





FOUR CAUSES

ONE MAIN GOAL

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.

















OUR IMPACT TO THE INLAND EMPIRE IS INCOMPARABLE











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





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





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 lowincome 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 named Top 5 Influencers in the Inland Empire 2015

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



Recognitions from Local Senate and U.S. representatives





PARTERNING 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

