



**Sambão Sponsorship Program**  
**"Supporting Brazilian Culture and Entertainment"**

P. O. Box 598  
Mountain View, CA 94042-0598  
[www.sambao.org](http://www.sambao.org)

Dear Friend,

As you may know, I am a member of the registered non-profit South Bay Samba School, Sambão. This May will mark our tenth year of participation in the 2003 San Francisco Carnaval.

I am contacting you today to ask you to consider sponsoring Sambão, to help defray our participation costs. \$100 and \$250 sponsorships are compensated primarily with prominent display of your company logo on our event related materials.

Following is an overview of Sambão, an outline of our sponsorship opportunities, and a registration form. Our deadline for sponsorship and company logo artwork is Friday, May 2nd.

Please let me know as soon as possible if you are interested in helping us promote Brazilian culture and cross cultural understanding through dance and music in the San Francisco Bay Area.

Thank you!

My contact information:



## **Sambão Sponsorship Program**

### **“Supporting Brazilian Culture and Entertainment”**



#### **Sambão Overview**

Sambão, a non-profit Brazilian culture and arts organization, is participating once again in the San Francisco Carnaval Parade this May. We are looking for sponsors to contribute toward the cost of participation. Donations to Sambão may be tax-deductible. You will receive a letter of acknowledgment/receipt for your contribution.

#### **Background**

Sambão is a 501 (c ) (3) non-profit organization founded in 1989. The group's mission is to enrich people's lives and promote cross-cultural understanding through exposure to ethnic dance and music.

Sambão performs, often free of charge, in festivals, events and schools throughout the year.

For the last nine years Sambão has participated in the San Francisco Carnaval Parade. In the past years, Sambão has won awards for best original song, best overall artistic presentation, and has counted both the Queen and King of Carnaval among its members.

#### **Carnaval 2003**

The San Francisco Carnaval Parade is the city's largest celebration, attracting over half a million people. More than 40 contingents of more than 100 people participate in the parade, representing groups from all over the world. This year, the theme is Peace. The parade will start at 10:00 am on Sunday May 25, and as is tradition, follow a course through the Mission District. The parade is followed by a street celebration. (Parade map may be found at [www.carnavalsf.com/route\\_map.html](http://www.carnavalsf.com/route_map.html))

For the tenth year running, Sambão will be participating in the San Francisco Carnaval Parade. This year, the school will consist of over 100 dancers, musicians and paraders, including world famous guests from Brazil. Please see attached press sheet for details!

#### **Total Event Budget**

The total event budget is \$10,000. The majority of funds come from participant registration and fees, supplemented by benefit performances, T-shirt sales, and sponsorships. Major costs include rehearsal space, costumes, and the float. In an effort to maximize resources, Sambão reuses the Carnaval costumes many times throughout the year.

**G.R.E.S. Sambão Para O Povo\***  
**Press Sheet**  
**Parade Contingent for San Francisco Carnaval 2003**

Following the group's banner announcing the name of the Escola do Samba, or Samba School, the contingent is led by the Comissão de Frente, the greeting (or front) committee. These dancers in the first ala (or "wing") are wearing traditional Rio style costumes consisting of custom made beaded thong bikinis. Their feathered headpieces and lame wings represent the traditional bird of peace, the dove. Their costumes are colored white, symbolizing "peace", and teal, which along with red make up the school's traditional colors.

These dancers are followed by the Porta-bandeira (flag bearer) who, accompanied by the Mestre-sala, present the school's "crest" on a flag. This year, Sambão is honored to have Anna Laidley, the daughter of Grand Marshal Carlinhos Pandeiro do Ouro, play this time honored traditional role!

