



Sponsorship Opportunities



Welcome to the 3rd EyE Open, 2019 edition



Organizational background:

3rd EyE Unlimited was founded in 1998 by three young New Bedford residents who were committed to positively transforming their community by empowering and unleashing the creative capacities of local youth. Our constituency is culturally diverse, including many Cape Verdean, Latino, African American and Portuguese young people. The majority lack access to adequate employment, educational opportunities, and recreational facilities. Many 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. They are in dire need of creative, inspiring activities with peer and adult role models. Over the years, 3rd EyE has provided educational and leadership opportunities for underserved youth by utilizing the positive elements of Hip Hop Culture to grab the attention of youth who are often considered “at-risk”.

Our mission:

3rd EyE uses Hip Hop, a common cultural art form and voice for the people

- To engage and empower youth to positively change themselves and their community.
- To increase awareness, confidence, self-esteem, and hope in youth through providing opportunities for leadership development, mentoring, creative outlets, and resources.

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 17, 2019. The festival highlights the vibrant energy of hip hop culture – from rap (and other music genres) 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 was on hiatus between 2013 and 2016, but with the support of our local community, including artists, non-profits and local businesses, we brought it back in 2017 and it exceeded all our expectations.

2018 was even better with nationally-recognized recording artist Mysonne as the headliner.

HELP US MAKE IT EVEN BETTER IN 2019!

What's different about this year's Open?

Embracing the diversity of local music and dance talent: While 3rd EyE is firmly rooted in hip hop culture – rap, break-dance, graffiti -- we have always welcomed other music genres, from Cape Verdean drumming to gospel. This year we are making a special effort to reach out to local dance studios to showcase the creativity of young performers. This means that in addition to our ever-popular break dancing battles, we will feature a variety of dance genres, from tap to ballet.

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 3rd 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. Building upon the success of the last two years, continuing to hold the 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 **continue expanding 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?

- Live Music
- Kids' carnival
- Street art murals by Superflat NB
- Art-making
- Breakdancing competition
- Cypher in the Street (improvisation)
- 3 on 3 Basketball Tourney
- Open Up Your 3rd EyE Guided Meditation
- Solshine Yoga
- Public art installations
- Roller derby demo
- Living history and traditional crafts
- Historical scavenger hunt

The Open will be held at a variety of locations in New Bedford's downtown, including Wings Court, Custom House Square and the Co-Creative Center. It will run from 9 in the morning (basketball) to 8 in the evening (live music). There is a unique schedule for each activity but here is an overview:

Why should you support it?

Reaching a broad audience: Last year the Open drew several hundred participants, from toddlers to seniors. They came from all of New Bedford's neighborhoods, nearby communities and the surrounding region.

The 3rd 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 3rd EyE Open provides a space for young people to express themselves. By sponsoring the Open, you are helping to create 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 3rd EyE Open is becoming a regular fixture in 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 has supported the Open?

- A's Before J's
- Clarity Wellness
- Children's Art Lab
- Doodles Creative Session
- Solshine Yoga
- New Bedford Art Museum/Artworks
- Mastermind Adventures
- Destination New Bedford
- New Bedford Whaling Museum
- Co-Creative Center
- No Problemo
- Destination Soups
- Rose Alley
- Still Ill Productions
- Swift Charakterz Kruh
- Diversified Game
- SuperFlat NB
- Project Wheelhouse
- Friends of the New Bedford Free Library
- UMass Dartmouth CVPA
- New Bedford Economic Development
- New Bedford Department of Parks, Recreation and Beaches
- YMCA SOUTHCOST
- Visionary Communications / Big Picture Anthems
- 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
- Cleary's Pub
- Domino's Pizza
- mediumstudio
- Creative Oasis
- Fun 107
- Grind Mode Cypher
- Brawlers Inc.
- NAACP
- Christian Fellowship Center
- Carter's Clothing
- Mass Escape
- Painting At Splash
- Civic Support
- DNB Burgers
- AHA! New Bedford
- Marion Institute
- Elektrikk Clothing

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 a 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 3rd EyE and any suggestions they have for the future. The sponsors and partners list from the last two years will serve as a baseline for us to measure the success of the Open in 2019 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 2019.
- Surveying audience demographics and satisfaction: We will have volunteers with iPads circulating at the two major sites – Wings Court and Custom House Square -- to estimate crowd size at various times during the day. They will conduct a simple audience survey to gather demographic information, learn how people found out about the event, and compile contact information to expand our email list.
- 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.

