

# mixedremixed

## Festival 2015

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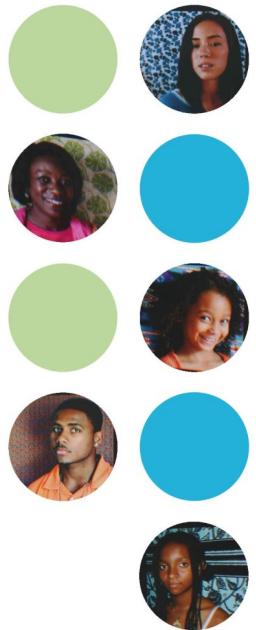
PO Box 66848

Los Angeles, CA 90066

13 June 2015

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### Purpose

The *Mixed Remixed Festival*, a 501(c)(3) non-profit arts organization, provides individuals and families interested in stories of the multiracial and multicultural experience an opportunity to meet, network and enjoy films, readings and performances by innovative artists.

### 2015 Festival

The *Japanese American National Museum* in downtown Los Angeles will host the *Mixed Remixed Festival* June 13, 2015.

The annual festival, a free public event, showcases stories of multiracial and multicultural experience through film screenings, readings, workshops and a dynamic live performance of comedy, music and spoken word poetry. Families will enjoy an afternoon of craft-making and story-telling as part of the *Target Free Family Day* which routinely attracts 600-800 attendees.

The inaugural Festival attracted approximately **1000 attendees** and was **sponsored by Cheerios, Miss Jessie's, and Pitfire Artisan Pizza**; in addition, KPCC, Southern California's largest public radio station, hosted a special panel discussion on diversity.

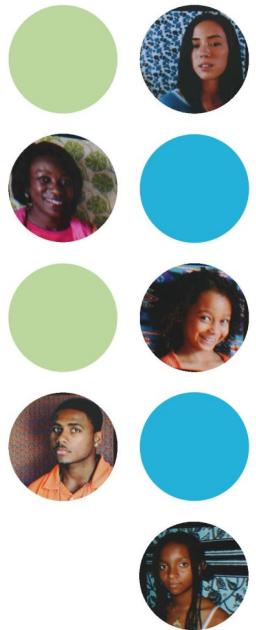
The Festival *Storyteller's Prize Presentation*--given to artists, scholars and community leaders who have illuminated and celebrated the Mixed racial and cultural experience in their work--will feature performances by talented musicians, comedians, and spoken word poets. In June 2014, *Comedy Central's* hit comedic duo Key & Peele attended to receive a prize as did the top officials of Cheerios marketing team.



*The Storyteller's Prize recipients, comedic duo Key & Peele, celebrating with actress and musician Erica Gimpel, host of the 2014 Mixed Remixed Festival Live Show.*

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### **S**ponsorship Opportunities

	PLATINUM SPONSOR \$10,000	GOLD SPONSOR \$5,000	SILVER SPONSOR \$2,500	EMERGING SPONSOR \$1,000
<b>Sponsorship designation recognition</b>	Platinum Sponsorship designation on all Festival advertising, signage and event displays	Gold Sponsorship designation on all Festival advertising, signage and event displays	Silver Sponsorship designation on all Festival advertising	
<b>Sponsorship signage</b>	Sponsor banner displayed at all events	Sponsor logo displayed on podium signage		
<b>Naming opportunity for Storyteller's Prize</b>	•			
<b>Name &amp; logo displayed on Festival t-shirt</b>	•	•		
<b>Name, logo &amp; link featured on Festival website</b>	•	•	•	•
<b>Sponsor name announced at all events</b>	•	•	•	•

The *Mixed Remixed Festival* is a 501(c)(3) non-profit arts service organization. Contributions for the charitable purposes of the *Mixed Remixed Festival* are tax-deductible to the extent permitted by law.

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*"There is no other place like the Festival in the world for the people of mixed heritage to get together and celebrate our diversity. It's important."*

- Keegan-Michael Key

In the most Recent Pew Research Center study analyzing race and marriage, 14.6% of all marriages were inter-ethnic or interracial marriages.

*"The idea of getting to share space and dialogue with some of the brightest minds is very invigorating to me. The Hapa movement is really coming into its own and I want to be in that."*

- S. Miao

*"Bottom line - you've got an outstanding program that reaches so many levels of humanity. Keep up the good work."*

- Jan W.

*"It's really important for me for both my kids to recognize their heritage from both their dad, who's black, and for me, who is Filipino. I want them to learn everything about themselves and be very proud of it. The Festival does that."*

- Charmaine W.

In the 2010 Census, 9 million people - 2.9% of the population - chose more than one race, a change of about 32% since 2000.



*"Attending my first (but certainly not my last) Mixed Remixed Festival was like finding a new home. Everyone was so warm and friendly, the event was run like clockwork and the discussions and workshops were thought-provoking and inclusive. Seeing other mixed people portrayed in film, books, speaking on panels and running workshops gave me a real sense of visibility and pride. Thanks again!"*

- Clare R.

In the 2010 Census, more than 3 million people wrote in their own racial category because they found the standard race categories insufficient.

Today, multiracial children make up the country's fastest-growing demographic and count as almost 50% of the multiracial population at 4.2 million.