

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				<i>For Office Use Only</i>	
				Vendor No.	
Organization Name Riverside African American Historical Society, Inc.		Web Site Address raahsinc		Registered Federal Tax-Exempt ID No. 33-0900035	
Organization's Mission Statement (include number of years organization has been established) The African American Historical emanated from the Riverside Municipal Museum advisory committee established in 1996 and was officially incorporated on February 3, 2000, as a non-profit public benefit corporation					
Mission Statement: To preserve and record Inland Empire African American culture and historical heritage.					
Affiliated with a "parent" organization? Yes No <i>If yes, name parent organization:</i>					
Contact Person and Title Rose Mayes – Vice President – RAAHS, Inc.				E-mail Address rosemayes@fairhousing.net	
Mailing Address PO Box 209	City Riverside	State CA	Zip Code 92502	Daytime Phone No. (951)682-6581	Fax Number (951) 682-0262

Sponsorship Request

Funding <i>If yes, specify amount requested: \$ 500.00</i>
In Kind Services <i>If yes, select type of in-kind service requested and estimate approximate value in dollars: \$ 500.00</i>
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.: Banner Display Logo Display on all Walk-a-Thon Materials, Program recognition and Banner carried in the Walk
Commissioner Attendance or presentation: <i>If yes, specify the number of commissioners requested or presentation topic:</i> Would like to highlight the Human Relations Commissioners for their support in the Community –They should Walk as a Team with a banner – as many as possible. Ask to Chair to greet the Walkers.
Has the City of Riverside sponsored your organization in the past? Yes XX No <i>If yes, list department(s): Sponsorship Program</i>

Event Data

Event Title 26th Annual MLK Walk-A-Thon	Event Date 1/21/19	Event Hours 8:00am - 2:00pm	Event Location; Registration: Stratton Center - End: Riverside Community College
Will the event be held in the City of Riverside? Yes XX No <i>If no, specify reason:</i>			
Is this an annual event? Yes XX No <i>If yes, indicate the number of years even has taken place: 26yrs,</i>			
Expected attendance: 900		Expected no. of Riverside residents: 700	Attendance at last year's event: 800

Is the event open to the public? Yes XX No

Is there a cost for this event? If so, how much? \$25.00/per person – Children under 13 free of charge

Describe target audience: Everyone / All. In the past we have observed a diverse group of MLK Walkers, Race, Religion, disabled,

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:

- For the past 26th year, the City of Riverside and its citizens can point to its accomplishment in preservation of civil rights for all.
- This Walk attracts hundreds of walkers each year and reaffirms Dr. King's dream of a society that treats all people with dignity, justice, and fairness.
- Celebrating the Federal Holiday of a great Civil Rights Leader, Dr. Martin Luther King, Jr.
- Highlighting those individuals who continue to fight for Social Justice in our region
- Raising funds to maintain the Dr. Martin Luther King Statue and site.

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:

- Some of the proceeds will be used for High School scholarships – Eleanor Jean Grier & Barnett Grier Scholarships funds.
- Proceeds will also help fund the Civil Rights Institute – Children Programming: record and preserve African American History in the Inland Southern California
- The RAAHS has worked in collaboration with the Riverside Youth Council in planning and implementing the Annual MLK Walk-A-Thon for the past 10 years.

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%.

- Increase in the # of Walkers especially among the Youth & younger children
- Youth participation in the Program regarding the Life of Dr. King
- Increase in the number of Scholarships or donations to youth and young adults