



# EAST OAKLAND FUTURES FEST

*2020 Sponsorship Information*



City of  
Oakland

Department of  
Transportation





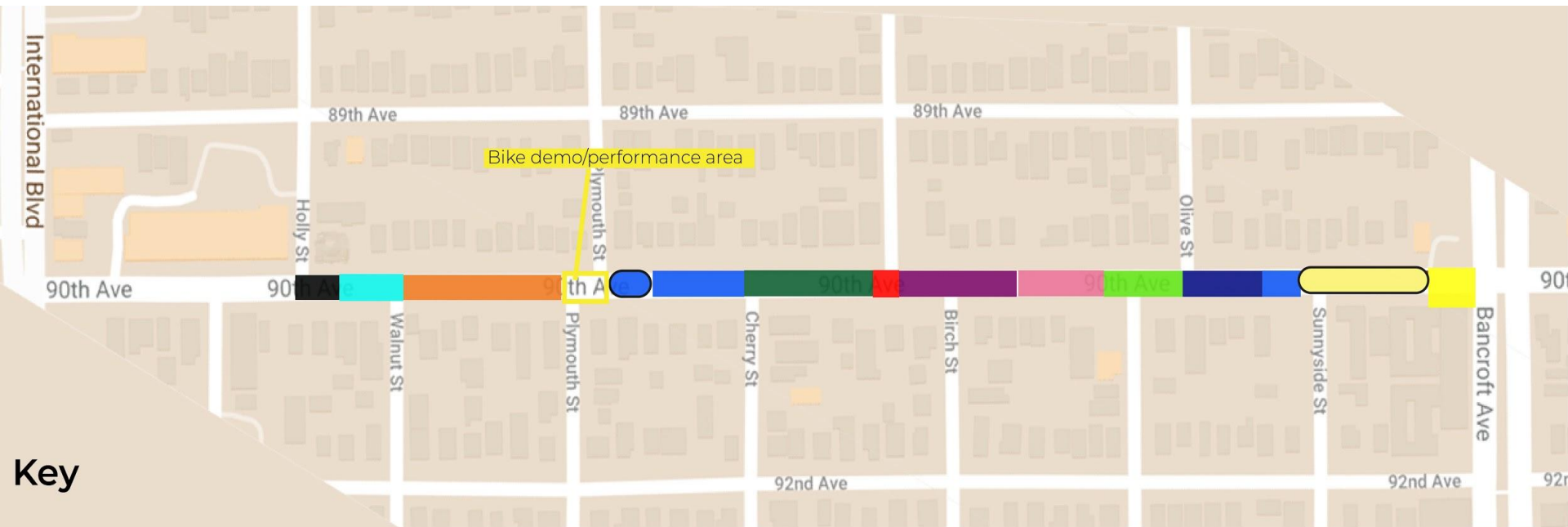
# What is the Futures Festival?

The East Oakland Futures Festival is about celebrating the community as it exists today and envisioning a thriving future for the black community.

EOFF will be divided into **eight zones** (*East Oakland Mobility Action Plan 2050, Afrofutures, Building Prosperity, Arts & Culture, Healthy East Oakland, Education, Food Sovereignty, Power in Place*).

We've seen your commitment and recognize you as a champion for the **East Oakland Mobility Action Plan 2050**. Interested in our vision? Flip through to learn more!

