

2022

FUNDRAISING DECK



# OAKHILLA FESTIVAL

MUSIC | ART | FOOD

Est. 2016



# IF IT ISN'T AUTHENTIC, IT ISN'T OAKLAND

OAKHELLA is an entertainment company that was established in the Lower Bottoms neighborhood of West Oakland in April 2016. We create well-produced and curated bespoke experiences through music, art, and food.

OAKHELLA is committed to **preserving the Town's creative culture while nurturing its evolution.** We are creatives supporting other creatives and we believe in the power art has to change the world.

# THE VISION

OAKHELLA works to be the space where we can collectively: elevate the dynamic artistic expressions of our communities, model how parallel systems of cooperative commerce can exist, and be a springboard for artists and artisans.

OAKHELLA is built **for and by people who love Oakland**, and the cities all around the world that evoke the same revolutionary spirit. OAKHELLA is all about bringing people together — and celebrating the belief that art is at the core of transformation.



# AUDIENCE

Through innovative, relevant, and targeted outreach strategies, we have attracted an audience that is multiethnic, intergenerational, and **inclusive of various identities**.



## Homegrown

62% of all attendees are **Oakland Residents**

59% of attendees heard about Oakhella through **word of mouth**

## Diverse

54%  
Black

13%  
Latinx

8%  
Other

14%  
White

11%  
API

## Intergenerational

15%  
Age 18-24

19%  
Age 35-44

58%  
Age 25-34

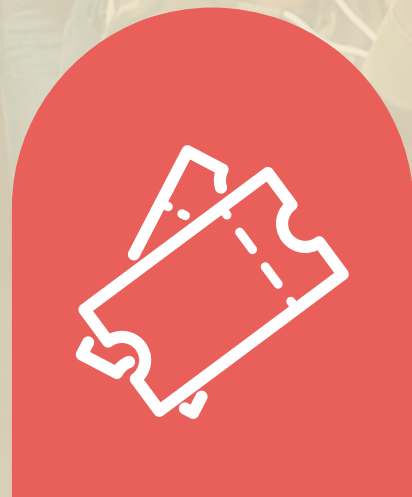
7%  
Age 45+

# MARKETING & ENGAGEMENT



## Attendance

80,000 attendees across all events since launching in 2016



## Event RSVP's

6,000 event RSVP's on average per annual festival



## Social Media

100,000 monthly engagements across Instagram and Facebook



## Comms

10,000+ email subscribers



 **OPPORTUNITIES**

**WE BELIEVE THAT COMMUNITY BUILDING IS MOST EFFECTIVE WHEN IT IS FREE OR ACCESSIBLE TO ALL**

OAKHELLA collaborates with like-hearted partners to help cover costs associated with staging, production, talent acquisition, marketing, event staffing, and community outreach. These contributions are essential to keep OAKHELLA productions accessible to the public.

OAKHELLA is dedicated to collaborating with individuals and organizations that are **committed to building the future of Oakland.**

In 2022 and 2023, OAKHELLA seeks to host a series of live shows and festivals that will highlight local and international artists on the rise.

**Fundraising goal: \$200,000**

2022

Oakhella Fundraising Deck



# INVESTMENT

**PLANTER** **\$5,000 (5 available)**

---

Logo in 1 Oakhella email blast. Mention in 1 Facebook event page post and Instagram Story. Product sampling or giveaway opportunity.

**GROWER** **\$20,000 (5 available)**

---

2x Planter level benefits plus: 10ft x 10ft booth in Vendor Marketplace. Logo placement on step+repeat, digital, and printed materials. 2 branded messages from the stage

**HARDESTER** **\$75,000 (1 available)**

---

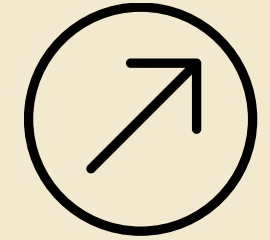
4x Planter level benefits, and all Grower level benefits plus: Festival presenter billing Ex: Oakhella Festival, Presented by [Your Company]. 1 speaking opportunity from the main stage. Commemorative co-branded Festival T-Shirt with logo placement.

Current Oakhella Partners

Sponsorship Levels

P. 07

# MEET THE SQUAD



**BIJOU MCDANIEL**  
Marketing Director



**TREY AMOS**  
Experience Director



**SENECA SCOTT**  
Production Director



**JAYSON BYRNES**  
Garden Director



# TAP IN!



## Contact Us



- Address      —————>      1114 Peralta Street, Oakland CA
- Website     —————>      oakhella.com
- Email        —————>      info@oakhella.com
- Social       —————>      @oakhella

