



Greetings, Community Partner!

On February 22-23, 2025, FAME Oakland Foundation will hold its 2nd "Up From the Ashes" Commemorative Weekend (UFTA), and we invite you to join in our community driven work.

Our inaugural UFTA Community Day witnessed 300 community members participating in health screenings, family activities, and meaningful discussions on mental health featuring acclaimed actor Delroy Lindo. Every attendee left with complimentary food and grocery gift cards to make a tangible difference in their lives.

It is our goal to make an even greater impact with UFTA25!

On February 22, 2025, we will host our 2nd Annual Community Day Festival with key vendors, screenings, and activities. We will close the weekend with an unforgettable Musical Experience on February 23 as we launch the next phase of our rebuild journey.

We eagerly anticipate the prospect of partnering with you for this monumental celebration, which builds on more than 150 years of dedicated service to the Oakland community and invite you to enjoy unique benefits associated with one of our four sponsorship levels. As we build back bigger, better, and more impactful we can create an alliance that celebrates community, unity, and progress.

Should you have any inquiries or wish to discuss this opportunity further, please do not hesitate to contact Tasion Kwamilele at UFTA@fameoakland.org or by phone at 510.480.0341.

In gratitude,

Rev. Dr. Rodney D. Smith



UFTA25 SPONSORSHIP TIERS & BENEFITS

DIAMOND SPONSOR (\$10K)

- Presenting sponsor of the UFTA25 Commemorative Weekend
- Logo placement on all UFTA25 signage
- Social media and newsletter blasts
- On stage recognition at UFTA25 Community Day (2 min remarks)
- Promotional commercial (30-45 sec) shown at Musical Experience*
- Promotional item in VIP swag bags
- 1 VIP Table for up to 7 guests for the UFTA25 Musical Experience

PLATINUM SPONSORS (\$5K)

- Presenting “Red Carpet Sponsor” at the UFTA25 Musical Experience
- Official logo on all UFTA25 signage
- Social media and newsletter blasts
- On stage recognition at UFTA25 Community Day (2 min remarks)
- Promotional item in VIP swag bags
- 2 VIP tickets to attend the UFTA25 Musical Experience

GOLD SPONSORS (\$2,500)

- Official sponsor of the UFTA25 Community Day food zone
- Logo on all UFTA25 signage
- Social media and website blasts
- 2 reserved seats at the UFTA25 Musical Experience

SILVER SPONSORS (\$1,000)

- Logo on all UFTA25 signage
- Social media & website blasts
- 2 General Admission tickets to attend the UFTA Musical Experience

All contributions are tax deductible to the FAME Oakland Foundation, 3701 Telegraph Ave., Oakland, CA 94609