# Tentative Zone Layout



## Key

East Oakland Mobility Action Plan 2050

AfroFutures

Building Prosperity

Arts & Culture

Healthy East Oakland

Education

Power in Place

Food

Seated eating area

Stage

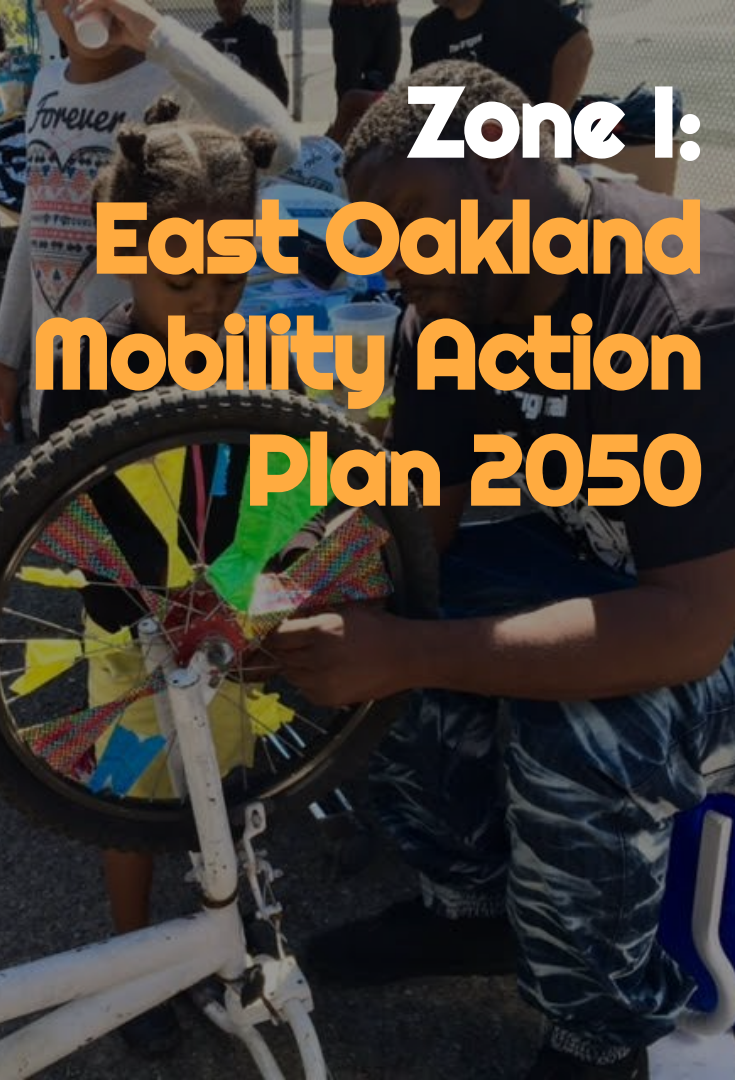
Audience area

Entrance

Emergency services staging/operations

Bike valet





# Zone I: East Oakland Mobility Action Plan 2050

## We envision a future

where East Oaklanders have access to, and choices within, a local and regional transportation system that is **safe, efficient, affordable, and connects** them to the places they **need to thrive**.

**Values:** Equity, access, safety, options, shared decision-making, accountability, resiliency

**Anticipated Vendors/Exhibitors:** City of Oakland, BART, AC Transit, MTC, Scraper Bike Team, Cycles for Change, Spin, Lime, Lyft, Bird, Revel, Gig Car Share, Paratransit, Boonation Custom Cycles

**Anticipated Activities:** Participatory planning workshops, information sessions for City projects, Shared Mobility onboarding

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# Zone II: Education

## We envision an East Oakland

where Black and brown youth are learning in **safe, supportive environments** -- by educators who look like them and employ **teaching methods that are culturally relevant**.

**Values:** High quality learning environments, promoting local talent, investing in the youth, skill building, civic engagement and networking

**Anticipated Vendors:** Ile Omode, OUSD, various public/private universities and colleges, OPL, various Educational Opportunity Programs

**Activities:** College and technical trade program enrollment counseling, scholarship search, tutoring and mentorship information and, computer, backpack + school supplies giveaways

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# Zone III: Afrofutures



## We envision a future

where Black people are not only living in Oakland but **flourishing** and **influencing the culture**. We invite participants to imagine the future of East Oakland from an Afrofuturist lens.

**Values:** Equity, justice, imagination, technology, style, innovation, resiliency

**Anticipated Vendors/Exhibitors:** Betti Ono, Black Cultural Zone, David Glover Institute, Hack the Hood, Acta Non Verba, Alena Museum, Tech Equity, Black Futures Lab, Kapor Center, Google

**Anticipated Activities:** Fashion shows, creativity workshops, 3D printing and virtual reality demos

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# Zone IV: Building Prosperity

## We envision an East Oakland

with **bustling business corridors** that support **good jobs for residents** and a strong East Oakland economy.

