

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 Feel Free 2 Feel Free		Web Site Address www.feelfree2feelfree.net		Registered Federal Tax-Exempt ID No.82-3013887	
Organization's Mission Statement (include number of years organization has been established) Provide mental and physical health and wellness tools to youth for the purpose of building strong, healthy and well communities.					
Affiliated with a "parent" organization? Yes No <i>If yes, name parent organization:</i>					
Contact Person and Title				E-mail Address	
Mailing Address 2020 Cascade Dr	City Corona	State CA	Zip Code 92879	Daytime Phone No. (951) 264-5467	Fax Number ()

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: \$</i>
<ul style="list-style-type: none"> 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.: Human Relations Commission will receive Logo on social media and physical marketing material Promotional pictures Brand recognition and high light at event Step and repeat banner
Commissioner Attendance or presentation: <i>If yes, specify the number of commissioners requested or presentation topic:</i> No
Has the City of Riverside sponsored your organization in the past? Yes No <i>If yes, list department(s): City of Riverside city sponsorship, development committee</i>

Event Data

Event Title Million Man Meditation	Event Date 10/26/2019	Event Hours 10am-4pm	Event Location Parkview Hospital 3865 Jackson st Riverside, CA 92503
Will the event be held in the City of Riverside? Yes No <i>If no, specify reason:</i>			
Is this an annual event? Yes No <i>If yes, indicate the number of years even has taken place: 2</i>			
Expected attendance:		Expected no. of Riverside residents: 250	Attendance at last year's event: 150

Is the event open to the public?

Yes

No

Is there a cost for this event? No

If so, how much?

Describe target audience: Middle to early 20s African American males and those who support them including educators, older African American males and families.

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:

Today African Americans represent the highest punished and lowest academic achieving population in schools today with lower graduation rates and higher rates of criminality.

A 30 year Stanford and Harvard study found that **99%** of African American boys who shared similar household incomes, educations, and locals to their white counter parts became adults and achieved significantly lower achieves in life.

The difference in the 1% in those was who were able to succeed were examples of positive male African American role models.

The purpose of Million Man Meditation is to provide positive and culturally relevant models of health and wellness and share goods products and services with the greater 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:

Million Man Meditation is a unifying event focused on healing one of the communities most wounded elements. Its men and boys! Million Man Meditation (MMM) is a health and wellness event open to all featuring African American male professionals of various health and wellness practices. Programming will be centered around various healing modalities including mental health, physical health, spiritual wellness, martial arts, food and nutrition science, positive practices and medical screenings. Activities will consist of engaging demonstrations, presentations and workshops. The event will include live entertainment, fun activities, vendors, products, goods and services which promote health and wellness. The event changes the narrative of what healers and a healthy lifestyle looks like to inspire all Riversidians to incorporate health and wellness into their lives.

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%.

Measurable:

- Increase event attendance by 66%
- Increase awareness of health and wellness practices example; yoga, meditation etc... to 85% of attendants.
- Increase business to local health and wellness providers by 10%
- Increase customer satisfaction of event from 75% to 85%

