



THE  
**URBAN VOICES**  
PROJECT

2024 CORPORATE  
OPPORTUNITIES PACKAGE



[URBANVOICESPROJECT.ORG](http://URBANVOICESPROJECT.ORG)



## OUR MISSION

Rooted in Skid Row through music, community, and openhearted inclusion of the most marginalized members of society, Urban Voices Project amplifies artistic expression to improve well being, strengthen social networks, and inspire individuals to be their own best advocates.

## OUR VISION

To place music & singing community spaces in every medical and social service site across Los Angeles, to create community and a more comprehensive, holistic system for engaging individuals coping with the conditions of homelessness.



## OUR HISTORY

Urban Voices Project (UVP) was conceived in 2014 as an 8-week community partnership between the Colburn School and Wesley Health Centers founded by Colburn instructor, Leeav Sofer, and Wesley Community Outreach Coordinator, Christopher Mack. At the conclusion of the initial project, the co-founders recognized an ongoing need to bring the power of music directly to individuals marginalized by homelessness, mental health challenges, and unemployment, so they continued to provide programming on a volunteer basis. In January 2018, Urban Voices Project secured fiscal sponsorship and launched as a nonprofit organization, obtaining independent 501 c3 status in October 2018.



# OUR PROGRAMS

UVP programs celebrate community and peer advocacy through three weekly music workshop offerings that promote positive engagement and change among individuals, families, and community-based organizations: Neighborhood Sing, Family Sing, and Music Labs.

Neighborhood Sing is an immersive music engagement workshop that cultivates self-expression and community involvement. This workshop aims to improve mental health and develop social and emotional learning. Family Sing workshop serves families in under-resourced neighborhoods through fun, holistic 30-minute classes designed to address adverse childhood experiences and developmental needs.

For participants who show a specific interest in honing their musical skills or developing the tools and techniques to use music for stress management and wellness outside the workshop space, UVP offers Music Labs in Music Theory, Performance Technique, and Music Wellness.



# OUR IMPACT

Group singing naturally and directly addresses many complex psychosocial needs:



## PHYSICAL

Singing requires controlled breathing that regulates the heart rate, triggers a relaxation response and brings the system to a homeostasis that generates feelings of wellbeing. Vocalizing improves posture, releases muscle tension and reinforces a mind/body connection.



## SOCIAL

Singing eases isolation and loneliness, quickly builds bonding in groups, encourages and supports positive social interactions, and ultimately combats the disintegration of communities and improves broader social networks.



## PSYCHOLOGICAL

Singing demands focused concentration, improves mood, invites exploration and self-expression of difficult emotions and gradually builds self-esteem.



HOW YOU CAN  
SUPPORT UVP



# The C'mon, Sing! Festival

## April 28, 2024

The "C'mon, Sing!" Festival, is a series of open mics featuring Skid Row artists at various sites throughout downtown Los Angeles. UVP Choir Members, along with staff and volunteers will split into pods and host these open mics, encouraging passersby to join in and share their artistic talents.



### Previous Pod Sites Include:

- Historic Core
- South Park
- Bunker Hill
- Civic Center
- Little Tokyo
- Arts District
- Skid Row
- Exposition Park



Repertoire includes classic sing-along songs that are accessible to a wide audience. Community members are encouraged and invited to express their own voice, joining with a band of live musicians to share their talents, stories, and culture. The festival concludes with all pods coming together at a single pod site in a culmination ceremony.

# COFFEEHOUSE

## August 24, 2024

First conceptualized in 2016 by UVP Choir members, this annual event highlights the hard work and efforts of individuals from UVP's Performance Choir as they present a diverse series of vocal solo performances, including both original songs and covers.

Each choir member receives:

- 10 weeks of coachings with qualified teaching artists
- Opportunity to work with a live band of professional musicians
- Stage time at the culminating performance for a live audience at a venue in Los Angeles

Coffeehouse highlights the individual and collective artistry within the UVP community, provides a platform for self-expression, and helps participants build the practical tools necessary to work as gigging musicians.



# A HOLIDAY CALLED HOME

**December 14, 2024**

This annual holiday event is inspired by UVP's first original single and music video "A Holiday Called Home," built on lyrics from songwriting workshops in Skid Row. A Holiday Called Home Celebration is conceptualized entirely by UVP choir members, who designed the event as a way to engage with and give back to the community.

