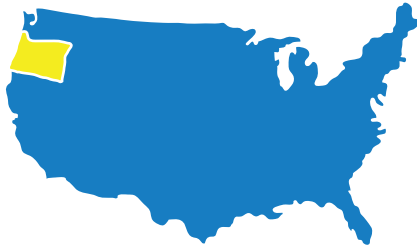




Cultural  
Awareness  
Foundation

We are a non-profit organization whose mission  
is to share Brazilian culture with Portland, Oregon  
through movement, music and art.



## There are several benefits for our sponsors

### Association with a positive community building and culturally diverse organization.

A sponsor will be provided with an invaluable public relations tool. You will receive an enhanced community image by direct affiliation with our organization. There are several elements that the CAF embodies which result in the public viewing us as a positive role model. These elements include but are not limited to our status as a charitable organization, a child education initiative, a promoter of cultural enrichment and diversity, and a one of a kind community pillar.

### Direct advertisement and/or product placement.

CAF sponsors will have their logo and products displayed to thousands of people yearly by our organization. Our professional Brasiba dance group performs regularly in parks, colleges, clubs, grade schools, and other public events. Our audiences range from as little as ten people to 1000's of people in a single performance of varying demographics and ages. The CAF typically hosts two or more largely successful fundraising events each year with up to 400 people in total attendance. Also, over 300 students enroll each year in our organizations martial arts, dance, and music classes which are offered at our headquarters as well as two popular universities; Portland State University, and Reed College.

### There are several ways to support the organization with a 501(c)(3), tax-deductible donation:

Sponsor the organization:

- Make a monetary donation to become an **official organization sponsor**
- Donate products/services to the team to be raffled for fund raising at our community events to become a **supporting organization sponsor**
- Offer our members a discount on merchandise or services to become a **supporting organization sponsor**

Sponsor an event:

- Make a monetary donation to become an **official event sponsor**
- Donate products or services for an event to become an **supporting event sponsor**
- Provide volunteer support at events to become an **supporting event sponsor**

Other ways?

We welcome your suggestions and thoughts on sponsorship and would love to discuss any creative ideas you have.

**Please take a few minutes and review the material contained in this sponsorship package.**

Thank you,  
Almiro Aquilino Dos Santos  
President  
Cultural Awareness Foundation

## Cultural Awareness Foundation Fact Sheet

We appreciate your consideration of the Cultural Awareness Foundation for potential sponsorship opportunities. We invite you to have a look through the brochure attached to this sponsorship packet for more information on our organization. It is our hope that our 501(c) (3) non-profit can be a positive community representative for your business.

### What is the Cultural Awareness Foundation?

The purpose of the Cultural Awareness Foundation (CAF) is to educate and entertain people of all ages, sexes, and races through Brazilian art, music, language, dance, and culture. The CAF is a 501(c)(3) tax-exempt organization.

### The CAF achieves this purpose through a multitude of mediums including:

- Weekly classes in Capoeira (a Brazilian martial art created by African slaves hundreds of years ago in colonial Brazil.) Capoeira is world renowned for its unique combination of martial art, dance, song, folklore, and philosophy.
- Children's classes in Capoeira, music, singing, folklore, and other Brazilian arts.
- Our professional Brasiba performance dance group which performs Capoeira, Maculele, Samba, and other Afro-Brazilian folkloric arts throughout Oregon and Washington.
- Summer camp for children ages 8-16 in which Brazilian percussion, dance, martial arts, language, and history are taught.
- Yearly trips to Bahia, Brazil. A cultural emersion process in which participants experience Brazil first hand with workshops, tours, food, language, and more.
- Yearly fundraisers designed to showcase and demonstrate to the public what the CAF's mission is and spread awareness into the community.
- Workshops, classes, and performances in local grade schools, colleges, gyms, and community events throughout the Portland area.

CAF intends not only to educate and culturally enrich Oregon citizens, but to promote a mutual cultural exchange between Oregon and Salvador, Bahia (the place of origin for Capoeira Regional and our President Mestre Almiro).

The CAF was incorporated on September 16, 2004. It received its tax exempt status on November 10, 2004. Currently, the CAF's directors are Eli Green, Harriett Jackson and Almiro Dos Santos. The CAF has two executive officers: Almiro Dos Santos serving as the President and Artistic Director and Harriett Jackson serving as the Secretary. Keith Goodman of Dance-gather is the in-house dance educator and choreographer. The CAF also has an extensive board of advisors who bring collective expertise in legal, business, finance, management and arts education disciplines.

## Personal of the Cultural Awareness Foundation



### Mestre Almiro *president*

President Almiro Aquilino dos Santos was member of youth soccer development program as a child. While active in the soccer community, he was recruited by a reputed Mestre to train in capoeira. Inspired by the athleticism of capoeira Almiro trained himself in this style and other prevalent art forms of the time. In 1976 Almiro joined the prestigious Academia du Mestre Bimba, became a teacher within 5 years and graduated in 1983 as one of the 2 last graduates of the school.

In 1986 Almiro was recruited by Catherine Evelishin (Head of Department of Dance at Portland State University) to create a course in Brazilian Arts at PSU. During this assignment in the US Almiro received overwhelming demand for his expertise and quickly recognized the potential for popularizing his art form in the US. He made the US his home to allow him to generate resources to give back to his community in Salvador.

Thus, the Grupo de Capoeira Regional was formed. Ultimately this venture was able to generate enough funding to start the Raio de Luz School for children in Salvador. Almiro immediately started working with contemporary artists and saw several opportunities to take Capoeira in new directions based on these influences. The first organized group back to Brazil in 1988 was the initial test of the cultural exchange between Almiro's new US community and his established community in Salvador. Inspired by the success of this exchange for all parties involved, the vision for what is now CAF was born.

