



PROJECT KNEW GROOVE

SPONSORSHIP PROGRAM

Project Knew Groove was founded in 2010 with the mission of providing facilities and educational programs to artists of all ages here on the San Mateo County Coastsides.

For a community with as much beauty and talent as we have here on the Coastsides, artistic facilities and programs to nurture this energy are in need. There is great value in providing artistic services for both the adults, who may not have the knowledge or means to produce their art, and for the youth who are in need of a positive and encouraging environment. As many local artists and supporters of the arts discuss a common goal to fill this gap, Project Knew Groove is born.

Project Knew Groove (PKG) encompasses a vision that is shared by many individuals here on the Coastsides. It was in July of 2010 that it became a community effort rather than individuals' dreams. Bryan Richter and Mark Weisbarth began organizing an art and music festival to showcase some of the abundant local talent. Three local arts organizations came together on August 28th to bring the community a festival for all ages: Project SixFiveZero, Knew West Entertainment and Cypress Groove. At the festival, artists of all genres came together to provide a day full of entertainment at no charge to the public. The enthusiasm at the event spurred the creators to begin making plans for a permanent venture with the mission of building a material and digital arts studio and hosting annual events to educate and support the talent on the Coastsides. Community members were eager to support the cause by offering their own time and resources to help PKG get started. Since then, meetings have been held every Tuesday evening to continue the development of our mission.

A team of roughly one dozen volunteers has begun working to fundraise for the eventual building of the PKG Studio and for the programming of current events and workshops offered throughout the community. Public and private classes are being held at The Art Attic and with local resident and PKG Manager, Michael Denning. Every event and opportunity we have to integrate with the public builds our momentum and, as our events express the spirit of our charity, we get closer to opening our studio and begin programming. Studio classes will encompass material and digital arts for both the youth and adults. Creating this outlet for artistic development and expression will allow members to connect, create and collaborate.

PKG has filed Articles of Incorporation and is now in the process of filing for Federal Nonprofit 501(c)(3) Status. With the Articles approved, we've held our first Organizational Meeting and have adopted our Bylaws. We have begun fundraising to pay for filing and application fees, programming and materials.

Earlier this year, PKG was approved for fiscal sponsorship from a nonprofit based in San Jose, Catalyst For Youth. This sponsorship allows us to accept tax-deductible donations and begin grant writing until we have obtained our own 501(c)(3) status.

As of recent, we have located a potential studio location off of Main Street in downtown Half Moon Bay. We hope to have the studio open to the public within the next two months, and have you to thank for making this dream a reality. In about one years' time, we've come further than we could have ever imagined with the generous support of our community.

Our organization is planning the first annual Holiday Gift Fair inside the mall at Harbor Village to raise funds so that we can begin building what we believe to be a much needed resource for artists in our community. The date that we have decided to hold the event is December 3, 2011 and we would be more than grateful if you helped in sponsoring this event.

The Holiday Gift Fair will feature art and craft vendors selling their goods to the local holiday shoppers. Acoustic music will fill the mall while young and old alike share in the joy of the holiday season. If you'd like to take a picture with Santa, now is your chance! This event is being promoted to the entire Bay Area, focusing on the artistic creativity of our greater community.

The other event our organization is planning is our second annual Knew Groove New Years celebration at Old Princton Landing in Pillar Point Harbor. The event will be held on the first Saturday of the month, January 7, 2012. In the spirit of celebrating the coming of the new year, there will be two stages of live music to sing and dance along to from 12pm-12am.

There are three levels of sponsorship available:

Bronze \$100 - your company banner will be prominently displayed at both events
Silver \$500 - your banner plus company logo on all promotional materials at both events
Gold \$1000 - your banner and logo, plus announcements on-stage during both events

If you would like to make a contribution, please complete the sponsor sheet attached with this letter, which should be returned by November 1, 2011 along with the check in the name of Project Knew Groove.

Thank you in advance for considering this proposal and sponsorship opportunity. You can contact me at 650.488.8161 or by email at info@projectknewgroove.org to find out more about the event and our organization.

Respectfully,

Project Knew Groove Team
www.projectknewgroove.org
650.488.8161 office



PROJECT KNEW GROOVE

HOLIDAY GIFT FAIR & KNEW GROOVE NEW YEARS

SPONSORSHIP INFORMATION

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- Silver \$500 - company banner plus logo on all promotional materials for both events
- Gold \$1000 - company banner and logo plus announcements on-stage at both events

Please return completed form by November 1, 2011

Sponsor Name _____

Sponsor Address _____

Phone _____ Email _____

Contact Person _____

Sponsorship: Bronze \$100 Silver \$500 Gold \$1000

Please mail this form to:

Project Knew Groove
PO Box 333
Half Moon Bay, CA 94019

Checks made payable to:

Project Knew Groove

If you would like to make your sponsorship donation in the form of a good or service, please indicate below that item and its' market value:

Good/Service _____ Value _____

Your company sponsorship is tax-deductible, a receipt for your records will be provided once your donation is received. All proceeds directly benefit the development of Project Knew Groove, a 501(c)(3) Nonprofit serving the San Mateo County Coastside.

We appreciate your generosity and look forward to working with you in the future.

Project Knew Groove
650.488.8161 office
info@projectknewgroove.org