



Alameda County Health

## EMPOWER THE FUTURE. BECOME A SPONSOR!

Each August in Downtown Oakland, BOSS brings the community together for a profound celebration, a declaration.

In its *fifth year*, **BOSS' BLACK AUGUST BLOCK PARTY** is where culture meets resistance, where art uplifts history, and where community power takes center stage. This is a family-friendly day of music, food, education, and joy that honors the legacy of Black liberation while building toward what's next.

With over 400 attendees, the **BLACK AUGUST BLOCK PARTY** combines live performances, a Black Market featuring local vendors, political education, health and healing activations, youth activities, and direct access to community resources—held in the heart of the city that gave birth to the Black Panther Party.

Your sponsorship makes you a part of something vital. It says you, or your company, stands with Black communities, not just in words, but in investment. Your support helps power community giveaways and healing stations, economic empowerment zones, artist and youth activations, and access to food and resources for hundreds.

In return, your brand earns meaningful visibility, community goodwill, and a direct connection to one of the most culturally significant events in the Bay Area.



1918 University Ave. #2A, Berkeley, CA 94704 | Tel. 510.649.1930 | Fax. 510.649.0627 | [self-sufficiency.org](http://self-sufficiency.org)

# BLACK AUGUST BLOCK PARTY

### Chief Executive Officer

Donald Frazier

### BOSS Board of Directors

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Shewet Yohannes, Vice President

John Felts, Treasurer

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Hiwet Tesfamariam

Michael White

DeShannon Williamson

Yahna Williamson

@bossbayarea





# SPONSORSHIP FORM

☐ **Yes**, I/We want to sponsor the BOSS' Black August Block Party

Enclosed is our commitment in the amount of:

- ☐ \$10,000    ☐ \$5,000    ☐ \$2,500  
☐ \$1,000    ☐ \$500    ☐ Other \$ \_\_\_\_\_

Can't make it to the event but still wish to sponsor?

## Contribution method

- ☐ Contribution enclosed (Payable to: BOSS)    ☐ Will send payment later  
☐ Charge my contribution to:    ☐ Visa    ☐ MasterCard

Card Number \_\_\_\_\_ Exp. Date (MM/YY) \_\_\_\_ / \_\_\_\_ Signature \_\_\_\_\_

- ☐ I will **CONTRIBUTE ONLINE** (with more charge card options) at [www.self-sufficiency.org](http://www.self-sufficiency.org)

## Sponsor Name & Contact Information

Sponsor Name		Street Address	
Email	City	State	Zipcode

**Thank You for Supporting  
Black August  
Block Party**  
**Please send this form by  
August 10, 2025**

Thank you! Your contribution is tax-deductible to the extent allowable by law. BOSS's Tax ID# is 51-0173390. We will provide an acknowledgement letter for your records. Mail form and payment to: BOSS, 1918 University Ave., Suite 2A, Berkeley CA 94704 or FAX form to (510) 649-0627.

Questions? Contact Sonja | 510.649.1930 x1008 | [sfitz@self-sufficiency.org](mailto:sfitz@self-sufficiency.org)

# SPONSORSHIP BENEFITS AT ALL LEVELS

**BLACK  
AUGUST  
BLOCK PARTY**

- **Featured Logo Placement** on the official event page at [self-sufficiency.org](https://self-sufficiency.org)
- **Brand Visibility Across Platforms** – In our multi-channel outreach leading up to the event, including:
- **Press Release Inclusion** with name/logo mentioned in media and PR distributed before the event
- **Onsite Recognition** with logo featured on “Thank You to Our Sponsors” signage at the event
- **Opportunity to Speak** during the event program (for those who wish to share a message)
- **Post-Event Recognition** in our event recap blog/email with logo and link to your work

For more information: Sonja Fitz Chief Development Officer 510.649.1930 x 1008  
[sfitz@self-sufficiency.org](mailto:sfitz@self-sufficiency.org)