



May 20, 2003

Dear Community Organizations and Individuals,

It is with great pleasure that I request your leadership for the **“Take Back the World” 6th Annual SOL Festival**. SOL Festival 2003 is being planned as a **free festival** for the **larger Los Angeles community** for **Saturday, June 21 at MacArthur Park from 10am to 7pm**. We are inviting your leadership, co-sponsorship, endorsement, or donation to help make “Take Back the World” SOL Festival a success of great magnitude this year.

SOL Festival is an inclusive Human Rights celebration, bringing together, unifying, and cultivating the awareness and power of all people through art, music, social action and passion. SOL Festival is a catalyst for the creation of a world in which all individuals, families, and communities are valued and live in a society where freedom, justice, respect, dignity, peace and sustainable ways of living are its guiding principles. SOL Festival supports local Human Rights movements and re-affirms our solidarity with the peoples of the world.

The coalition being built to sponsor the 6th Annual SOL Festival is moving to make this not only a significantly large community celebration for Peace & Justice but one of the most important and powerful community development events of our time. SOL Festival has been invited and welcomed by the community to participate in the revisioning of MacArthur Park and the revitalization of the larger community. We are planning a diverse program with five stages of live performances, theater, DJs, speakers –most especially presentations from our civic and cultural youth leaders- dozens upon dozens of tabling organizations, a community health fair with free services, an art festival village with art workshops and sale, a film festival, voter registration, survey and mailing list development, and as many as a 100,000 participants.

Again, we invite your leadership in building a broad coalition of Human Rights, Labor, Peace, Social, Justice, Education, Immigrant, Community, Youth, and Arts organizations to make SOL Festival a huge success. So far the coalition includes Action LA, Africa Alive, Anti-Racist Action, Arts In Action, California PeaceAction, Campaign for Social Justice, Casa Del Pueblo Co-operative, CHIRLA, CISPES, Clinica para las Americas, Coalition for Educational Justice, Coalition for World Peace, CODEPINK, Eastside Café, El Rescate, Fellowship of Reconciliation, Food Not Bombs, Moontribe/Gathering of the Tribes, Institute for Urban Research & Development, Interfaith Communities United for Justice and Peace, International ANSWER, LA Coalition for Solidarity with Cuba, LA Green Party, Latin Sounds Initiative, Libros Revolucion, NextAid, Not In Our Name, October 22nd Coalition, Office of the Americas, Puerto Rican Alliance, Side Street Projects, Wise Up!, and Xicano Records & Film. Sponsors so far include Councilmember Ed P. Reyes & Garcetti, Cultural Affairs Youth Arts Program, *al borde* and *el clasificado* magazines, Calstate LA EOP, KPFFK Pacifica, *La Banda Elastica*

magazine, Planned Parenthood Advocacy Project, *Rock City News*, SEIU Homecare Workers Union Local 434-B, Whump! Sound, and our voter registration partner is Rock the Vote.

SOL Festival General Planning Meetings are held every Thursday @ 7:30 PM. There are various regular subcommittee meetings held almost every day of the week. Please Get Involved with an Activity or Committee:

- **Volunteers/Monitors/Security Coordinator(s): Don White 323 852-0721, volunteer@solfoundation.org**
- **Art Festival Village Coordinators: Outreach & Art Sale: Darin Nathan 310 428-6069, Art Workshops: Matthew 714 232-9371, Decorating the Park: Donnamarie Alesia 310 849-4738, Dialogue Sandra de la Loza 323 227-5861 arts@solfoundation.org**
- **Health & Safety Fair (free services and information) Coordinator(s): Monica Carrasco 626 836-0493, healthfair@solfoundation.org**
- **Vendors Coordinator(s): Cleo and Eddie, Casa del Pueblo 213 481-1986, vend@solfoundation.org**
- **Film Festival Coordinators: Paolo Davanzo 213 484-8846, filmfestival@solfoundation.org. **FILM & VIDEO SCREENERS SUBMISSION DEADLINE IS JUNE 7TH! MAIL TO: ECHO PARK FILM CENTER, ATTN: SOL FESTIVAL SUBMISSIONS, 1200 N ALVARADO STREET, LA CA 90026****
- **Media Relations Coordinators: Sonya Schwartz 310-435-8594 & Haydee Vicedo 626-201-4739 mediarelations@solfoundation.org**
- **Sponsorship/Organization/Resource Development Coordinators: Casey McFall 310 920-0648 and Elijah Carder 310 739-0748, sponsor@solfoundation.org.**
- **Program Coordinators: Electronica Stage Lauren Segal 323-852-0994 segal@nextaid.org / Youth/Arts Stage Grace Castro-Nagata 626.457.8300 latinsoundsinc@earthlink.net/ Hip Hop, Latin & Rock Stages Elijah Carder 310 739-0748 elijah@solfoundation.org.**

