



neek on

SEPTEMBER
26, 2015

SAN FRANCISCO
CALIFORNIA

LIVE MUSIC . DANCE . VISUAL . ARTS
KIDS . FOOD . EQ . WORKSHOPS



For more information visit
www.neekon.org

NeekOn is a multi-cultural experience of arts & culture to inspire a community of contribution at Golden Gate Park & De Young Museum.

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WELCOME

Dear Valued Partner,

This September 26th marks the first multi-cultural NeekOn celebration of Live Music, Dance, Arts and Emotional Intelligence building activities. Join us as thousands of visitors come to San Francisco's Golden Gate Park and De Young Museum's Koret to participate and enrich the contributions of our communities.

Our last event which was targeted only at Iranian Americans without any headliner performers pulled over 1200 people to San Francisco's City Hall. This year's event has the theme of "Giving" which is in the hearts and minds of our 20+ volunteers and is present in the majority of the programming of the event including headliners being complimentary. Aside from the estimated 2k+ organic traffic drawn by the park, De Young Museum and Califor-

nia Academy of Sciences, NeekOn's performances will attract audiences of Iranian, Afghan, Indian, and Spanish origins.

"Neek" means kindness. I invite you to NeekOn & join us to embrace the contribution of our communities. Enclosed you will find all the information necessary to do so.

Thank you in advance for supporting our cause and the community at large. We look forward to working with you and seeing you at NeekOn 2015!

In the spirit of Giving,

Sina Tabesh

Director, Strategic Relationships
NeekOn2015
sina@neekon.org



CREATE ABUNDANCE IN GIVING

(NeekOn)



Ballet Afsaneh | Photo by Thomas Snuggs

INTENTION

Inspire a collaborative, contributing & connected community.

RESULTS

- Building a Multi-cultural Community
- Exposure & awareness to misunderstood communities
- Be an example of cultural development for other communities
- A Practice of Global citizenship
- Build confidence in individuals and support them to their potential

WWW.NEEKON.ORG



ABOUT

NeekOn is a multi-cultural experience of arts & culture to inspire a community of contribution at Golden Gate Park & De Young Museum

- 5K+ cross cultural attendees
- Majority of programs are free and volunteer run
- September 26, 2015 10AM-PM



3+ EQ ACTIVITIES



6+ MULTI-CULTURAL MUSIC/DANCES



4+ KIDS ACTIVITIES



VISUAL ARTS EXHIBIT



WORKSHOPS (MIND, BODY, HEART)



COMMUNITY ORGANIZATION PLATFORM

- Collaborate with 10+ community organizations
- Expand and repeat in 2 years



VENUE

“ GOLDEN GATE PARK

- 5th Most Visited Park in the United States.
- Music Concourse Band Shell can entertain 5,000+ people.
- September & October are the “Best Outdoor” months of the year.

“ DE YOUNG MUSEUM’S KORET

- Located inside a world renowned Museum.
- Over 1.5 Million Annual visitors.





DEMOGRAPHICS

PHYSICAL REACH

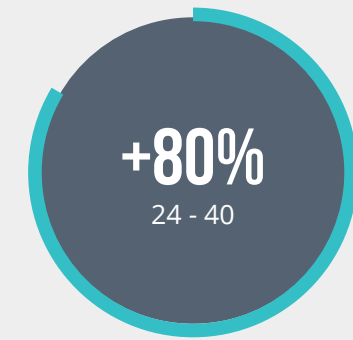
+8,000

Unique Impressions

+3,000

Venue's estimated organic weekend traffic

AGE RANGE



DIGITAL REACH

+50,000

Unique Impressions through social media

58 % MALE
42 % FEMALE



HOUSEHOLD INCOME



CORPORATE SPONSORSHIPS

Sponsorship Level	Presenting	Diamond	Saphire
Min Investment	\$30k	\$10k	\$5k
Max # of Sponsors	1	5	9
Your organization's name/logo is cited/places at the majority (over 50%) when NeekOn is mentioned or printed, e.g. „Welcome to NeekOn Presented by NIKE“	Yes	25%	10%
Logo on the music bandshell's (main stage) background banner exposed to 5k+ people	Yes		
Prime Location Booth (near music bandshell)	20x10	10x10	
Logo Silhouette published on neekon.org homepage with ~1000+ unique visitors	Yes	Yes	
Emcee Recognition During the Programs	All MC Events	All MC Events	
Social Media: 45,000 active followers via fb.com/Iranican custom post	Yes	Yes	
Name or Logo will be in our official Press Releases	Yes	Yes	
Complimentary Admission to All Ticketed Events	8	4	4
Qualified for Tax Deduction to full extent of law	Yes	Yes	Yes
Exposure on ,NeekOn' iOS & Android App	Home	Sponsors Page	Sponsors Page
Name/Logo on 5+ Outdoor Directory Stands/Flags around the festival area	Top (Large)	Medium	Small
Your Logo inside the Back Cover of the Printed Event Program	Top (Large)	Medium	Small
Logo published on neekon.org sponsors page	Yes	Yes	Yes
Social Media fb.com/NeekOn custom post	Yes	Yes	Yes
Color Advertisement in printed program	2 Page Spread	1 Page	1/2 Page
Name/Logo published in the printed program	Yes	Yes	Yes

