



Sambão Sponsorship Program

“Supporting Brazilian Culture and Entertainment”

P.O. Box 598

Mountain View, CA 94042-0598

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 eleventh year of participation in the 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 7th.

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:



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Sambão Overview

Sambão, a non-profit Brazilian culture and arts organization, is participating once again in the San Francisco Carnival 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 ten years Sambão has participated in the San Francisco Carnival 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 Carnival among its members.

Carnaval 2004

The San Francisco Carnival 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 Fiesta de Tambores – All Life Moves in Rhythm. The parade will start at 10:00 am on Sunday May 30, 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 http://www.carnavalsf.com/route_map.html)

For the eleventh year running, Sambão will be participating in the San Francisco Carnival Grand Parade. This year, the school will consist of over 100 dancers, musicians and paraders.

Total Event Budget

Our 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 Carnival costumes many times throughout the year.

G.R.E.S. Sambão Para O Povo

SF Carnaval 2004 Presentation

"Hearts or Rhythm - Ritmos do Coração"

In alignment with the SF Carnaval 2004 theme of Fiesta de Tambores (Festival of the Drums) G.R.E.S. Sambão Para O Povo presents "Hearts of Rhythm" or "Ritmos do Coração". This year's Enredo, or "theme" song describes the integral relationship between the dancers and the all-important drums.

The song includes lyrics in two languages, with verses being sung alternating between English and Portuguese. The lyrics profess that the drums are necessary for the dance, and the dance is necessary for the drums. Using Brazilian Portuguese colloquialisms of "bataque" for rhythm, and "ginga" for the swing of the dance, the song proclaims that the two components are inseparable. Thus, when the two elements come together, the heart becomes full of rhythm, full of life, and full of love!

The song will be performed in two distinct Brazilian styles of music. In addition to being reprised as Samba Enredo, typical of the Escolas or Samba Schools of Rio de Janeiro, the same tune will be performed as Samba Reggae commonly used by the Blocos (blocks) in Salvador, Bahia. While these two forms are not typically mixed in the Carnival celebrations in Brazil, as a Bay Area samba school, Sambão plays both genres year round. Thus, the lyrics also describe how both styles are rhythms of our heart.

The parade contingent is led by the G.R.E.S. Sambão Para O Povo banner followed by the first "ala" (or wing) of dancers known as the Comissão de Frente, the greeting (or front) committee. Their Rio style traditional bikini costumes depict the "Hearts" element of the theme and emphasize the red color theme (which along with teal form the school colors). Dancers from this group will also take turns performing on the giant drum pedestals on the float during the parade.

These dancers are followed by the Porta-bandeira (flag bearer) who accompanied by the Mestre-sala, present the school's "crest" on a special flag. Another group of dancers, with distinctly different costumes follows doing a separate choreography in sync with the theme song.

Directly in front of the Bateria (or drum battery) is the Rainha do Bateria (Queen of the Bateria), a highly energetic dancer charged with providing inspiration for the drummers to play loud and strong. The regente or director of the bateria leads a group of nearly forty drummers, which provide the "Heart of Rhythm" for the group.

The Sambão float comes next decorated in red and full of drums to reinforce the theme. In addition to the dancers on the giant drums, the float carries the singers or puxadores that "pull" or drive the bateria with their repetitions of the Enredo lyrics and melody.

Also on the float are the players of the cavaquinho ("ca-va-keen-yoo"), a small Brazilian four-stringed guitar, led by Luis Dib, who co-wrote the Enredo along with Brad Hamilton, the bateria director. Behind the float the group's color guard concludes the presentation wearing the school colors and bearing additional G.R.E.S. Sambão Para O Povo ceremonial flags.

G.R.E.S. Sambão Para O Povo is a non-profit [501 (c) 3] corporation dedicated to providing recreational activities by promoting Brazilian music and dance. The group is led by President Glenn Evans, Secretary Lisa Ruiz, and Treasurer Ted Syrett. Sambão is based in Mountain View, CA, and provides music and dance classes all year round on the peninsula in addition to performing at many festivals and shows throughout the SF Bay Area. For more information or to contact the group, please visit the web site at www.sambao.org.

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



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Sponsor Name: _____

Sponsor Address: _____

Contact Name: _____

Phone: _____ Fax: _____

Email: _____

\$100 Sponsorship

Check#: _____

Business name and/or logo featured on:

- ☞ Special Edition Sambão T-shirt. Your company area on shirt = approximately 4 square inches. Approx. 150 shirts will be printed for sale, 60-100 worn by Sambão contingents.
- ☞ Sambao.org website
- ☞ Sambão promotional Carnaval program which will be handed out to crowds during parade (500 will be printed for distribution)

You also get:

- ☞ One special Edition Sambão T-shirt* (Unisex, circle one: **S M L XL Tank**)
- ☞ Two tickets to the Sambão benefit on May 8th

\$250 Sponsorship

Check#: _____

Business name and/or logo featured on:

- ☞ Special Edition Sambão T-shirt. Your company area on shirt = approximately 6 square inches. Approx. 150 shirts will be printed for sale, 60-100 worn by Sambão contingents.
- ☞ Sambao.org website
- ☞ Sambão promotional Carnaval program which will be handed out to crowds during parade (500 will be printed for distribution)

You also get:

- ☞ Two special Edition Sambão T-shirts* (Unisex, circle one: **S M L XL Tank**)
- ☞ Four tickets to the Sambão benefit on May 8th

Additional Donation \$ _____ Thank you!

Deadline

Friday May 7th, 2004

I will email electronic file of logo artwork to simon.bosley@comcast.net

Sambão thanks you for your support!

* Note: T-shirts will be provided after Carnaval

Name of Sambão Group Member: _____ Date: _____

Phone: _____