E-invites, Thank You Cards
- Mentions in appropriate media relations - press releases, radio appearances and spontaneous media opportunities
- Mentions as Corporate Sponsor on the BrasArte website
  - Logo and link to your website

**FESTIVAL SPONSOR .....\$3,500**

- Two admissions to VIP Lounge with complimentary food & drinks in a private but central location
- Name included on Main Stage banner at event
- Recognition on printed materials
  - Invitations, posters, print ads, t-shirts
- Recognition electronic messaging with approximately 50,000 views
  - Save-the-Date, E-invites, Thank You Cards
- Mentions in appropriate media relations - press releases, radio appearances and spontaneous media opportunities
- Mentions as Corporate Sponsor on the BrasArte website
  - Logo and link to your website

**PARTNERSHIP SPONSOR .....\$1,500**

- Two admissions to VIP Lounge with complimentary food & drinks in a private but central location
- Company name listing on festival t-shirt
- Mentions as Friendship Sponsor on the BrasArte website
  - Company name and link to your website

**FRIENDSHIP SPONSOR .....\$700**

- One admission to VIP Lounge with complimentary food & drinks in a private but central location
  - Mentions as Friendship Sponsor on the BrasArte website
    - Company name and link to your website
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**SPONSOR BENEFITS CONTINUED...**

**MEDIA SPONSOR .....\$1000 MINIMUM  
FREE ADVERTISING  
TRADE**

- Logo on printed materials
  - Invitations, Posters, Print ads, T-shirts
- Recognition electronic messaging with approximately 50,000 views
  - Save-the-Date, E-invites, Thank You Cards
- Mentions as Media Sponsor on the BrasArte website
  - Company name and link to your website



# 2019 BRAZILIAN DAY FESTIVAL

## SPONSORSHIP APPLICATION

**PLEASE SELECT YOUR LEVEL OF SPONSORSHIP:**

- |                          |                               |                          |                                |
|--------------------------|-------------------------------|--------------------------|--------------------------------|
| <input type="checkbox"/> | Presenting Sponsor / \$25,000 | <input type="checkbox"/> | Partnership Sponsor / \$1,500  |
| <input type="checkbox"/> | Official Sponsor / \$10,000   | <input type="checkbox"/> | Friendship Sponsor / \$700     |
| <input type="checkbox"/> | Corporate Sponsor / \$7,500   | <input type="checkbox"/> | Media Sponsor / \$1,000 and up |
| <input type="checkbox"/> | Festival Sponsor / \$3,500    |                          |                                |

Sponsorship is to be delivered in two stages: 50% upon signing the contract and 50% two weeks before the event.

**INFORMATION:**

Company/Organization \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

**PAY BY CHECK OR CREDIT CARD. MAKE CHECK PAYABLE TO:**

BrasArte 1901 San Pablo Ave., Berkeley, CA 94702  
Non Profit Tax ID #: 14-3383575

CREDIT CARD:  VISA       MasterCard       Discover       AmEx

Card Number \_\_\_\_\_

Expiration Date Card Security Code \_\_\_\_\_

Cardholder Signature \_\_\_\_\_

Email your high-resolution logo to [BrasFestival@gmail.com](mailto:BrasFestival@gmail.com) (please provide .eps and .jpg file formats)

**FOR SPONSORSHIP QUESTIONS, CONTACT: [BRASFESTIVAL@GMAIL.COM](mailto:BRASFESTIVAL@GMAIL.COM)**