

An application for sponsorship is required for all organizations requesting funding or in-kind services for the purpose of supporting local festivals, special events, community projects or programs, including operational support. Applications will be reviewed by the Human Relations Commission. Please review the attached procedure for sponsorship.

Sponsorship Request

Event Data

Event Title	'Unity in Sacred Sounds'	Event Date	DEC. 17, 2016	Event Hours	1-4pm	Event Location	-Box Theater
Will the event be held in the City of Riverside?		Yes <i>If no, specify reason:</i>					
Is this an annual event?		Yes <i>If yes, indicate the number of years even has taken place: 5</i>					
Expected attendance:200		Expected no. of Riverside residents: 200		Attendance at last year's event: 130			

Is the event open to the public?	Yes
Is there a cost for this event?	No
Describe target audience:	

Appropriate for all families and individuals of the Riverside Community and surrounding areas.

City of Riverside Human Relations Commission

Supplement to Application for Sponsorship

Detail the purpose or objective of local festival, special event, community project or specific program for which the Human Relations Commission funding or in-kind services are requested:

What is the “Day of Inclusion?”

Authored by Assemblyman Mike Eng in 2009, the California State Assembly Concurrent Resolution (ACR) 76 designated December 17 as the “Day of Inclusion.” The day is set aside for us “to remember and learn about the sacrifices and contributions of our immigrant community” in becoming American by embracing our shared differences and common goals.

Today, the need for better understanding between cultures is more urgent and timely than ever. Our theme for our event on Saturday, December 17, 2016 is “Unity in Sacred Sounds.” It’s a free family event that will feature sacred music, drums, rhythms, movement and spoken word representing varied sounds from the Native American, Middle Eastern, North African, and Pacific-Asian members of our local community.

Describe the overall contribution of the festival, special event, community project or program to the community in relation to the goals and objectives of the Human Relations Commission:

The Multicultural Council’s Day of Inclusion mirrors the Mission Statement of the Human Relations commission. Our goal is to promote and celebrate inclusivity, ethnic and cultural diversity. This day is set aside to foster mutual, understanding and respect

What are the measurable target objectives that will be used to determine the success of the festival, special event, community project or program? Please state your objectives in terms of concrete numbers and percentages where possible. For example: increased number of participants from X to X in the 2003 parade; provide X number of at-risk youth crisis intervention services; increase customer satisfaction of event from X% to X%.

We hope to increase our target audience from 130 participants to 200.

By the end of the event, participants will have a better understanding and awareness of the importance of the “Day of Inclusion” in California history.

The success of the event will be measured by an exit survey to help in planning next year's event. Our target number is 70% completion of exit surveys by those who attended.

An intended outcome is to increase participation and attendance by 20% in ongoing events sponsored by the Multicultural Council, Riverside Museum Associates and the Riverside Metropolitan Museum. (This can be measured by the number attending events, websites comments, as well as posts on Facebook and other Social Media.)

