

**THE RETURN OF THE  
3RD EYE OPEN!  
IN DOWNTOWN NEW BEDFORD!  
SATURDAY, AUGUST 18, 2018**

**Sponsorship Opportunities**



# Welcome to the 3rd EyE Open, 2017 edition

## Organizational background:

3rd EyE Unlimited was founded in 1998 by three New Bedford youth who were committed to positively transforming their community by empowering and unleashing the creative capacities of New Bedford's youth. Over the years, 3rd EyE has provided educational and leadership opportunities for underserved youth by utilizing the positive elements of Hip Hop Culture as a medium to spark the attention of youth who are often considered "at-risk. Our constituency is culturally diverse, including many Cape Verdean, Latino, African American and Portuguese young people. The majority lack ample access to employment and educational opportunities and are entrapped in cycles of intergenerational poverty. The young people in our constituency are significantly impacted by systemic racism, injustice and a culture of low expectations and despair and are in dire need of creative, inspiring activities with peer and adult role models.

## Our mission:

To engage and empower youth to become leaders to positively transform their community.  
To build a movement to improve the community, centered around the principles of economic and social equality, with young people being an instrumental part of that movement in roles of leadership and action.

To increase levels of understanding, awareness, confidence, self-esteem, and hope in youth through providing opportunities, mentoring, creative outlets, and resources. 3rd EyE aims to unite young people, utilizing Hip Hop, a common cultural art form and voice for the people, to engage and empower youth to positively change themselves and their community.

## Event overview and background

The 3rd EyE Open is a free creative arts festival in downtown New Bedford that will be held on Saturday, August 19. The festival highlights the vibrant energy of hip hop culture – from improvisational hip hop to breakdancing to graffiti art – but includes activities appropriate for all ages, from basketball to yoga.

The 3rd EyE Open was first held in 1999 and ran for 14 consecutive years, until 2013. It was held in Buttonwood Park, and at its height drew over 5,000 participants from across the region. In some years, the festival featured special performances by nationally-recognized hip hop performers such as KRS-1. The festival provided hundreds of feet of mural space for graffiti artists to create original work on the spot. It also included competitions in break-dancing, freestyling (improvised rap and spoken word), and a basketball tournament, as well as other activities.

3rd EyE Open has been on hiatus since 2013 because of changes in the organization's leadership and some financial challenges, which caused us to close our office and lay off our staff, so we didn't have the capacity to mount the festival. However, young people from around the city kept asking about the Open, and so our dedicated volunteer board and other volunteers were determined to revive it in 2017.

## What's different about this year's Open?

**Location:** we decided to move the festival downtown, to align with some of the recent development initiatives that have really begun to revitalize the downtown area and turn it into a hub for food, entertainment and the arts.

**Expanded audience:** The festival will provide a unique opportunity to create cultural bridges between New Bedford's underserved youth, the emerging downtown arts and business communities, and New Bedford's extensive non-profit sector. Hip hop culture in general, and the 3<sup>rd</sup> EyE Open in particular speak powerfully to New Bedford's youth, and the Open is an important part of their collective social memory – the parents and older siblings of many of today's young people participated in the earlier Opens, so it is part of their legacy. Staging the 15<sup>th</sup> Open downtown can help youth from underserved neighborhoods and their families expand their horizons and learn what downtown has to offer them – art, culture and volunteer or employment opportunities.

By bringing hip hop and its established audience to downtown New Bedford, the Open can expand the downtown art scene, making it more inclusive and culturally diverse.

By presenting hip hop and its related cultural expressions, in a friendly, family-oriented atmosphere, side by side with yoga, basketball and children's art-making sessions, we can also help remove some of the negative stereotypes surrounding hip hop and youth culture as violent and criminal. Instead, the Open will help demonstrate how young people and their cultural expressions can contribute to building a vibrant future for our city.

## What's going to happen at the Open?

The Open will be held at a variety of locations in New Bedford's downtown, from Wings Court to the area around the Public Library. It will run from 8 in the morning (basketball) to 9 in the evening (live music). There is a unique schedule for each activity but here is an overview:

- Live Music
- Kids' carnival
- Graffiti
- Art-making
- Solstice Skate Jam
- Breakdancing
- Cypher in the Street (improvisation)
- Basketball Tourney
- Activism and Resistance documentaries
- Open Up Your 3rd EyE Guided Meditation
- Make your own t-shirt
- Hip Hop Yoga
- Public art installations

## Why should you support it?

The 3<sup>rd</sup> Eye Open offers a **unique opportunity for New Bedford's youth**. In the current political and economic climate, there is no shortage of reasons to feel angry and frustrated, and it's easy for young people – especially those from disadvantaged communities – to lose hope. The 3<sup>rd</sup> Eye Open provides a space for young people to express themselves. By sponsoring the Open, you are helping creating new and positive opportunities for New Bedford's youth

Your sponsorship lets young people know that you think they are a valued part of our community. Very often, misunderstandings arise from isolation and lack of communication. The participation of local businesses and non-profits in the **Open allows young people to feel that they are a part of the greater New Bedford community**. It creates a greater sense of belonging and community spirit that can benefit all of us.

