Bay Chronicles

SPONSORSHIP PROPOSAL

Retracing the forgotten history of Chinese shrimp fishing around San Francisco Bay

A SAILING EXPEDITION AND TRANSMEDIA ART INSTALLATION

SPONSORSHIP PROPOSAL
Did You Know
There were 26 Chinese shrimp camps on San Francisco Bay in 1897. By 1910 there were 19 camps; in 1930 there were 14, and today the vestiges of just one remains, at China Camp in Marin County.

THE PROJECT

Chinese Whispers: Bay Chronicles℠ retraces the history of Chinese shrimp fishing in San Francisco Bay through sailings on the Grace Quan, an authentic 43-foot replica of a 19th century Chinese shrimp junk, to former Chinese shrimp fishing sites in the Bay. The captain of the boat will be John C. Muir, archaeologist and Curator of Small Craft at the San Francisco Maritime National Historical Park, who led the building of the Grace Quan. Together with Chinese Whispers℠ Director Rene Yung, an interdisciplinary team of visual, sound, and media artists will chronicle the journeys on the Grace Quan, along with environmental scientists from the San Francisco Estuary Institute.

Along the sailing route, landside public programs will connect local sites to the overall history. The project will culminate in a transmedia art installation in 2015 at the San Francisco Maritime National Historical Park.

Chinese Whispers: Bay Chronicles℠ is a collaboration between Chinese Whispers℠ and the San Francisco Maritime National Historical Park that explores the history of Chinese shrimping activities as a vehicle to retrace an overlooked and important segment of the Bay Area’s maritime history.

PUBLIC PROGRAMS
Place-based public programming at selected landing sites will reflect local history, community, and environment. Together, the different programs will convey a larger sense of history about Chinese shrimp fishing in San Francisco Bay and how it relates to changes in today’s Bay environment. The programs will be thoughtful and accessible, and include facilitated dialogues that engage members of the audience.

THE HISTORY
From the beginnings of San Francisco’s urban growth, Chinese immigrants established fishing and shrimping villages around the Bay, including San Francisco’s Hunters Point, Point San Pedro in Marin County, Point Molate in Richmond and Redwood City. To understand this history of the Chinese immigrants who settled in the Bay Area during the 19th century is to understand a history of obscuring and erasure from national memory, of both the contributions by the Chinese and the oppression they endured. Bay Chronicles creates an ecology of interconnected parts that resuscitates memory from social amnesia, to honor the forgotten Chinese shrimp fishing community and highlight San Francisco’s maritime history.
THE ITINERARY

The sailings connect sites in San Francisco, and the North, East, and South Bay. Each segment of the voyage is represented by a Hexagram from the I-ching, The Book of Changes.

Approaching 臨 (lin): China Camp to Richmond
September 5–6, 2014 (Fri–Sat)
Sept 5 – Sail from China Camp to Richmond
Sept 6 – Kick-off event at Ford Point, Richmond
• Family-friendly public tour of the Grace Quan
• Public program at Craneway Conference Center
  (In partnership with Craneway Pavilion, Richmond Historical Society, Rosie the Riveter National Historical Park, and San Francisco Estuary Institute)
  • Sounds and sights from the first day’s sail!
  • Expert presentations including:
    Building of the Grace Quan using comparative historical photographs
    Chinese shrimping history in Richmond
    Changes in Bay edgelands ecology as a parallel to Chinese shrimping history

Grouping 比 (bi): Richmond to Redwood City
September 7–11, 2014 (Sun–Thurs)
Sept 7 – Sail from Richmond to Redwood City
Sept 11 – Scouting through historical South Bay sloughs

Returning to Center 中孚 (zhong fu): Redwood City to China Camp
September 12–14, 2014 (Fri - Sun)
Sept 12 – Sail from Redwood City to Oyster Point via Point San Bruno
Sept 13 – Sail from Oyster Point to Hunters Point, San Francisco
  • Public program at Heron’s Head Park, Hunters Point
    • Grace Quan sailing demonstration offshore
  • Public program at EcoCenter on the theme of historical diversity in the Bayview Hunters Point community
    (In partnership with Aquarium of the Bay/Bay Institute, EcoCenter at Heron’s Head Park, and the Bayview Historical Society)
  • Sail from Hunters Point to Hyde Street Pier
Sept 14 – Sail from Hyde Street Pier to China Camp
  • Public celebration at China Camp Village on completing journey
  • Temporary sound installation of recordings from sailings
  • "Walking Time, Waking Place," audience participatory art intervention honoring the history of China Camp
  • Beachside ShrimpFest tastings and historical small craft displays
    (In partnership with Friends of China Camp)

REAL HISTORY. IN REAL TIME.
A boat like that, the junk you see out there would take five to six tons (of shrimp) a day, in one boat. And they had about 40 of those boats here at the peak.”
— Frank Quan, China Camp Resident
MAKE A DIFFERENCE
...and learn about California’s rich history while doing it!

