UNIDOS POR LA MÚSICA

Helping through the Power of Music

United by Music
Nonprofit
Since 2011
ABOUT US:

**Unidos Por La Musica / United by Music** is a local Southern California Nonprofit 501(c)(3) organization in the Inland Empire with extraordinary community outreach programs. Impacting the lives of children, youth, and adults every year, they **fundraise through various exclusive benefit concerts and premium music events** across the various IE communities year round.
The mission of Unidos Por La Musica (UPLM) is to promote economic self-sufficiency and upward mobility to low-income community residents through education and the power of music. Our distinct and unique community programs bring support to families longing for support.
BAGS OF HOPE  
Hunger Program  
Helps low-income families alleviate their monthly grocery expenses by distributing hundreds of pounds of food weekly to Inland Empire households.

MUSIK CLASSES  
Music Program  
Provide our youth the opportunity to learn and enhance their musical skills while helping boost their self-esteem and academic skills. Students perform during our charitable concerts.

UNITED IN HEALTH  
Medical Program  
With the assistance of Covered California experts, we educate and guide our community residents on choosing the right affordable health plan for them and their family.

#1 Representative in Inland Empire of Covered California since 2013

KNOWLEDGE IS POWER  
Education Program  
Empower parents and students to become valuable assets through education resources, workshops, classes on higher education, career choices, parenting, health & wellness.
OUR IMPACT TO THE INLAND EMpire IS INCOMPARABLE

+3.5 MILLION
Pounds of food distributed to Inland Empire

+10,000
Kids, adults, and seniors provided with health program assistance

+10,000
In holiday resources

+25,000
Low-income IE residents assisted through benefit concerts & festivals

+500
Low income residents assisted with employment search

+$25,000
Awarded in scholarships for DACA students
UPLM is the only non-profit to host premium events for the Inland Empire community

- +5 MILLION annual media impressions
- +60,000 yearly attendance across events
- Award-winning artist and celebrity appearances & performances
- Hundreds of community giveaways and gifts
- Local, national, and international media coverage
ACOUSTIC BOX SESSIONS

An acoustic concert with your favorite award winning artist with a unique and intimate music experience for the UPLM music program! All funds from event go to DACA scholarship fund.

LOCATION: UPLM San Bernardino Center
DATE: TBD (Q1, Q2, Q3)
TIME: TBD
EXPECTED ATTENDANCE: 100-200 Attendees

LOCATION: Ontario Improv
DATE: TBD (Q4)
TIME: TBD
EXPECTED ATTENDANCE: 300 Attendees
Molcajete Dominguero & UPLM join forces to bring the IE community the biggest & most unique shopping and music experience!

- Over 50 Latin X Pop-Up vendors
- Surprise performances from local artists
- Food, artists, retail, unique art pieces, & more!

LOCATION: DT San Bernardino Court Street Square
DATE: 2nd Sunday of the Month
TIME: 2PM-7PM
EXPECTED ATTENDANCE: +1,500 IE Residents
A celebration of the 5 de Mayo Hispanic celebration where the IE community comes together to celebrate with music, vendors, food, and more!

LOCATION: Ontario Town Center
DATE: May (Tentative 1st week)
TIME: 2PM-7PM
EXPECTED ATTENDANCE: +1,500

A celebration of Mexican Independence with IE community celebrating with traditional performances, music, vendors, food, and more!

LOCATION: Ontario Town Center
DATE: September (Tentative 2nd week)
TIME: 2PM-7PM
EXPECTED ATTENDANCE: +1,500
UPLM SIGNATURE EVENTS
9th ANNUAL WHAT ARE YOU THANKFUL FOR? TURKEY GIVEAWAY

Annual Turkey Giveaway to low-income families in the Inland Empire with a special appearance by award winning artist

LOCATION: DT San Bernardino Court Street Square
DATE: November (Tentative last week)
TIME: 2PM-7PM
EXPECTED ATTENDANCE: +1,500

9th ANNUAL NAVIDAD EN EL BARRIO TOY GIVEAWAY

Annual Toy Drive to benefit children from low-income families in the Inland Empire with a special appearance award winning artist

LOCATION: DT San Bernardino Court Street Square
DATE: December (Tentative 3rd week)
TIME: 2PM-7PM
EXPECTED ATTENDANCE: +1,500
Awarded Nonprofit Partner of the Year 2012

UPLM President & CEO awarded Leader of The Year by Hispanic Scholarship Fund

UPLM President & CEO named Top 5 Influencers in the Inland Empire 2015

Recognitions from Local Senate and U.S. representatives
PARTNERING WITH A NON-PROFIT WILL POSITIVELY IMPACT YOUR BUSINESS
BE PART OF A CAUSE

- **85%** of consumers are more likely to purchase from corporations that support a cause
- **47%** of consumers have purchased monthly a brand that supports a cause
- **93%** of consumers want to know what companies are doing to make the world a better place.
PARTNERSHIPS
Take on different shapes & go beyond writing a check

Financial Support
Large donation
Matching campaign

Cause Marketing
A taxable contribution in exchange for advertising

In-Kind Donations
Contributions of goods, services, or expertise

Employee Giving
Payroll deductions
Peer-to-peer fundraising
Volunteer programs
It’s a WIN-WIN!

Sponsors are beneficial to both nonprofits and corporations alike.

**NONPROFIT**
- Increase exposure & awareness
- Acquire new supporters
- Legitimatize your brand

**CORPORATION**
- Improve brand perception
- Attract new customers
- Increase employee satisfaction
PARTNERSHIP
BENEFITS ARE ENDLESS

Official Presentation
Recognition as official partner of organization on all platforms: digital, live events, media

360 Media Advertisements
Sponsor mentions and 360 media (radio, TV, digital) campaign integration with liners, tags, logo placement, etc.

Brand Awareness
Visibility at all live events with logo placement on print assets, social platforms, photo backdrop, and event collaterals.
THANK YOU