**Values:** Financial planning, start up capital investment, legal protection, emergency and disaster preparedness/resilience

**Anticipated Vendors/Exhibitors:** Square/Cashapp, Kiva Zip loans, Better Black, East Bay Community Law Center, Bay Legal Aid, BAOBOB, The Hood Incubator, Sustainable Economies Law Center, Uptima Business Bootcamp, Credit unions, cannabis retailers and educators

**Activities:** Job fair, financial literacy resources, legal assistance, opening a savings account, networking, cannabis business acceleration resources and other programs for entrepreneurs

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A woman with dark hair, wearing a white lab coat and a beaded necklace, is holding a handheld air quality monitor. She is looking at the device with a focused expression. In the background, there are bookshelves filled with books, suggesting a library or a community center setting.

# Zone V: Healthy East Oakland

## We envision a future

where the **East Oakland environment is healthy**. It's a future where residents have **access to high quality infrastructure** and public facilities that support healthy lifestyles.

**Values:** Mental, physical, and social wellbeing, affordable and accessible services, environmental justice

**Anticipated Vendors/Exhibitors:** Urban Releaf, East Oakland Building Healthy Communities (EOBHC), Eat Play Learn, Roots Community Health Center, Kaiser Permanente, Original Blackprint, People's Medics, Black Nurses Association, Haircuts with Heart, La Clinica, Rainbow Recreation Center, Black2Yoga

**Anticipated Activities:** "Mini-clinic" with free services such as eye exams, haircuts, and check-ups, acupuncture, massage, yoga demos

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# Zone VI : Arts + Culture

## We envision a movement

of **cultural equity** and **belonging** in which there are equitable racial and socioeconomic conditions for **self-expression**, **mutual respect**, **empathy**, and **acceptance**. It's a future where East Oakland residents are able to express themselves artistically, artistic venues are affordable, supported, and growing.

**Values:** Creativity, placekeeping, belonging, cultural equity

**Anticipated Vendors/Exhibitors:** Ile Omode, Youth Speaks, Eastside Cultural Center, KBLX, KMEL, KQED, iHeart Radio, Bandcamp, VSCO, Youth Speaks, dNaga Dance Co, K Star Production, Turf Inc, Afro Urban Society, Community Rejuvenation Project, Oakland Youth Chorus, YouTube

**Anticipated Activities:** Performances, exhibitions and art sales, guided arts workshops, community arts projects such as mural painting or trash can/little free library design

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# Zone VII: Food Sovereignty

## We envision an East Oakland

where residents can grow their own **nutritious foods**, support **local food businesses**, and have more options and shared decision-making when it comes to **grocers and markets**.

**Values:** Food justice, food sovereignty, culturally important dishes and ingredients, health consciousness

**Anticipated Vendors:** La Cocina/Forage Kitchen-supported Oakland businesses, MexiQ, Chef Smelly's, Hot Dog Co, Ju'C Fruits, Melan-Aid, Red Truck from 90th, Taco truck from Food King, Taste of Africa, Chase the Smell, Planting Justice, Phat Beets

**Activities:** Food sales, plant sales, gardening demos and workshops, seed exchange and giveaways

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## Zone VIII:

### Power in Place

## We envision an East Oakland

where all residents are **safely housed** and **civically engaged**.

**Values:** Housing affordability and stability, civic engagement, emergency and disaster preparedness, democracy, people power

**Anticipated Vendors:** Causa Justa, Oakland Community Land Trust, ACCE Action, Hella Black podcast/People's Breakfast Oakland, City of Oakland

**Activities:** Tenants rights information, support with evictions, voter registration, charity drives, affordable housing workshops, emergency preparedness planning, home improvement and rehabilitation resources

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STOP

## Why 90th Avenue?

In 2019, OakDOT and The Scraper Bike Team worked on the **first-of-its-kind** repaving and centerlane project that is ongoing up the 90<sup>th</sup> Avenue corridor to provide more safe, community-driven infrastructure for cyclists and everyone in the community.

