

May 1, 2021

Dear Potential Sponsor

We are excited to announce that we are beginning the planning process for the 2021 Groove City Culture Fest event, scheduled for the third Saturday in August which will be the 21<sup>st</sup>, which takes place in the heart of the community. On behalf of the planning committee, we would like to request your support for this year's event.

The Groove City Culture Fest is one of the largest annual cultural and art festivals in the Dorchester County area. The Festival serves as a community platform for its rich African American culture, talent and arts. Groove City Black Heritage & Culture Group prides itself in bringing together the past and present generations by creating a heritage identity that links tourism, local history, and location as a destination for authentic experiences. The celebration adds value to our community and offers "something for everyone." Your support as a sponsor will provide you with high-level branding opportunities and garner more consumer exposure in the market.

We are offering you the opportunity to support the Festival and commit to a sponsorship that will leverage our mission to educate, unite and rejuvenate the historical essence of the African American music, art and cultural celebrations for the benefit of all Dorchester County residents and tourists to the Dorchester County area. We encourage you to join us as we provide a service to the community. Please visit our website and review event clips from our most recent Festival at [www.groovecityculturefest.com](http://www.groovecityculturefest.com).

Please feel free to direct questions or comments to Veronica Taylor, Event Chair at 443-521-1016 or by email at [veronica.taylor531@gmail.com](mailto:veronica.taylor531@gmail.com) or Sheila Jones, Event Co-Chair at 443-205-3672 or email at [sheilawood86@gmail.com](mailto:sheilawood86@gmail.com).

Sincerely,

*Veronica Taylor*

Veronica Taylor, President, GCBHCG  
Event Chair, Groove City Culture Fest

Sheila Jones, Treasurer, CBHCG  
Event Co-Chair

## SPONSORSHIP LEVEL FORM

Sponsorship can:

- Foster relationships with your customers and other business leaders
- Bring awareness of your business and help build your brand
- Develop goodwill through a positive contribution to the community
- Provide opportunity for volunteerism and team-building activities
- Be an easy way to support social responsibility initiatives

Contact Person:			
Company Name:			
Mailing Address:			
City	State:	ZipCode:	
Business Phone #:	Contact Person #:		
Fax #:			
Email address:			

Sponsorship will include: Company logo on Festival website, material and t-shirts. Half-page black and white add in souvenir booklet. Name mention in select media releases. Recognition from the stage.

**I/my** company would like to sponsor the following:

### Groove City Culture Fest 2021

- ( ) Event Title Sponsor - \$10,000 (full page color ad in Souvenir Booklet)  
 ( ) Platinum Sponsor - \$5,000  
 ( ) Gold Sponsor - \$2,500  
 ( ) Silver Sponsor - \$1000  
 ( ) Bronze Sponsor - \$500  
 ( ) Groove City Sponsor - \$250

### **PAYMENT:** (Make Checks payable to “Groove City Culture Fest”)

- ( ) Mail check to: Groove City Black Heritage & Culture Group Inc, 2512 Westwind Blvd, Cambridge, MD  
 or  
 ( ) Please invoice my company using the address above.

**For confirmation / questions / comments / compliments, please contact**

**Veronica Taylor, Event Chair at 443-225-0819 or Sheila Jones, Event Co-Chair at 443-205-3672**

**Or email us at [groovecityculturefest@gmail.com](mailto:groovecityculturefest@gmail.com)**

**Thank you for your support!**

## Signature Heritage Events and Programs

**Annual Heritage Gala** – The Heritage Gala is a semi-formal celebration filled with fun, food, collaboration, music and dancing in recognition of sponsorships and community support.

**Groove City Culture Fest** – This 2-day weekend event is the heart and soul of the Pine Street Community. The Groove City Culture Fest is more than just a music featuring national and local entertainment, it also includes health and wellness vendors, educational opportunities for youth and families, African-inspired goods, artist and delicious ethnic food.

**Christmas on Pine** – This event is about bringing the community together to celebrate the upcoming holiday season. Information about Kwanzaa will be provided along with holiday music, light food and refreshments and a visit from Santa Claus with gifts.

**Leadership/Mentorship Workshops** - This program will focus on today's youth and teens and how to transition them into tomorrow's leaders and responsible citizens. Field trips will be included to expose youth and teens to higher institution of learning, technology centers, historical art and cultural sites.

### **Heritage & Cultural Programs**

- **African Dance Program** -This program was developed for intercultural connectedness using African dance and has 2 components: 1) Project Based/Kuumba (which means creativity) – students will learn and develop choreography with the ultimate goal being to perform at Groove City Culture Fest and for peers and parents. 2) Cultural and Fitness Education/Ujima (which means collective work and responsibility) students will learn about health benefits and cultural significance of African Dance. Using the principles intrinsic in African dance will provide students with the insight to become productive citizens in society.
- **African Drum Program** – Students will learn to play traditional rhythms from Guinea West Africa, played on the djembe to perform at the Groove City Culture Fest. Emphasis will be placed on how drumming can benefit us in a multitude of ways, from stress reduction, improved focus, mindfulness, hand-eye coordination, and creating unity within a group. Students will learn the history, cultural significance, and traditions of the music and its people and leave with a solid feeling of rhythms from Guinea, West Africa. The drums are truly the call to community: They bring people together and energize and inspire us.

**Art Program** – This program will target youth, teens and families that are experiencing emotional and social trauma. Art therapy helps with self-expression, and the resulting artwork to help students understand their emotional conflicts, develop social skills, improve self-esteem, manage addictions, reduce anxiety, and restore normal function to their lives.