Recently Mestre Almiro completed the teaching of a series of grade school dance classes program with the Portland Public Schools Neighborhood Arts Program, sponsored by the Regional Arts & Cultural Commission (RACC). Now the President of the Cultural Awareness Foundation, Almiro teaches Capoeira at PSU, Reed College and the Bahia Arts Center. He also provides leadership for and management of the CAF.



### Valdizia Aquilino *vice president*

Valdizia Aquilino is the sister of Capoeira Mestre Almiro Aquilino Dos Santos. She was born in Bahia, Brazil in the city of Salvador. Valdizia had her first experience with expression through movement at the age of seven. She has since pursued a life of expression through dance. She is currently the leader of the branch of the CAF operating in Salvador, Brazil. She manages the cultural exchange and promotion of the CAF in Salvador.

## Personal of the Cultural Awareness Foundation

### Board Members

**Almiro Aquilino dos Santos**

*President*

Master of Capoeira, meculele, Brazilian music and samba arts

**Valdizia Aquilino**

*Vice President*

Professional Brazilian dance artist

**Keith Goodman**

*In-house educator and choreographer*

Professional modern dancer, in-house choreographer

**Harriet Jackson**

*Secretary*

Professional grade school teacher

**Eli Green**

*CAF Director and dance/art/music teacher*

Resident Architect/constructor and Volunteer organizer

**Michael Callier**

*Lawyer*

Resident Law advisor

### Volunteers

**Patrick Kreipe**

*Sponsorship Coordinator*

Volunteer grant-writer with 10 years experience in Brazilian arts

**James Grant**

*Volunteer dance/art/music teacher/performer*

Professional Brazilian dance performer with 9 years experience

**Nithya**

*Volunteer*

Non-profit employee for Nike Women

## Organization Sponsorship Opportunities

### Official Organization Sponsor

#### Sponsorship Levels

These are general guidelines. We gratefully accept contributions of any level and will work with your organization to provide adequate recognition for your contributions.

#### Gold \$2,000 / semester

- Prominent logo recognition on class uniform T-shirts
- Large logo recognition at Brasiba performances and fundraisers
- Announcement of sponsor's name at performances and fundraisers
- The option of a sales kiosk at organization fundraisers, performances, and events
- Link to your company's website from the Cultural Awareness Foundation website.
- Prominent logo recognition on the Cultural Awareness Foundation website
- Prominent logo recognition in all print material
- Company banner at all official group events
- Free classes and fundraiser tickets
- Gold sponsors will have sponsorship exclusivity over competing brands
- We will gladly adapt to our Gold sponsors extra promotional needs

#### Silver \$1,000 / semester

- Silver level logo recognition on class uniform T-shirts
- Silver level logo recognition on the Cultural Awareness Foundation website
- Logo recognition in all print material
- Logo on group banner displayed at official group events
- Link to your company from group email newsletter
- Free classes and fundraiser tickets

#### Bronze \$500 / semester

- Bronze level logo recognition on the Cultural Awareness Foundation website
- Logo recognition in all print material
- Logo on group banner displayed at official group events



## Organization Sponsorship Opportunities

### Official Organization Event Sponsor

#### Our Events

The Cultural Awareness Foundation holds events to (1) unite members of the community using art as a medium and help build strong relationships within the community (2) to educate about and encourage the growth of cultural values (3) raise money to fund the activities of the organization.

Our events can only take place with the strong participation and support of our sponsors.

#### \$5,000 Donation

- Prominent logo recognition on the Cultural Awareness Foundation website
- Prominent logo recognition on event T-shirts
- Prominent logo recognition in all print material
- Company banner at all workshops, performances and principal event
- Product booth inside the event
- Possible Naming rights to event (i.e. The “Acme Cultural Awareness Foundation Fundraiser”)
- Free tickets to events for clients or employees of sponsor

#### \$2,500 Donation

- Silver level logo recognition on the Cultural Awareness Foundation website
- Logo recognition in all print material
- Logo on group banner displayed at events
- Logo recognition on event T-shirts

#### \$1,000 Donation

- Bronze level logo recognition on the Cultural Awareness Foundation website
- Logo recognition in all print material
- Logo on group banner displayed at events

#### \$500 Donation

- Logo recognition in all print material

#### \$50 Donation

- Inside the event’s program



## Organization Sponsorship Opportunities

### Supporting Sponsor

#### Merchandise

We also accept sponsorship in the form of product or material donations. Our group can utilize products of all forms from building materials to exercise equipment. We will also accept products to be used or consumed at our events and fundraisers such as drinks, food, costumes, flyers, banners, etc... We can also setup product booths at any of our fundraiser events and raffle off donated merchandise. This provides a win-win, the group receives funds and your product receives exposure to over 200 people. Our events can only take place with the strong participation and support of our sponsors.

#### Organization Member Discounts

If sponsors cannot provide monetary or product donations we are also interested in organization member discounts. We will encourage our organization members and friends to support our sponsors! This provides the CAF members with discounts on needed products and materials and our sponsors with brand loyalty from our organization.

#### Volunteer Support

Volunteer support is vital to our organization. The people of our organization carefully budget their time so that we can run at maximum efficiency but new personal are always needed. If our sponsors feel that they have expertise in areas that would be helpful to the CAF we would appreciate any time donations. We are open to general volunteers as well as there is always lots of leg work to be done in and for our organization.

#### Did we miss something?

We are open to creative ideas. If you have a sponsorship idea for our organization please contact us.



## Contact Information

### Research us

<http://www.culturalawarenessfoundation.com>

### Call us

503.943.9337

Patrick Kreipe *sponsorship coordinator*

### Write us or come and see us

2515 SE Gladstone Suite 200

Portland, Oregon 97202