OakDOT worked *with* the community, to build sustainable infrastructure that is reflective of the culture in Oakland's diverse neighborhoods.



# Friends, We Need Your Support.

Sponsorship Levels	Event Day Impressions	Traditional Print/Outdoor/Radio Media	Social/Digital Media
<b>Legacy Sponsors</b> \$20,000.00	Premium Booth Space	Quote in Official Event Press Release	Logo Included on all Digital Collateral
	Company Name + Festival Entrance Title	Inclusion in Print Article/Radio Ad	Company Tweets/Mentions/Tags
	Large Logo on Stage Banners	Logo Included on any Bus Shelters/BART Ads/Billboards	Logo/Company Name Included in Festival Snapchat Filter*
	On Stage Thank You/Mention	Logo Included on all Posters & Flyers	
	Large Logo on All Festival Wayfinding Signage	Logo Featured on Festival Map	
	Logo on All Official EOFF Merchandise	Logo Included on <b>2021 Save the Date</b>	
	Logo On All Official EOFF Event Operations Merchandise		
<b>Signature Sponsors</b> \$15,000.00	15 VIP Tickets/Wristbands		
	Premium Booth Space	Quote in Official Event Press Release	Logo Included on all Digital Collateral
	On Stage Thank You/Mention	Logo Included on any Bus Shelters/BART Ads/Billboards	Company Tweets/Mentions/Tags
	Company Name + Festival Exit Title	Logo Included on all Posters & Flyers	
	Large Logo on Stage Banners	Logo Featured on Festival Map	
	Large Logo on All Festival Wayfinding Signage	Logo Included on <b>2021 Save the Date</b>	
	Logo on All Official EOFF Merchandise		
	10 VIP Tickets/Wristbands		
	Logo on Event Staff Pass		

# Sponsor the 2020 East Oakland Futures Festival !

Sponsorship Levels	Event Day Impressions	Traditional Print/Outdoor/Radio Media	Social/Digital Media
Zone Sponsors	Premium Booth Space	Logo Included on any Bus Shelters/BART Ads/Billboards	Logo Included on all Digital Collateral
\$10,000.00	End of Show Thank You/Mention Company Name + Festival Zone Title Logo on Event Staff Lanyard Small Logo on All Festival Wayfinding Signage Logo on Event T-Shirt 6 VIP Tickets/Wristbands	Logo Included on all Posters & Flyers Logo Featured on Festival Map Logo Included on 2021 Save the Date	Company Tweets/Mentions/Tags
Community Partners	Standard Booth Space	Logo Included on all Posters & Flyers	Logo Included on all Digital Collateral
\$5,000.00	End of Show Thank You/Mention Small Logo on All Festival Wayfinding Signage Logo on Event T-Shirt 4 VIP Tickets/Wristbands	Logo Featured on Festival Map	Company Tweets/Mentions/Tags
Supporters	Standard Booth Space	Logo Included on all Posters & Flyers	Logo Included on all Digital Collateral
\$1,000.00	End of Show Thank You/Mention 2 VIP Tickets/Wristbands		Company Tweets/Mentions/Tags





# THANK YOU!

If you have questions about the festival or the project, contact  
Brytanee Brown - Transportation Planner at: (510) 238-6965 or via  
email at [BRBrown@OaklandCa.gov](mailto:BRBrown@OaklandCa.gov) .

If you have inquiries about in-kind sponsorships, multi-year  
sponsorships etc., contact Brianna Horton - OakDOT Executive  
Assistant & Special Events Coordinator at: (510) 238-6939 or via  
email at [BHorton@OaklandCa.gov](mailto:BHorton@OaklandCa.gov) .

Please direct all media inquiries to Sean Maher - OakDOT Public  
Information Officer at: (510) 238-6358 or via email at  
[SMaher@oaklandCa.gov](mailto:SMaher@oaklandCa.gov) .



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