IT’S A WIN-WIN

Real History. In Real Time.
Sponsoring Chinese Whispers: Bay Chronicles℠ gives you a rare opportunity to be part of this fresh take on history as we sail the course between past and present to shed light on an important but forgotten chapter in the Bay Area’s story.
- Join us on the forefront of innovation to bring sailing, art, and community engagement together to give contemporary meaning to history.
- Associate your name with groundbreaking artistic vision that inspires public imagination and community stewardship.
- Reach a broad public locally through dynamic, newsworthy events around the Bay.
- Bring this significant history to local audiences at free and accessible events.

Today’s Places. Today’s People.
Sponsoring Chinese Whispers: Bay Chronicles℠ provides the unique opportunity to connect with diverse communities at three Bay Area locations in Marin, Contra Costa, and San Francisco Counties, to build brand awareness and show your company’s support of an important cause: our region’s history and the communities who made the Bay Area the remarkable place that it is.

Each public program reaches a different key audience segment and provides a fun and educational way for you to engage clients, vendors and employees. Each of the program locations is unique in atmosphere, environment, and history. Feel good about supporting local culture while enjoying an unforgettable Bay Area experience.

CONTACT US
Chinese Whispers
P.O. Box 460808,
San Francisco, CA 94146-0808
Telephone: 415.648.1302
sponsor[at]chinese-whispers.org
www.chinese-whispers.org

WE’LL FIND THE RIGHT FIT

Enjoy project-wide exposure and benefits as an Expedition Circle Sponsor and create a big impression with this one-of-a-kind experience linking San Francisco and the North, East, and South Bay. Or, strengthen your message to regional and local communities through Anchor Circle Sponsorship, which can include targeted association with a community, event, or program. Or, join us as a Supporting Sponsor and enjoy collateral visibility, and In-kind Sponsors enjoy equivalent benefits to the value of support.
# Sponsorship Opportunities

## EXPEDITION CIRCLE

_Benefits of Sponsorship_

<table>
<thead>
<tr>
<th></th>
<th>Grand Sponsor $15,000+</th>
<th>Premier Sponsor $10,000+</th>
<th>Major Sponsor $5000+</th>
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<tbody>
<tr>
<td>Exclusive VIP Tour aboard the <em>Grace Quan</em>, replica 19th century Chinese shrimp junk</td>
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<td>4</td>
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<tr>
<td>Exclusive VIP Brunch with CWBC Project Director, Rene Yung at Craneway Kick-off Event</td>
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<td>2</td>
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<tr>
<td>Exclusive VIP passes to CWBC Film Screening</td>
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<td>6</td>
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<tr>
<td>Exclusive VIP passes to 2015 Reception for CWBC Installation</td>
<td>15</td>
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<td>Special Mention on all Press Releases &amp; Publicity Materials</td>
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<td>Logo Display on all Event Projection Displays, all Videos, 5000 Posters, 1000 Programs, 150 T-Shirts, &amp; Event Banners</td>
<td>Premium Logo Display</td>
<td>Prime Logo Display</td>
<td>Prominent Logo Display</td>
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<tr>
<td>Program Book Advertisement</td>
<td>Premium Position 2 Page Spread</td>
<td>Prime Position 2 Page Spread</td>
<td>Prominent Position Full Page Ad</td>
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<tr>
<td>Formal Introduction by Director at beginning of event, film screening &amp; installation reception</td>
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<td>Sponsor display table at events for company marketing materials</td>
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<td>Formal Recognition at all events</td>
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<td>Logo &amp; Link to Your Website on Event Webpage</td>
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<td>Special Mention on all Social Media Platforms, Reach ~15,000</td>
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<tr>
<td>Event T-shirts</td>
<td>10</td>
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## ANCHOR CIRCLE

_Benefits of Sponsorship_

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<tr>
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<th>Community Sponsor $3000+</th>
<th>Event Sponsor $2,000+</th>
<th>Program Sponsor $1000+</th>
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<td>Program Book Advertisement</td>
<td>Half Page Ad</td>
<td>Quarter Page Ad</td>
<td>Eighth Page Ad</td>
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<td>Mention on all Press Releases &amp; Publicity Materials</td>
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<tr>
<td>Logo Display on 5000 Posters, Event Banners, 150 T-Shirts, Listing on 1000 Programs</td>
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<tr>
<td>Logo &amp; Link to Your Website on Event Webpage</td>
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<tr>
<td>Recognition on all Event Projection Displays and All Videos</td>
<td>Logo</td>
<td>Listing</td>
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<tr>
<td>Formal Recognition at events</td>
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<td>Mention on all Social Media Platforms, Reach ~15,000</td>
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<tr>
<td>Event T-shirts</td>
<td>4</td>
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SUPPORTING SPONSORS

