

Oakland Indie Awards ^{3rd Annual}

Celebrating the Social and Environmental Impact of
Oakland's Local Independent Businesses & Artists



May 15, 2009

Hosted by:



www.OneCalFoundation.org

1438 Webster Street, Suite 101
Oakland, CA 94612
(510) 663-2253



oaklandunwrapped!

www.oaklandunwrapped.org

The Oakland Unwrapped Marketplace and the Oakland Indie Awards
are programs of OneCalifornia Foundation.

Organizational Background

OneCalifornia Foundation is a 501c3 supporting organization that provides financial education, business assistance, community grants, resources, referrals, and evaluations. OneCalifornia Foundation supports the social mission of OneCalifornia Bank, a community development bank that was created to harness the power of commercial banking services to expand the economic opportunity and prosperity in low-income communities.

The **Oakland Indie Awards** is one of several programs of OneCalifornia Foundation, and its purpose is to encourage people to recognize the community, economic, environmental, and political impact of supporting Oakland's locally-owned businesses and artists instead of chain stores. It also provides rare opportunities for recognition for the small businesses and artists that make Oakland such a wonderful, creative place. Finally, it's a chance for Oaklanders to just celebrate Oakland by enjoying Oakland food, wine, chocolate and music. The event serves as a fundraiser for and builds awareness of the Foundation's other programs.

The foundation's other **small business-focused programs** include 1) Oakland Unwrapped – an e-commerce marketplace to help Oakland's businesses and artists sell online, 2) the development of an Oakland-wide Business Access Center website that will provide one place for Oakland small businesses to find all of the services they need, and 3) the development of financial literacy classes for business owners.

The foundation also has several programs focused **on low-income individuals**: 1) One CAL SAFE – an initiative that works with partner non-profit organizations to provide free bank accounts and financial literacy to low-income community members, 2) OneCalifornia Home Loan Fund – an innovative program that helps Oakland community members at risk of foreclosure to stay in their homes and restore equity, and 3) a matched savings account for low income children and their parents in Oakland's San Antonio district.

OneCalifornia Foundation makes concerted efforts to market and refer people to effective programs of existing organizations, rather than duplicate efforts. As a result, OneCalifornia Foundation's programs are intended to fill gaps in the community development infrastructure, working to collaboratively improve the economic health of our community and the lives of our residents.

Event Purposes

- 1) Inspire and educate Oaklanders about the importance and power of supporting locally-owned businesses and artists: community, economic, environmental, political
- 2) Reward exceptional Oakland businesses and artists for their work in the community
- 3) Provide an outlet for and celebration of the immense pride we Oaklanders have for our city
- 4) Provide exposure for our community partners – those organizations and agencies engaged in supporting independent businesses and artists in Oakland.
- 5) Motivate people to get involved – change their shopping habits, join our newsletter, and support the organization
- 6) Raise funds to support OneCalifornia Foundation's programs

Date & Location

- **Date:** Friday, May 15, 2009, 5:30 – 8:30 pm.
- **Location:** The Crucible, 1260 7th Street, Oakland, CA
- **Admission:** \$15 before April 1, \$20 after
Discount/Waiver for Starving Artists & Entrepreneurs, Sponsorships Available

Program

- 1) Networking and Noshing
- 2) Welcome, remarks, video about shopping locally owned
- 3) Awards presentation by sponsors (Title Founders and Founders)
 - a. Oakland Soul
 - b. Ripple Effect
 - c. Greenie
 - d. Newbie
 - e. Youth Empowerment
 - f. Neighborhood Dynamo
 - g. Social Venture
 - h. Innovator
- 4) Fire performance by The Crucible
- 5) Audience Pledge to shop locally-owned
- 6) Live local music concert

Details, Photos and Program from the 2008 Event

See event details, information and photos from the 2007 Indie Awards at <http://oaklandunwrapped.org/indies>

Food, Entertainment, Ambiance

1. Oakland DJ spinning funk, soul, hip-hop, gospel and other tunes from Oakland musicians
2. Informational/inspirational video clips installation
3. Displays from Partner Organizations & Sponsors
4. Local organic tastings from Oakland restaurants and food purveyors
5. Wine, chocolate, and tea from Oakland wineries, chocolatiers, and tea producers
6. Green event

Guests

As in 2008, we expect our 2009 event to have over 400 guests who represent the Oakland community: artists, entrepreneurs, service providers, sponsors, local officials, media, Oakland-based corporations, and Oakland lovers. A few examples of guests include: City of Oakland Cultural Arts and Marketing, Oakland Merchants Leadership Forum, Inner City Advisors, C.E.O. Women, Women's Initiative, Anew America, Oakland Business Development Corporation, Renaissance Entrepreneurship Center, East Bay SBDC, Oaklandish, the Metropolitan and Oakland's various ethnic chambers of commerce, Pro Arts Gallery, Rock Paper Scissors Collective, Oakland Art Murmur collective galleries, Oakland Tribune, Oakland Post, Oakland Magazine, San Francisco Chronicle, East Bay Express, Novo Metro, City Council Members, City of Oakland Community and Economic Development Agency, and Mayor Ron Dellums.

Sponsorship Opportunities & Benefits

\$250 – Oakland Lover

- Name in printed event program
- Logo on digital display at event
- 4 tickets

\$500 - Good Neighbor

All of the above plus

- Logo in printed event program
- Listing on Indie Awards website
- 2 more tickets (total of 6)

\$1000 - Catalyst

All of the above plus

- Recognition from podium
- Name listed in email event invites
- Listing on OneCal Foundation website
- 2 more tickets (total of 8)

\$2500 - Community Builder

All of the above plus

- Physical Signage / banner at event
- Logo (not just name) in email event invites
- Logo / name in printed event postcards & posters - (must meet printing deadlines)

\$5000 - Co Host

All of the above plus

- Title/Co-Host name on ALL event-related media
- Podium - Award announcer
- 2 More tickets (Total of 10)

Sponsorship Response Form

Thank you for contributing to Oakland's economic health by supporting
OneCalifornia Foundation's 2009 Oakland Indie Awards.

Please indicate the level of sponsorship that you prefer and return the form via fax, email, or mail.

- \$5000 – Co Host
- \$2500 – Community Builder
- \$1000 – Catalyst
- \$500 – Good Neighbor
- \$250 – Oakland Lover
- Friend – Sponsor four or more starving artists/entrepreneurs (\$100-\$500) Amt: \$_____

Payment Information

OneCalifornia Foundation is a 501c3 non-profit organization. Donations are tax deductible. Federal Tax ID # 20-5253663.

Make checks payable to:

OneCalifornia Foundation
1438 Webster Street, Suite 101
Oakland, CA 94612
Fax: 510.663.4855
Email: awalker@onecalfoundation.org

Sponsor Contact Information

Name: _____
Organization: _____
Title: _____
Email: _____
Phone: _____

Questions? Contact:

Andrea Walker awalker@onecalfoundation.org or
Erin Kilmer Neel at ekilmer-neel@onecalfoundation.org
510.663-2253

