



205 41st Street
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510.275.4787
artschange@artschange.org
www.artschange.org

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Spring 2009

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Tomás Riley

Co-Executive Director
Rosa Valdez

Dear Community Leader:

We invite your company to join us in support of Richmond's community arts movement as we present **SOULFUL: A Benefit for ArtsChange** on Friday June 12th, 2009.

ArtsChange is proud to host this evening of live music, dancing and good food as we raise funds to support our comprehensive arts programs. For more than a decade, ArtsChange has engaged artists, youth and a breadth of community in creating qualitative new **art and education projects** that speak directly to the crucial issues in **at-risk communities in Richmond, San Pablo and the East Bay.**

Last year, nearly 200 representatives from the Bay Area business community, health service providers, nonprofit organizations, as well as friends of the arts gathered in support of our efforts. This year the Marguerite Foundation at the East Bay Community Foundation will match funds dollar for dollar up to \$5,000. That translates to \$10,000 for ArtsChange youth programs!

We hope your company will join the SOULFUL benefit as a corporate sponsor. Please take a look at the enclosed materials that include a list of sponsorship levels and benefits. We are also happy to customize a package to serve your company's needs.

Join us in cultivating the powerful expression of art and community and celebrating the achievements of our program participants at SOULFUL. Please return the enclosed form to ensure inclusion of your company's name in the event program. For more information, please call 510.275.4787 or contact me by email at tomas@artschange.org.

Thank you for supporting our work.

Sincerely,
Tomás Riley
Co-Executive Director



**SOULFUL: A BENEFIT FOR ARTSCHANGE
SPONSORSHIP RESPONSE FORM**

Date: June 12, 2009

Program: 7:00pm to 10:00pm

Location: Gaia Arts Center
2120 Allston Way
Berkeley, CA 94704

Tickets: Individuals — \$25 to \$100
Sponsoring Hosts — \$250 to \$1,000

Information: Tomás Riley, Co-Executive Director
510-275-4787
tomas@artschange.org

Please check one:

Sponsorships

- Presenting Sponsor \$5,000
- Patron \$2,500
- Visionary \$1,000
- Collaborator \$500
- Friend \$250
- Individual Tickets \$25 and up
- We cannot attend, but wish to contribute \$_____ to support ArtsChange.

Company Name _____

Contact Name and Title _____

Address _____

City/State/Zip _____

Phone/Fax/Email _____

Please make check payable to ArtsChange and mail with this form to:
ArtsChange at 205 41st Street, Richmond, CA 94805

Your contribution, except for the \$25 per guest, is tax deductible to the extent allowed by law. ArtsChange offers no membership or services for this contribution.



Contact: Tomás Riley
 Co-Executive Director
 510.275.4787 or tomas@artschange.org

SOULFUL: A Benefit for ArtsChange
SPONSORSHIP BENEFITS

	Presenting	Patron	Visionary	Collaborator	Friend
BENEFITS	\$5,000	\$2,500	\$1,000	\$500	\$250
TAX DEDUCTION: Your sponsorship of this event is tax-deductible to the fullest extent of the law. Please consult with your tax advisor for more details.	●	●	●	●	●
ARTSCHANGE WEBSITE: Year-Round acknowledgement on ArtsChange's website, in order of sponsorship size.	● Large Logo	● Logo	● Logo	● Lisiting	● Lisiting
ARTSCHANGE NEWSLETTER: Year-Round acknowledgement in ArtsChange's tri-quarterly electronic newsletter, in order of sponsorship size.	● Large Logo	● Logo	● Lisiting	● Lisiting	● Lisiting
PROGRAM ACKNOWLEDGEMENT: Lisiting in the event program	● Large Logo	● Logo	● Lisiting	● Lisiting	● Lisiting
PODIUM ACKNOWLEDGEMENT: Receive verbal acknowledgement from the stage during the event.	●	●			
EXCLUSIVE SPONSORSHIP: Sponsorship level is exclusive in your industry	● Only One	● Only Four			
NEWSLETTER FEATURE: Featured article showcasing your work in the community in ArtsChange's tri-quarterly electronic newsletter	●				

Our Programs

In-School Programs

Carlitos and the Magic Garden traveling puppet show was seen and wildly applauded by over 2000 people in its first season of touring from middle class families at the Museum of Children's Art to at-risk youth at Nevin Park. This June, we will complete the tour of Carlitos and the Magic Garden bringing the show to over 3,000 people at low-income schools, pre-schools, community centers and public sites.

Youth Puppetry Workshops: Our puppetry work this past spring included a 14-week puppet workshop at Verde School in North Richmond, which culminated in a children's puppet performance. In the next year we will be leading art-making puppetry workshops of varying lengths at three venues, including Nevin Center, Richmond College pre and Verde elementary school.

After School Programs

Environmental Justice Workshops ArtsChange offers a series of hands on art making environmental justice workshops for Richmond youth, both at the RYSE youth center and in after school programs at 4 Richmond schools. An interdisciplinary approach to environmental teaching, adding the arts to science, and place based learning is the basis of this project, with the transformative effects of aesthetics and art instructions brought to bear on discovery and science.

Community Events

RYSE Up Summer Jam The centerpiece for our summer program is an annual event that celebrates the many elements of urban youth culture with an emphasis on the arts. The Summer Jam unites the community of youth service providers at RYSE to create a resource fair and day of youth performance for Richmond teens.

Richmond Health Center exhibitions program: ArtsChange will continue our 13-year history of qualitative visual arts programming at the Richmond Health Center with four new exhibitions in 2008-9, presenting exhibitions of work with specific relevance to an annual audience of over 20,000 continue our commitment to this audience, enhancing the healing mission of the health center to include penetrating exhibition topics and creating dynamic dialogue.

About ArtsChange

For over a decade, ArtsChange has created site-specific socially engaged new artworks in Richmond and throughout the East Bay. ArtsChange traces its origin in 1996 to a single Contra Costa County health center in Richmond, CA and has followed a steady course of artistic and organizational development, resulting in production of more than 70 bodies of work created in collaboration with leading public artists, patients, families and a wide variety of organizational partners.

The core work areas of ArtsChange are nutrition and improvement of the physical environment; violence prevention; and community identity and empowerment. Our core venues are county health centers, service centers and schools but our mediums and methods of interaction are widely and creatively varied, including visual arts, performing arts, film, puppetry, and educational programs. This work is guided by the belief that individual and community health is impacted by a wide range of ecological, social, historical and cultural influences, which can be used to make exciting art, while promoting change, health and wellbeing in Richmond and in other stressed communities in the East Bay.