The celebration includes the following:

- Music making
- Sound healing
- Engaging visual arts activities
- Opportunities to purchase art pieces from Skid Row artists
- A distinct spirit of service addressing practical needs for our neighbors experiencing homelessness



# NEIGHBORHOOD SING

Our Neighborhood Sing program is expanding! Neighborhood Sing is an immersive music workshop consisting of participatory singing and mindfulness activities led by music professionals. These activities include instruction of songs from a diverse repertoire, mind-body practices, breathing exercises, improvisation, and discussion. This workshop aims to improve mental health, amplify self-expression, develop social and emotional learning, and build community.



**Neighborhood Sing is currently held at the following sites:**

Los Angeles Christian Health Centers: Joshua House Clinic  
Los Angeles Public Library: Central Library

**Future Sites:**

St. Paul's Episcopal Church,  
Tustin – Sunday Supper

By sponsoring this expansion, your company is ensuring that this immersive workshop is made accessible to under-resourced communities, bringing the healing power of music to those marginalized by homelessness, mental health issues, and unemployment in the greater Los Angeles area.





# HIRE THE CHOIR FOR YOUR EVENT

The Urban Voices Project Choir is composed of artists and performers from Skid Row, the epicenter of the homelessness crisis in Los Angeles. Throughout the year, they share the healing power of music with audiences to raise awareness about individuals living in the condition of homelessness, marginalized by mental health issues, poverty, and unemployment.

For more information on hiring our choir, please contact:

**Leav Sofer**  
Artistic Director & Co-founder  
[leav@urbanvoicesproject.org](mailto:leav@urbanvoicesproject.org)



# SPONSORSHIP OPPORTUNITIES

## \$25,000 PLATINUM SPONSOR

- Choir Performance
- 60 minute speaking engagement/music activation from UVP's Artistic Director or Music Wellness Director
- General video from neighborhood with members thanking you for your donation
- Tabling at event
- Logo on our website
- Featured in general social media post
- UVP swag bag

## \$15,000 GOLD SPONSOR

- 60 minute speaking engagement/music activation from UVP's Artistic Director or Music Wellness Director
- General video from neighborhood with members thanking you for your donation
- Tabling at event
- Logo on our website
- Featured in general social media post
- UVP swag bag

## \$10,000 SILVER SPONSOR

- General video from neighborhood with members thanking you for your donation
- Tabling at event
- Logo on our website
- Featured in general social media post
- UVP swag bag

## \$5,000 BRONZE SPONSOR

- General video from neighborhood with members thanking you for your donation
- Company logo mentioned on our website
- Featured in general social media post
- UVP swag bag

# PATRON OPPORTUNITIES

## \$2,500 PATRON OF MUSIC

- Company logo mentioned on our website
- Featured in general social media post
- UVP swag bag

## \$1,000 FRIEND OF MUSIC

- Company name mentioned on website
- Featured in general social media post
- UVP swag bag

## \$500 MUSIC LOVER

- Featured in general social media post
- UVP swag bag

For more information about Sponsorship or Patron Opportunities, please contact:

**SARAH GOODWIN**  
 Development Manager  
 (619) 971-1232  
[sarah@urbanvoicesproject.org](mailto:sarah@urbanvoicesproject.org)



## 2024 SPONSORSHIP PLEDGE FORM

Organization Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Email: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zipcode: \_\_\_\_\_

### Select Your Program of Choice:

- Coffeehouse    C'mon, Sing!    A Holiday Called Home!  
 Choir Booking    Neighborhood Sing

### Select Your Sponsorship Level:

- |   |   |   |   |
|---|---|---|---|
| <input type="checkbox"/> \$25,000<br>Platinum Sponsor | <input type="checkbox"/> \$15,000<br>Gold Sponsor   | <input type="checkbox"/> \$10,000<br>Silver Sponsor | <input type="checkbox"/> \$5,000<br>Bronze Sponsor      |
| <input type="checkbox"/> \$2,500<br>Patron of Music   | <input type="checkbox"/> \$1,000<br>Friend of Music | <input type="checkbox"/> \$500<br>Music Lover       | <input type="checkbox"/> One-time donation:<br>\$ _____ |

### Payment Method:

- Invoice    Check    Credit Card

### PLEASE EMAIL OR CALL:

**SARAH GOODWIN**  
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(619) 971-1232  
sarah@urbanvoicesproject.org



THE

# URBAN VOICES

PROJECT

UVP will work with each partner to develop customized packages, taking into account your fiscal year and budget while focusing on your business goals and objectives to drive brand and consumer/ employee loyalty.

FOR QUESTIONS OR MORE  
INFORMATION,

**SARAH GOODWIN**

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(619) 971-1232

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