We are also requesting organizations to endorse SOL Festival. SOL Festival will not accept sponsorship from Alcohol, Tobacco nor any company that has a boycott or a history of being at odds with our communities. Needless to say we are only accepting endorsements and donations from community oriented organizations and individuals like you. Please consider endorsing or making a donation to sustain this proactive movement. All proceeds of SOL Festival benefit all of the co-sponsoring organizations. **This is an excellent opportunity to support the movement for Peace and Social Justice in its many forms. We are requesting various levels of Endorsements and Donations with ranges in financial and volunteer commitments that give you opportunities to vend, table, and be acknowledged; please request this letter of packets if you are interested.** All donations are tax deductible. We look forward to working and playing with you to create a successful Peace & Justice movement. Sincerely,

John Hansen, Co-Sponsors/Coalition Development Committee
323 363-5260, cosponsors@solfoundation.org



FESTIVAL 2003

CO-SPONSORSHIP CONFIRMATION FORM:

As a Co-Sponsoring organization you would:

- Keep 50% of each advance donation that you collect; and an equal share of proceeds after expenses and a 25% set aside for next year;
- Have priority in having a literature table at the festival; vending table at a discount.
- Have your organization's name listed on promotional material.
- Have a representative at at least four (4) Planning Committee meetings so as to know who is involved and what is going on;
- Have 8 or more responsible volunteer shifts –3 hours- the day of SOL Festival.
- Only if it is financially feasible for your organization: commit \$100 in advance that would go toward the first \$200 of donations that you collect.

EVERYONE GET YOUR CO-SPONSORSHIP CONFIRMATION FORM IN ASAP:

PLEASE RETURN BY EMAIL to cosponsors@solfoundation.org:

Representative Name: _____
Rep Phone Numbers: _____
Email Address: _____
Organization Name: _____
Organization Phone Number: _____
FAX Number: _____
Mailing Address: _____
URL/Website Address: _____

ENDORSER PACKAGES: Packages are negotiable. Volunteer shifts are 3 hours.

\$750 or \$500 and 8 volunteer shifts for Program Recognition, a Literature or Sales table & 4 VIP
\$500 or \$250 and 8 volunteer shifts for Program Recognition, a Literature or Sales table & 2 VIP
\$250 or 8 volunteer shifts for Program Recognition and a Literature table.
\$100 Program Recognition or a Literature Table

DONOR PACKAGES: All donations are tax-deductible.

\$1000 Program Recognition, 4 T-Shirts and 4 VIP Passes
\$500 Program Recognition, 2 T-Shirts and 2 VIP Passes
\$250 Program Recognition and 2 T-Shirts



FESTIVAL 2003

PROJECTED MEDIA CAMPAIGN

Promotions (Will include all sponsors logos):

- PSAs and announcements on Steve Harvey Show and Street Sciences KKBT; Alma del Barrio and Molotov Cocktail Hour KXLU; Morning Becomes Eclectic and Chocolate City KCRW; Morning Show, Seditious Beats, Travel Tips for Aztlan, and Spaceways KPFK,
- Full-page La Banda Elastica advertisement.
- Full-page in both al borde and El Clasificado.
- Prominent placement on LA Weekly's LA Music Week advertisements (220,000 circulation each).
- Interview on LATV and KMEX.
- KABC Channel 7 community calendar listing.
- 100,000 Full-color glossy full sheet flyers.
- 2,000 Full-color posters.
- Calendar listings including daily, community, high school and collegiate periodicals.
- Direct e-mailing to over 50,000 individuals and organizations.
- Direct mailings to 1,500 individuals and organizations.
- www.solfoundation.org. Dozens of hyper-links to our web-site and those involved.

Projected Coverage of the Festival:

- Music magazines
- Internet TV and radio coverage
- Local TV, radio, and print media (KCAL, KTTV, Univision, and those listed above)



FOUNDATION

SOL FESTIVAL 2003

Press Contacts:

Haydee Vicedo
Media Relations Coordinator

Elijah Carder
SOL Foundation



FESTIVAL

SOL Festival is a multicultural Human Rights benefit festival.

The first five years of the festival have brought together over 10,000 people of all ethnicities, ages, and backgrounds to enjoy such performers as Ozomatli, Michael Franti & Spearhead, Eek-A-Mouse, Medusa & Feline Science, Leon Mobley & Da Lion, Luis Villegas, Quetzal, East LA Sabor Factory, La Paz, Wozani, and Blues Experiment. The program has included a number of inspirational speakers including Councilmember Jackie Goldberg, Dolores Huerta, Margaret Prescod, Sonali Kolhatkar of KPFK, Fidel Rodriguez of 92.3 The Beat, and Kent Wong, Director of UCLA Labor Center; a marketplace of 60 vendors and booths; and a series of art workshops for all ages were also offered.