Our team of consultants would love to package a customized brand building and activation opportunities for you. If interested, please contact us at sponsorship@neekon.org

STAGE SPONSORSHIPS

\$15K+

MAIN STAGE (MUSIC CONCOURSE)

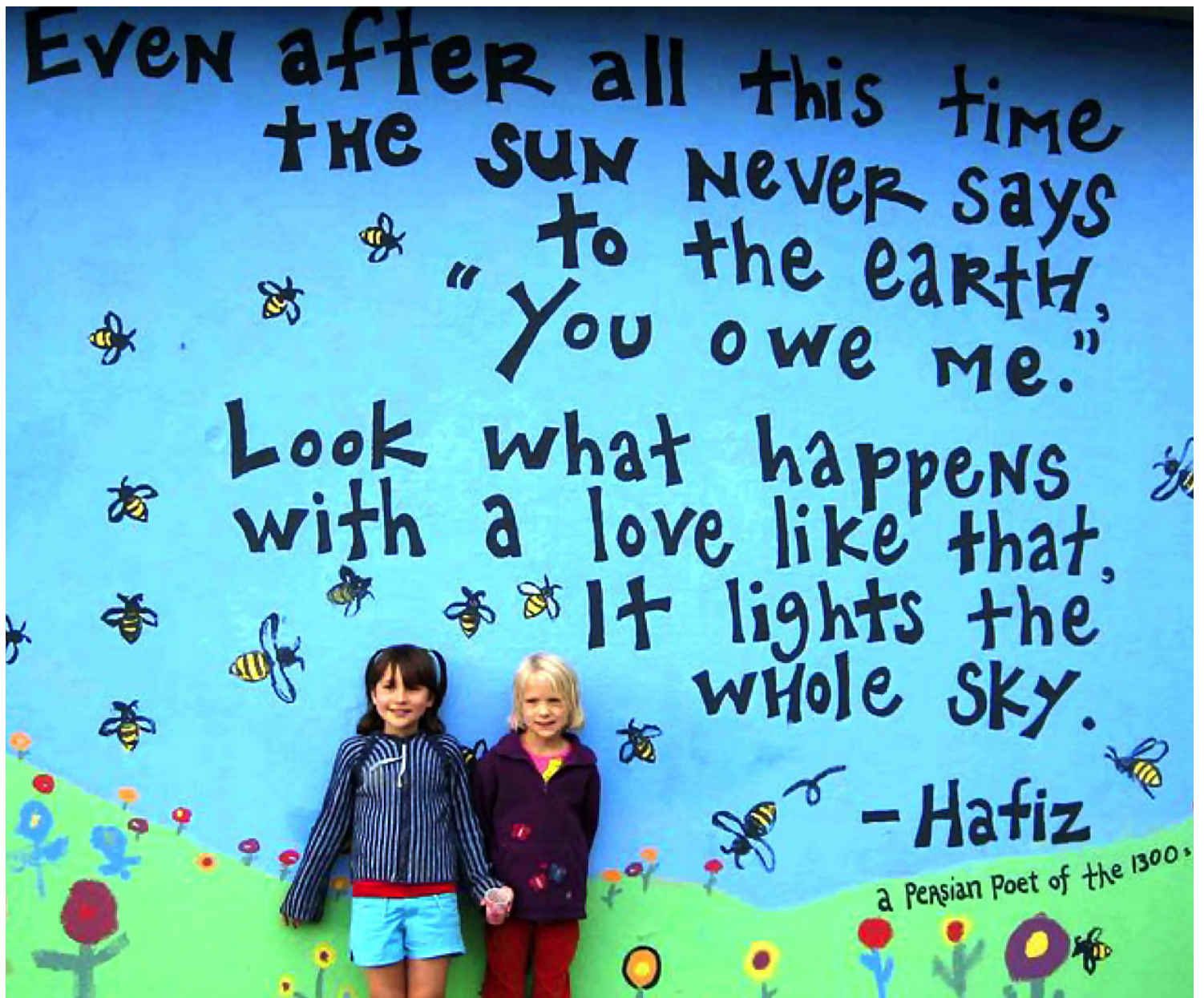
. Est 5k+ in person impressions
. 50K+ Digital Impressions

\$5K+

**WORKSHOP CENTER
(DE YOUNG'S MPR)**




\$5K+

KIDS STATION



NeekOn is organized by a 501(c)3 non-profit a-religious apolitical organization registered in the state of California.

www.neekon.com
sponsorship@neekon.ca

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