



Center for African and Diaspora Dance

Sponsorships 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**

Sponsorship Benefits

	Level 1	Level 2	Level 3
Co-Hosted Pre-Recorded Classes & Permanent Ads			♥
Sponsored Special Virtual Event		♥	♥
Business Ad		♥	♥
Spotlight Ad Before Class		♥	♥
Social Media Co-Host Announcement	♥	♥	♥
Class Series Sponsorship Announcement	♥	♥	♥
Partner's Page Inclusion on Website	♥	♥	♥
Tax Deduction	♥	♥	♥

Sponsorship Levels

LEVEL 1 – Cumbe Warrior

- ❑ **\$150 – Supports one class** – Includes class co-host announcement in one e-blast & social media post + partner's page inclusion for 1 month
- ❑ **\$500 – Supports one week of donation-based community & elders (2) classes** – Includes class co-host announcement via e-blast & social media posts + partner's page inclusion for 1 month
- ❑ **\$600 – Supports one month of a regularly scheduled (4) class** – Includes class co-host announcement via e-blast & social media posts + partner's page inclusion for 1 month

LEVEL 2 – Cumbe Champion

- ❑ **\$2,000 – Supports one month of donation-based community & elders (8 - 10) classes** – Includes class co-host announcement via e-blast & social media + one eblast ad + spotlight ads before sponsored classes on Zoom (5 minutes) + partner's page inclusion for 3 months
- ❑ **\$3,000 – Supports one week of regularly scheduled (12 - 21) classes** – Includes class co-host announcement via e-blast & social media + one eblast ad + spotlight ads before sponsored classes on Zoom (5 minutes) + one sponsored free public event + partner's page inclusion for 3 months
- ❑ **\$3,500 – Supports one class for six months (24 - 30 classes)** – Includes class co-host announcement via e-blast & social media + one eblast ad + spotlight ads before sponsored classes on Zoom (5 minutes) + one sponsored free public event + partner's page inclusion for 6 months

LEVEL 3 – Cumbe Torch Bearer

- ❑ **\$7,000 – Supports one class for one year (48 - 54 classes)** – Includes class co-host announcement via e-blast & social media + four eblast ads + spotlight ads before sponsored classes on Zoom (5 minutes) + two sponsored free public events + one pre-recorded class with permanent ad + partner's page inclusion for one year
- ❑ **\$12,000 – Supports one month of regularly scheduled (72 - 84) classes OR six months of donation-based community and elders (48 - 60) classes** – Includes class co-host announcement via e-blast & social media + four eblast ads + spotlight ads before sponsored classes on Zoom (5 minutes) + two sponsored free public events + two pre-recorded class with permanent ad + partner's page inclusion for six months
- ❑ **\$24,000 – Supports one year of donation-based community and elders (about 109) classes** – Includes class co-host announcement via e-blast & social media + twelve eblast ads + spotlight ads before sponsored classes on Zoom (5 minutes) + four sponsored free public events + four pre-recorded class with permanent ad + partner's page inclusion for one year

Placement Samples

**Cumbe: Center for African and
Diaspora Dance**
Aug 18

Danielle is back! Join her for an amazing
come-back class sponsored by YOUR
COMPANY! We are so excited YOUR
COMPANY is joining us for this special class.
Enjoy Samba on Mondays at 7:00 pm ET



SAMBA!
WITH DANIELLE LIMA
SPONSORED BY
YOUR COMPANY
MONDAYS | 7:00PM ET | \$DONATION
WWW.CUMBEDANCE.ORG

Like Comment Share

Co-host announcement
on social media

Placement on our
Partners page

Sponsored Special
Event Announcement

E-blast with
sponsored event,
sponsored class
and company ad

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 Canara 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 Lifesteal 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 @cumbedance
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@cumbedance.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 Jani-B! You'll sweat, have a good time and get your West African dance footwork in.

SIGN UP

YOUR COMPANY NAME
YOUR COMPANY TAG LINE
YOUR COMPANY WEBSITE

Wonderful things about your company
and everything you do!

Facebook Instagram Twitter

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

Get in touch with us

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