Next comes the Bateria, or drum battery, which is led by the regente (director) Brad Hamilton. Also in front of the Bateria is the Reina do Bateria (Queen of the Bateria) played by Kim Harris, whose job it is to provide inspiration to the ranks of drummers. This year's bateria is made up of over 40 drummers, and includes a contingent from De Anza College led by Jeff Hansen, in addition to the regular Sambão members. The tamborims in the front line play the disenious (designs or patterns) of the Enredo, or theme song. They are followed by rows of repeniques ("hep-en-neeks"), caixas ("kai-shas"), surdos ("sur-doods"), agogos ("a-go-gos"), and chocaros ("sho-kai-yoos").

Following the bateria, comes a float, which includes the Enredo singers or puxadores that "pull" the bateria along by continually belting out the lyrics of the song. They are accompanied by a guitar and cavaquinho ("ca-va-keen-yoo"), a small four steel-stringed Brazilian guitar.

Also on the float, Sambão is proud and honored to host the Grand Marshal of the Parade, Carlinhos Pandeiro do Ouro! Carlinho's fame in Brazil is unprecedented as he became universally recognized as the small child that played the pandeiro (a skinned tamborine) in the 1950's classic film Black Opheus.

Behind the float, are additional "alas" or wings of dancers who along with the Comissão de Frente are doing two separate choreographies, in heels!

As a San Francisco Bay Area Samba School, Sambão Para O Povo emulates both the traditional Escolas do Samba (samba schools) found in Rio de Janeiro, and the Blocos Afros (schools centered around city "blocks") found in Salvador, Bahia. As a result, this year the group's music and choreographies will alternate between Samba Enredo (theme song samba from Rio) and Samba Reggae ("hey-gay"), which, uses different rhythms played on the streets of Bahia.

Rounding out this year's presentation is the group's color guard, another tradition borrowed from Salvador, Bahia, where popular music groups sell colored t-shirts to adoring fans that surround and march with each group's Trio Electricos, which are large trucks, surrounded by speakers with the band, singers and dancers on the top!

By borrowing traditions from different parts of Brazil, and combining them in a truly unique San Francisco Bay Area manner, Sambão Para O Povo contributes to this year's theme of peace by promoting cross-cultural understanding and inclusiveness. In a truly original creation, this year's theme song is in English, so that, as the lyrics proclaim, the audience can understand that "we sing and dance for you!"

\*[G.R.E.S. = Gremio Recreativo Escola do Samba (Recreational Group Samba School)]



**Sambão Sponsorship Program Registration**  
**"Supporting Brazilian Culture and Entertainment"**

P. O. Box 598  
Mountain View, CA 94042-0598  
www.sambao.org

Sponsor Name: \_\_\_\_\_

Sponsor Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**\$100 Sponsorship**

Check #: \_\_\_\_\_

Business name and/or logo featured on:

- Special Edition Sambão T-Shirt (approx. 250 shirts will be printed for sale, 60-100 worn by Sambão contingents. Your company area on shirt = approximately 4 square inches)
- Sambao.org website
- Official Carnaval program
- Sambão promotional Carnaval program which will be handed out to crowds during parade (500 will be printed for distribution)

You also get 1 special Edition Sambão T-Shirts (Unisex, circle one: S M L XL Tank )

**\$250 Sponsorship**

Check #: \_\_\_\_\_

Business name and/or logo featured on:

- Special Edition Sambão T-Shirt (approx. 250 shirts will be printed for sale, 60-100 worn by Sambão contingents. Your company area on shirt = approximately 6 square inches)
- Sambao.org website
- Official Carnaval program
- Sambão promotional Carnaval program which will be handed out to crowds during parade (500 will be printed for distribution)

You also get 2 special Edition Sambão T-Shirts (Unisex, circle one: S M L XL Tank )

**\$\_\_\_\_\_ Additional Donation** - thank you!

\_\_\_\_\_ I will email electronic file of logo artwork to kharris@visa.com

\_\_\_\_\_ I am enclosing high-quality printout of logo artwork

**Deadline: Friday, May 2nd, 2003**

Sambão thanks you for your support!

Name of Sambão Group Member: \_\_\_\_\_

Date: \_\_\_\_\_ Phone: \_\_\_\_\_