THE
JORDAN DOWNS
FESTIVAL
IN WATTS
MAY 17-26, 2019

Urban Art/Theater & Community Festival
Festival de art urbain/teatro & comunidad

SPONSORSHIP OPPORTUNITIES
Award-winning, multi-disciplinary artist Nancy Keystone, and Cornerstone Theater Company, are creating a one-of-a-kind immersive experience: part theatrical performance, part installation and part participatory activities with and about the community of Jordan Downs. The Jordan Downs Urban Art & Community Festival premieres this May.

Why Jordan Downs?

The Jordan Downs Housing Project is a 700-unit public housing apartment complex in Watts, owned and managed by the Housing Authority of the City of Los Angeles. Originally built as temporary worker housing during WWII, the complex is currently undergoing a complete redevelopment, transforming into a modern urban village, the first of its kind in Los Angeles. The village will be comprised of double the number of housing units, restaurants, retail stores and parks. The residents, some of whom are original families of the housing project, are in the process of dramatic change as they relocate to brand new units within the development, or to other parts of the city, or out of Los Angeles, altogether. This new development was a decade in the planning, and the construction will continue for the next several years.

The Jordan Downs Urban Art and Community Festival is being created to celebrate and commemorate the life of the community as it exists now, as well as in the past, and with vision and hopes toward the future, marking a moment of change and transition for a deeply connected community.
A one-of-kind theatrical experience, the Festival will include: scenes of life at Jordan Downs played-out in different rooms; an historical archive of residents who occupied the building; a space to record memories; a place to imagine the future; and...

An ongoing, ever-changing mural by young artists

A community kitchen highlighting the diverse ethnic foods of its residents

A bicycle procession in partnership with local bike organizations

A fashion show featuring local designers

A music jam with musicians from the community
Cornerstone continues its tradition of path-breaking theatre to this day. ...gives me hope not only for the theatre but for our nation, indeed for the entire human civilizational project.

– Rob Weinert-Kendt, American Theatre Magazine
SPONSORSHIP PACKAGES

Like you, we are looking for strategic partners to help us reach our goals.

This is a unique opportunity to reach your target audience, build strong community ties for your business and be intimately associated with the redevelopment at Jordan Downs.

• GRAND SPONSOR - $10,000
• COMMUNITY KITCHEN SPONSOR - $5,000
• POP-UP SPONSOR - $1,500
• COMMUNITY SPONSOR* - $500

* AVAILABLE TO INDIVIDUALS OR LOCAL NON-PROFIT ORGANIZATIONS FOR A MONETARY OR IN-KIND DONATION
The MAIN STAGE is where you want to be. It is home to our music jam which shines the light on local musicians and artists proudly representing their community.

THIS ALL HAPPENS BECAUSE OF YOU.

Aside from having your brand associated with the presentation of the Festival's exciting main stage performances, your company will receive these great perks:

$10,000 SPONSORSHIP

GRAND SPONSOR

• Your company becomes the presenting sponsor of the main stage on Friday, Saturday or Sunday nights at the festival
• Your company’s logo will be prominently placed on the main stage
• Opportunity to say a few words during the official launch
• Your company’s logo will be displayed on Festival posters, postcards, and in the Festival program
• Your company’s logo will appear on www.cornerstonetheater.org
• Opportunity to host a booth
• Logo on Facebook event page
• 6 All-Access Passes to Festival
• 6 Tickets to the VIP launch event
• Shout-out on social media (to 10,000 engaged followers) upon confirmation of partnership, during the week of the Festival, and after the Festival is complete
• Lots of love & appreciation!
$5,000 SPONSORSHIP

COMMUNITY KITCHEN SPONSOR

- Your company becomes the exclusive monetary sponsor of our Community Kitchen throughout the Festival
- Your company’s logo will be prominently placed at the Community Kitchen for all the foodies to see
- Your company’s logo will be displayed on Festival posters, postcards, and in the Festival program
- Your company’s logo will appear on www.cornerstonetheater.org
- Logo on Facebook event page
- 4 All-Access Passes to Festival
- 4 Tickets to the VIP launch event
- Shout-out on social media (to 10,000 engaged followers) during the week of the Festival and after the Festival is complete
- Lots of love & appreciation!

The kitchen is often considered the heart of the home. It’s a place where family members gather, tell stories, share recipes, and make meals together. This is the foundation for our COMMUNITY KITCHEN.

Your sponsorship will pay for the necessary equipment and supplies needed to build the kitchen that will be the heart of the festival bringing together the community at Jordan Downs and giving them a space to share their stories and cuisines from their diverse backgrounds.
The Festival will have a variety of art/community spaces celebrating and commemorating the past, present and future of the community at Jordan Downs. As a POP UP SPONSOR, you will be able to choose which space you’d like to sponsor, including a fashion show, archival space, art show, and more.

Be a part of the celebration!

Through this sponsorship, your company will help spotlight the talent and history of the Jordan Downs community, and will receive the following perks:

$1,500 SPONSORSHIP

**POP UP SPONSOR**

- Your company becomes a pop up sponsor for your choice of one of our community/art spaces for a Friday, Saturday, or Sunday
- Your company’s logo will be prominently placed at the community/art space of your choice
- Your company’s logo will be displayed on Festival posters, postcards, and in the Festival program
- Your company’s logo will appear on [www.cornerstonetheater.org](http://www.cornerstonetheater.org)
- Logo on Facebook event page.
- 2 All-Access Passes to Festival
- 2 Tickets to the VIP launch event
- Shout-out on social media (to 10,000 engaged followers) after the Festival is complete
- Lots of love & appreciation!
COMMUNITY SPONSORS are reserved for individuals and nonprofit organizations making a difference in the community and helping to ensure the Festival’s success. This sponsorship can come in the form of either monetary or in-kind support.

Your brand will be intimately associated with everything Festival related and will accompany most of the promotional materials.

In exchange for your contribution, your company will receive the following perks:

$500 SPONSORSHIP

COMMUNITY SPONSOR

- Your company’s logo will be displayed on Festival posters, postcards, and in the Festival program
- Your company’s logo will appear on www.cornerstonetheater.org
- 2 All-Access Passes to Festival
- 2 Tickets to the VIP launch event
- Shout-out on social media after the Festival is complete
- Unlimited free high fives!
LET’S COLLABORATE!
Let’s chat about how we can help each other out.

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THANK YOU FOR YOUR GENEROSITY!
YOUR DONATION IS TAX DEDUCTIBLE TO THE EXTENT THE LAW ALLOWS.
Cornerstone Theater Company is a 501 (c)(3) organization, Tax ID # 95-4493498