We have enjoyed sponsorship by Los Angeles City Council, Los Angeles Department of Cultural Affairs, LA LINK Tobacco Control, Amnesty International, Art in the Park, Barrios Unidos, LA Weekly, Madres del Este de Los Angeles SI, Planned Parenthood, Radio Sin Fronteras, Smokin' Mirrors Productions, Solar Electric Inc., We Are Not Alone Foundation, and WestsideLife.com. We accept no alcohol or tobacco sponsorship or donations. We accept no sponsorship from corporations or individuals that are being boycotted or are known violators of human rights and our communities.

The last SOL Festival saw a significant increase from the year before in the amount of benefit funds raised for Human Rights organizations in Los Angeles. So far, this year the festival will benefit Anti-Racist Action, Arts in Action, Artist Network, Café Tierra Luna Sol, CBE Youth for EJ/YouthAction, The Chrysalis Project, Coalition for Educational Justice, Comité Pro-Democracia en Mexico, ELACC Free Speech Club, Food Not Bombs, ICU Art, Institute for Urban Research & Development, LA Alliance for a New Economy, Latin Sounds Initiative, October 22nd Coalition, Radio Sin Fronteras, Refuse & Resist, Seditious Beats/IMIX Books, SOL Foundation, and Xicano Records & Film.

2003 PRODUCTION COMMITTEE

Kitchen Coordinated By	JONATHAN MELLO, ROSY & TANYA SELIG, & BUBBA
Volunteers By	SUIHIN LEE & DON WHITE
Vendors By	ROBERT COBRALEZ
Media By	JENNIFER CUEVAS & SONYA SCHWARTZ
Design By	JOSEPH "NUKE" MONTALVO
Promotions By	ADRIAN VELIZ & FRANK CUEN
Art Workshops	ANGELO LOGAN
Stage Management By	BOBBEE
Web Page Design By	ONAICUL.COM

Art Exhibit Coordinated By STASH
Produced By ELIJAH CARDER



Spirit of Life, Spirit of Love, Spirit of Liberation (SOL) Foundation was initiated as a Human Rights support network in 1996 by several Los Angeles organizers that felt the need for a broadly framed organization. We have evolved our mission, vision and projects strengthening an active local Human Rights community.

Our Mission is to practice diverse and principled strategies to realize Human Rights. Our strategies include educating, organizing, promoting culture and art, networking, advocacy, and sustainable ways of living to bring about a society where everyone lives in well-being.

SOL envisions a society where universal Human Rights are realized and everyone lives in good health and fulfillment. This includes liberty, justice, peace, respect and dignity for individuals, families, communities and cultures; sharing and collaborating to provide safe, sufficient and decent food, shelter, education, environment, employment, healthcare, rest, time with family and friends, awareness, and the appreciation and celebration of diversity.

Production

- Co-Produced UC Santa Cruz's MultiCultural Festival with Souls of Mischief and East LA Sabor Factory. Attended by 4,000 on Saturday, May 5, 2001.
- Produced the *Coachella Art & Oasis Tent*. Attended by 35,000 on April 28, 2001.
- Produced Spring Celebration Community Block Party, Saturday, April 7 benefiting the Dine of Big Mountain. Performances included Quinto Sol and Burning Star, and attended by 300.
- Hosted Diné Rug Sales and tour raising \$30,000 for Diné of Big Mountain resistance.
- Coordination and technical support for various campaigns, projects, and protests including Palestinian Human Rights support, FTAA, DNC, and WTO protests.
- Produced the *Coachella Art & Oasis Tent* for Rainforest Preservation. Included performances by Perry Farrel, DJ Daniel, James Lumb, Daz, Big John Stud, the LA Breakers and art by Phil Evans, Christian Ristow, Nuke and Man-One. Attended by 45,000 on October 9-10, 1999.
- Co-Producing *World Festival of Sacred Music's The Poetry of Peace: Spiritual Music of the Middle East* featuring Omar Faruk Tekbilek, Sheva and Jai Uttal at the John Anson Ford Amphitheater on Saturday, October 16, 1999. This benefit for the Middle East Peace Network was attended by 900.
- Co-Produced UC Santa Cruz's *Twentieth Annual MultiCultural Festival* featuring KRS-One, Medusa and Feline Science, and benefiting the SF Bay Area OLIN's Education work. Despite rain, the open air festival was attended by 2,000 students on Saturday, May 29.
- Co-Produced the *House of Blues' Fourth Annual Martin Luther King Day* benefit for Dine Elders featuring John Trudell, Floyd Red-Crow Westerman, and Medusa & Feline Science. Attended by 750 people.

- Co-Produced *Hip Hop Relief for Central America* featuring Medusa & Feline Science, Dilated Peoples, Aztlan Underground at the Key Club on December 23. Sold out house, 500 people.