Sponsorship can benefit your business or organization by giving you **an opportunity to introduce yourself to new customers and a new market segment**. If young people and their families feel that downtown is a welcoming place, they are more likely to spend money downtown.

If you are a non-profit organization, your sponsorship can help break down barriers. Young people often do not access the many cultural and social service organizations in the city simply because they do not know about them.

We also believe that locating the festival downtown will help draw in tourists, many of whom already come to New Bedford during the summer. The 3<sup>rd</sup> EyE Open is an important addition to New Bedford's growing calendar of summer festivals. Hip-hop has expanded beyond its roots in urban communities in the U.S. to become a global cultural phenomenon. It has broad appeal that cuts across socio-economic, cultural, racial and national boundaries. The Open can therefore attract a broader and more diverse audience, and it can contribute to the place-making strategies promoted by other cultural and business groups. Some of the audience for hip hop culture might include people who would not otherwise see New Bedford as a summertime destination, but once they come to the festival, they will be exposed to the other cultural riches that the city has to offer.

It's also an opportunity to add your organization or business name to our impressive and growing list of collaborators and sponsors (see below).

## Who else is partnering with the Open?

- *Artworks*
- *Erin Poyant Yoga*
- *A's Before J's*
- *Destination New Bedford*
- *Clarity Wellness*
- *Children's Art Lab*
- *Doodles Creative Session*
- *Solstice Skateboarding*
- *New Bedford Art Museum*
- *Mastermind Adventures*
- *Lit Radio*
- *City of New Bedford*
- *New Bedford Whaling Museum*
- *Friends of the New Bedford Free Library*
- *New Bedford Department of Parks, Recreation and Beaches*
- *YMCA SOUTHCOAST*
- *Visionary Communications*
- *Life Fundamentals*
- *New Bedford Historical Society*
- *New Bedford Whaling National Historical Park*
- *UGLY Gallery*
- *EforAll SouthCoast*
- *New Bedford Fishing Heritage Center*
- *SouthCoast Serves*
- *Boys & Girls Club of Greater New Bedford*

## How will we measure success?

There are several ways we can measure the success of this event.

- **Number and range of partners and sponsors:** As the above list indicates, we have already assembled an diverse array of partners, including major local cultural institutions, small non-profits, local businesses and local government. After the Open, we will develop a simple survey that we will ask sponsors and partners to complete, to let us know how satisfied they were with their collaboration with 3<sup>rd</sup> EyE and any suggestions they have for the future. The sponsors and partners list from 2017 will serve as a baseline for us to measure the success of the Open in 2018 and beyond.
- **Developing ongoing relationships with partners and sponsors:** An important measure of success will be how we can continue working with partners and sponsors in the future. We will monitor whether these relationships lead to new collaborations. We will also explore whether the same sponsors and partners return in 2018.

- Number and diversity of youth participants: We do not have the infrastructure to conduct a complete demographic survey of participants. However, at each of the main festival sites, volunteers will keep track of the number of participants in each activity throughout the day (although these may be estimates), paying attention to indicators such as age (approximate), gender and race/ethnicity. Photographic documentation will help with this task. We will tabulate this for each major activity, as well as for the festival overall. The activity-specific totals will help us evaluate which activities were the most popular.
- Number and diversity of other participants/audiences: Volunteers will also compile a rough tabulation of adult participants. We will tabulate this for each activity as well as for the festival overall.
- Geographic range of participants: If we have the person-power, volunteers at each activity will ask participants where they live. This will help us evaluate how successful our outreach has been to specific communities, and where we can improve.
- Satisfaction of artists and other presenters: Numbers alone only tell part of the story. We will ask each organization or individual who presented or organized one of the activities (yoga, skateboarding, meditation, and so forth) how they assess the success of their event. If an event had a relatively low turnout but provided a meaningful and positive experience to those who participated, we can consider that a success.

