



Center for African and Diaspora Dance

Marketing Partnerships 2020-2021

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What is Cumbe?

Cumbe is the Center for African and Diaspora Dance. **Through classes and cultural programs,** we invite everyone to feel the joy and vitality of rhythms rooted in Africa. Cumbe champions African and Diaspora culture as a vibrant legacy for people of African descent and as an exuberant source of power, spirit and knowledge for all.



About Cumbe

OUR VISION is to bring ashé, the power and spirit of African and Diaspora dance and music, into our modern lives.

OUR MISSION

We aim to be a home for African and Diaspora dance and music. Through classes and cultural programs, we invite everyone to feel the joy and vitality of rhythms rooted in Africa.

Cumbe champions African and Diaspora culture as a vibrant legacy for people of African descent and as an exuberant source of power, spirit and knowledge for all.

OUR CORE VALUES

- Welcome everyone graciously.
- Respect the traditions and cultures of Africa and the African Diaspora.
- Celebrate the contributions of African and Diaspora culture to the world.
- Honor artists.
- Use our platform as an African and Diaspora dance studio to move our community and world towards racial equity.

OUR ANTI-RACIST STATEMENT

Cumbe is an anti-racist organization managed by Black and Brown women. We condemn all forms and acts of racism and discrimination, especially against those of African descent. In our space, we celebrate the humanity of Black and Brown people, and explicitly believe in protecting women, the LGBTQ+ community and our most vulnerable persons. We uplift and provide opportunities for education and liberation through the joy and healing power of African and Diaspora dance, music, and culture.

Community Facts



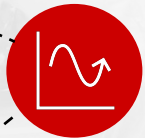
86% of Cumbe community members are women and **64%** are women of color



43% of members are students with low income (below \$25K)



9K e-blast subscribers with **20%** email open rate



8.5K monthly pageviews



7.4K Facebook Followers, **5.8K** Instagram Followers, **1.3K** Twitter Followers

Virtual Offerings

15 – 20 Weekly Free and Donation-Based Classes

4 – 8 Monthly Special Workshops

2 – 8 Monthly Free and Donation-Based Cultural Lectures

Multiple Professional Development Workshops

School Performances & Classes

Monthly Public Community Discussions

What People Are Saying

The instructor is so kind, authentic and gets right into a great class while offering the basic insight needed to ensure a smooth, memorable class experience. – **Matthew Voetta**

CUMBE provides us with opportunities to experience our CULTURE from all the corners of the Diaspora. During this unsettling time, being able to dance, exercise, meditate, hear our drums; just be within our community is life-saving. Thank you ❤️ – **Lynda Lee**

Because our members are amongst the most vulnerable, how we as an organization approach this pandemic is critically important. Many of our elders live alone and consider GRIOT “home.” My role as Director of Programs is to make sure our members do not feel the constant isolation that comes with this pandemic. In doing so programs like CUMBE are vital to the assistance of our members mental, spiritual and physical Health. – **Lisa Eddy, Director of Programs at Griot Community Circle**

I appreciate being able to dance during this crazy time! It keeps me motivated! It is amazing all of the fantastic teachers you have. Cumbe is a great resource. – **Erin Gollehon**

The instructor was wonderful & was very aware of the hurdles of the platform, checking in often with her virtual class. The movement was just what I needed. – **Carmen Taveras**

Great teachers, good music, feels like a community (even though I am 3000 miles away in Berkeley, CA) – **Marguerite Casillas**

I have already recommended Darian's class to a friend! I love how he incorporates history and culture into each lesson, is so knowledgeable about the dances, and his positive, loving energy just pours through the screen. – **Gillian Andrews**

It was a really fun and accessible experience for a novice (mom) and a little dude (4 year old who loves drums) – **Matteo Walsh**

Partnership Opportunities

Cross Promotion

- ❑ **E-blasts** – Cumbe offers a “From Our Community” Section in our Tuesday newsletter. Partners can use this section to announce events & more.
- ❑ **Social Media Posts** – Using Instagram, Facebook and Twitter, Cumbe can share news, updates and events of partners. These announcements are typically shared on IG stories, FB & Twitter feeds.
- ❑ **Partners Page Placement** – Cumbe’s website includes a page that announces partners at all levels. This placement will remain posted for the duration of an agreement.

Takeovers, Contests & Giveaways

- ❑ **Social Media Takeover** – This exciting opportunity means Cumbe and our Partners exchange a segment of time to post fun and exciting content on each other’s pages. Takeovers can include Lives, content creation, brand specific sharing and more.
- ❑ **Contests** – Cumbe loves to share dance, learning opportunities and merchandise. Through contests, Cumbe and partners can generate excitement with our community about new products and more. Contests can be hosted with our broad audience via social media & email or with insular groups like our current students.
- ❑ **Giveaways** – We enjoy stirring our community with fun ways to get involved. We can select a class, a group, or a number of first sign ups.

