

mixedremixed

Festival 2017

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Purpose

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

2017 Festival

The 4th Annual Mixed Remixed Festival will be held in Los Angeles June 10, 2017.

The Festival, the nation's largest gathering of multiracial and mixed-race people and families, showcases stories of multiracial and mixed-race families and people through film screenings, readings, workshops and a dynamic live performance of comedy, music and spoken word poetry.

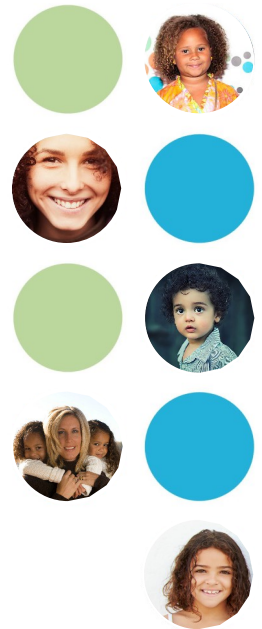
The 2016 Festival attracted approximately 1000 attendees and was featured by **NBC News**, **National Public Radio**, the **Los Angeles Times**, and **KTLA**. Sponsors have included **Focus Features**, **Mixed Chicks Hair Products**, **Home Advisor**, **Cheerios**, **Algonquin Books**, and **Pitfire Artisan Pizza**.

In addition, **KPCC**, Southern California's largest public radio station, has served as a media sponsor.

Each year the Festival honors artists, scholars and community leaders who have illuminated and celebrated the Mixed racial and cultural experience in their work with the *Storyteller's Prize*. The Storyteller's Prize is presented at the Festival's dynamic live event which features performances by talented musicians, comedians, and spoken word poets. Honorees who have appeared to



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.



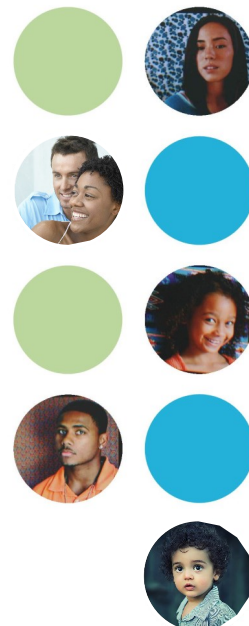
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accept the Storyteller's Prize include **Comedy Central's** hit comedic duo **Key & Peele**, **The Daily Show's** Al Madrigal, the **Cheerios** head marketing team, and TV and film star **Taye Diggs**.

As the nation's premiere cultural arts Festival, the Festival provides unparalleled access to the nation's largest gathering of multiracial and mixed-race people and families, the country's fastest growing demographic. We gather the nation's thought leaders on multiracial and mixed-race identity, experience, and parenting and count among our presenters and performers award-winning filmmakers, New York Times bestsellers and leading bloggers and podcasters.

The 4th Annual Mixed Remixed Festival presents a unique opportunity for businesses seeking to connect with the nation's fastest growing demographic because we will celebrate the 50th anniversary of the Supreme Court decision, *Loving v. Virginia* which affirmed the right to marry across the color line. The Mixed Remixed Festival is singularly situated to be the leading organizer of this national celebration.



Press

The Mixed Remixed Festival has been featured by NBC News, National Public Radio, the Los Angeles Times, the Costco Connection and KTLA.

Something for the entire family

Special family programming including craft-making and storytelling time.

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Sponsorship Levels & Benefits

	Sponsor name announced at all Festival programs	Name, logo & link featured on Festival website	Table for exhibition at Festival	Sponsorship designation recognition	Sponsorship signage	Name & logo displayed on Festival t-shirt	Naming opportunity for Loving Day reception
TITANIUM SPONSOR \$25,000	•	•	•	Titanium sponsorship designation on all Festival advertising, Festival Program, written recognition in press releases, boilerplate included in dedicated Festival newsletter and press release	Festival step-and-repeat banners, and sponsor vertical banner displayed at mainstage programs, sponsor logo displayed on podium signage	•	•
PLATINUM SPONSOR \$10,000	•	•	•	Platinum Sponsorship designation on all Festival advertising, Festival Program	Sponsor vertical banner displayed at mainstage programs, sponsor logo displayed on podium signage		
GOLD SPONSOR \$5,000	•	•	•	Gold Sponsorship designation on all Festival advertising	Sponsor logo displayed on podium signage		
SILVER SPONSOR \$2,500	•	•	•	Silver Sponsorship designation on all Festival advertising			
EMERGING SPONSOR \$1,000	•	•					

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.

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.

"The Mixed Remixed Festival is a place for those of us that cannot just check one box to be in a place where people respect that."

- Festival attendee

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.

"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.

