City of Riverside Human Relations Commission Application for Sponsorship

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.

Organization Data	For Office Use Only Vendor No.	
Organization Name – Multicultural Council(MCC)- RMA	Web Site Address- www.riversidemuseum associates.org	Registered Federal Tax-Exempt ID No. 95-6105665

Organization's Mission Statement (include number of years organization has been established) The Multicultural Council (MCC) supports the activities and growth of the Riverside Metropolitan Museum and the Riverside Museum Associates by creating and presenting educational events and projects which foster and celebrate the individual cultures in the performing arts (music, visual arts, and dance), and the spoken and written word. The collective outreach is educational, free, family- friendly, and eco-conscience, Since its inception in 1997, the MCC believes that people of all generations and diverse backgrounds can gain a mutual understanding and appreciation of cultural history, traditions, and achievemmts by creating and hosting educational events that foster inclusivity in the community. The Day of Inclusion has been a cornerstone event since 2011.

Affiliated with a "parent" organization? Yes If yes, name parent organization: Riverside Museum Associates

Contact Person and Title Carole Zuloaga- Program Coordinator					E-mail Address carolezuloaga@yahoo.com		
Mailing Address 3580 Mission Inn Ave.	City Riverside	State CA	Zip 92501	Code	Daytime Phone No. (951) 684-3891	Fax Number ()	

Sponsorship Request

Funding If yes, specify amount requested: \$500.00

In Kind Services If yes, select type of in-kind service requested and estimate approximate value in dollars: \$

List type of recognition the Human Relations Commission will receive for the noted funding/in-kind services requested i.e. name/logo listing, banner, ad, etc.

:Co-Sponsor-Listed in the program.

Commissioner Attendance or presentation: *If yes, specify the number of commissioners requested or presentation topic*: Monrow Mabon and other members who are available. Inclusion is the topic.

Has the City of Riverside sponsored your organization in the past? Yes If yes, list department(s):Human Relations Commission, Development Committee of the City Council

Event Data

Event Title	'Unity in Sacred	I Sounds'	Event DEC. 17,	Date 2016	Event 1-4pm	Hours	Event Location	-Box Theater
Will the event be held in the City of Riverside? Yes If no, specify reason:								
Is this an annual event? Yes If yes, indicate the number of years even has taken place: 5								
Expected attent	dance:200	Expected no. c	of Riverside	residen	ts: 200	Atter	dance at last yea	n'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.)