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
In holiday resources

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

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

+$25,000
Awarded in scholarships for DACA students

+500
Low income residents assisted with employment search
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
LATIN X POP-UP & MUSIC EXPERIENCE

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
CINCO DE MAYO FESTIVAL

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

MARIACHI FESTIVAL

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
<table>
<thead>
<tr>
<th>Event</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>9th Annual Turkey Giveaway</strong></td>
<td>Annual Turkey Giveaway to low-income families in the Inland Empire with a special appearance by award winning artist</td>
</tr>
<tr>
<td><strong>Location</strong></td>
<td>DT San Bernardino Court Street Square</td>
</tr>
<tr>
<td><strong>Date</strong></td>
<td>November (Tentative last week)</td>
</tr>
<tr>
<td><strong>Time</strong></td>
<td>2PM-7PM</td>
</tr>
<tr>
<td><strong>Expected Attendance</strong></td>
<td>+1,500</td>
</tr>
</tbody>
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<table>
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<tr>
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</thead>
<tbody>
<tr>
<td><strong>9th Annual Toy Drive</strong></td>
<td>Annual Toy Drive to benefit children from low-income families in the Inland Empire with a special appearance award winning artist</td>
</tr>
<tr>
<td><strong>Location</strong></td>
<td>DT San Bernardino Court Street Square</td>
</tr>
<tr>
<td><strong>Date</strong></td>
<td>December (Tentative 3rd week)</td>
</tr>
<tr>
<td><strong>Time</strong></td>
<td>2PM-7PM</td>
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<tr>
<td><strong>Expected Attendance</strong></td>
<td>+1,500</td>
</tr>
</tbody>
</table>
UPLM President & CEO awarded Leader of The Year by Hispanic Scholarship Fund

Awarded Nonprofit Partner of the Year 2012

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
• **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

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

Cause Marketing
- A taxable contribution in exchange for advertising

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