Collaborations

- ❑ **Content Collaboration** – Cumbe loves a good content creation challenge. From dance videos to insightful articles, we like to work with our partners to generate work that is relevant to our communities and that will offer insight, spark joy and inspire a share.
- ❑ **Exclusive Discounts & Promotions** – Let’s share the love! Cumbe and our partners can offer special discounts and promotions for our communities.
- ❑ **Immersive Events** – Cumbe is in the business of sharing! We believe the best way to learn about something new is to experience it. We love to collaborate with our partners to create wonderful dance classes or immersive cultural experiences with one of our best instructors, helping all of us cultivate stronger relationships with communities. And we’d love to introduce our community to your products and services. Let’s talk about how.

Placement Samples



Liked by TwinkleBell112 and 120 others
Cumbe: Center for African & Diaspora Dance Cumbe is super excited to announce that our friends at FlyRides.com are hosting a special virtual car show and we're going to be offering a free dance class for all who attend! Join us on January 21 at 2:00pm ET! Link in bio!

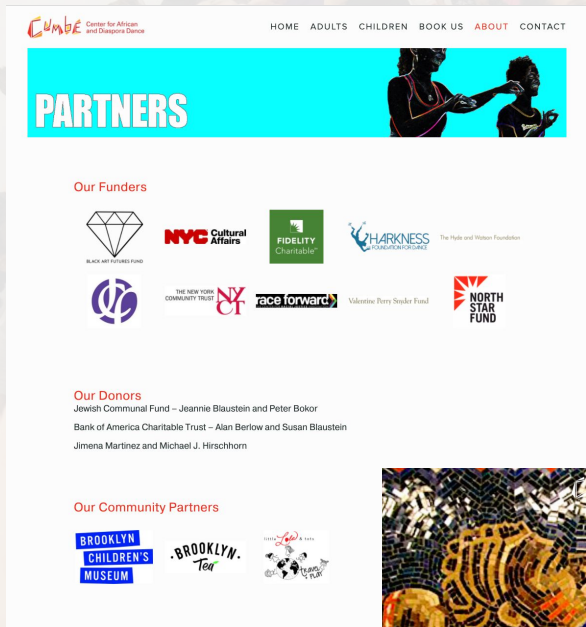
#dancefever #coolrides ... more

View all 16 comments

Add a comment...

October 31

Collaborative Event
Announcement on Social



Placement on our
Partners page

Collaborative Event
Digital Flyer

E-blast with your
organization
event or
announcement



CUMBE NEWS

Dance is the Language of the Soul
Darian Parker teaches how to become a vessel of the spirit
by Amaany Clarke

Darian Parker became obsessed with African dance at 19 years old after witnessing a moving performance as a sophomore at UCLA. Instantly, he knew that this would be a life calling. "If you've never seen her dance, there's no way I can put it into words," he describes witnessing for the first time Nzingha Camara dance. "When people dance, I can always see an aura around them. When I saw her dance, I had never seen an aura that big. It looked like streaks of silver lightning were coming off of her body and filling up the entire room. Growing up as a kid in North Carolina, Street dance was a part of his life and culture. Even today, he has reverence for dance forms like NYC's Litenet as well as Krumping and Clowning, which developed in California as an emotional response to police brutality in the 90's... continue reading on our website

CONTINUE READING

UPCOMING CLASSES, WORKSHOPS & EVENTS

YOUR COMPANY PRESENTS
Artist Talks with **Natasha Calixte**
Live on Instagram & Facebook @cumbeance
Mon., Aug. 10 | 6:00-6:30pm ET | \$FREE



Join us for our first Artist Talk with Natasha Calixte. She'll be interviewing Dunham Technique master teacher **Penny Godboldo** about her journey, passion for dance and what she's looking forward to in the industry. No sign up required. Send your questions to marketing@cumbeance.org.

JOIN US

Experimental Sabar and Mbalax w/ Babacar Top
Sponsored by **YOUR COMPANY**
NEW CLASS!
Weds. | 7:30-8:30pm ET | \$Donation



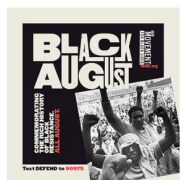
Experience this incredible workshop with master dancer and teacher Babacar Top, lead dancer with Janti-Bil! You'll sweat, have a good time and get your West African dance footwork in.

SIGN UP

FROM OUR COMMUNITY

YOUR ORGANIZATION NAME
YOUR ORGANIZATION EVENT
YOUR ORGANIZATION WEBSITE
\$PRICE OF EVENT

Things you want us to say about your organization and event... and information



Become A Partner



Please join us as we serve our
global community through
African-rooted arts and culture.

Become a Partner!

Amaany Clarke
Social Media & Marketing
Associate

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