Benefits of Sponsorship

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<tr>
<th></th>
<th>Poster Sponsor $500</th>
<th>T-Shirt Sponsor $250</th>
<th>Banner Sponsor $100</th>
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<tr>
<td>Logo on 5000 Event Posters</td>
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<td>Logo on 150 Event T-Shirts</td>
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<td>Logo on Event Banners</td>
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<td>Listing on 1000 Event Programs</td>
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<td>Listing &amp; Link to Your Website on Event Webpage</td>
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<td>Shout-out on select Social Media Platforms, Reach ~15,000</td>
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WISH LIST

In-Kind Donations

- Catering for Crew
- Transportation for Chronicling Team to/from sails
- Lodging for Team in San Francisco & Richmond
- Audio Visual Equipment Rental & Technician
- Event Video Documentation
- Event Photograph Documentation
MEDIA REACH

<table>
<thead>
<tr>
<th>Event Signage</th>
<th>Banners, Projection Credits</th>
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<tbody>
<tr>
<td>Emails</td>
<td>At Least 4, List size approx 12,000 subscribers</td>
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<tr>
<td>Posters</td>
<td>5000 distributed at all projects sites in Bay Area</td>
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<tr>
<td>Flyers</td>
<td>1000 distributed at all projects sites in Bay Area</td>
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<tr>
<td>Postcards</td>
<td>2000 distributed at all projects sites in Bay Area</td>
</tr>
<tr>
<td>Social Media</td>
<td>Regular updates, Reach approx ~15,000</td>
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CONNECT TO COMMUNITY

AUDIENCE

Chinese Whispers℠ audiences are cross-generational and cross-cultural, well educated and discerning, and committed to learning about how local history connects to their own lives and their family heritage. They are curious about new ideas, and responsive to new ways of presenting historical material through new technologies. Our community-building approach results in repeat audiences who are enthusiastic about Chinese Whispers℠, its partners and sponsors.

Our audience includes:

- A strong support base in Asian American and especially, Chinese American, communities, including young professionals interested in discovering their heritage, established professionals who have been pursuing the subject, and community elders and tradition bearers.
- Members of the general public who are interested in history.
- Members of partner organizations, including at the diverse Bay Chronicles program sites in Richmond, Bayview Hunters Point, and China Camp, and their related target audiences.
- Educators and students interested in local history and Chinese American history.
- Members of the sailing community and those with a maritime interest.

Direct attendance for all events is anticipated at 500, with an additional reach of over 25,000 for the project through media, listserves, and social media outreach from combined project partners.

The event sites, Richmond, Bayview Hunters Point, and China Camp, reflect the rich diversity and cultural heritage in Bay Area communities.

Richmond is a culturally diverse city with a population of 106,516,* comprised of 40% Hispanic/Latino, 31% White, 27% African American, and 14% Asian.** Richmond was home to a Chinese shrimp fishing community in the 19th and early 20th centuries.

Bayview-Hunters Point is a neighborhood in San Francisco with a population of 33,996, comprised of 34% African American, 31% Asian, 25% Hispanic/Latino, and 6% White.** Currently the focus of a major redevelopment project, Hunters Point was the site of a significant Chinese shrimp fishing community.

China Camp State Park is located near San Rafael, a city in the North Bay with a population of 57,713, comprised of 60% White, 2% African American, 6% Asian and 30% Hispanic/Latino. China Camp State Park includes a historic Chinese American shrimp-fishing village and salt marsh. China Camp Village is the only remaining site of the historical Chinese shrimping camps around the Bay.**

* U.S. Census, 2012  **U.S. Census, 2010
SPONSORSHIP FORM

Thank you for supporting Chinese Whispers: Bay Chronicles!

Please fill-out the following form to confirm your chosen sponsorship package. Completed forms and payment can be returned to us no later than **Monday, July 21, 2014**. Please email to Bird Feliciano, Events Manager, at sponsor@chinese-whispers.org or mail to Chinese Whispers, P.O. Box 460808, San Francisco, CA 94146-0808. Please contact us with any questions.

**CONTACT INFORMATION:**

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<tr>
<th>Company Name</th>
<th>Contact Person</th>
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**SPONSORSHIP PACKAGES:**

**EXPEDITION CIRCLE**

- ____ $15,000 Grand Sponsor
- ____ $10,000 Premier Sponsor
- ____ $5,000 Major Sponsor

**ANCHOR CIRCLE**

- ____ $3,000 Community Sponsor
- ____ $2,000 Event Sponsor
- ____ $1,000 Program Sponsor

**SUPPORTING SPONSORS**

- ____ $500 Poster Sponsor
- ____ $250 T-Shirt Sponsor
- ____ $100 Banner Sponsor

**WISH LIST SPONSOR**

<table>
<thead>
<tr>
<th>Item Name, Description of Donation &amp; Estimated Value</th>
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**PAYMENT INFORMATION:**

- ____ Please send me an invoice

- ____ I have enclosed a check
  
  Please make payable to Intersection for the Arts
  
  and put “Chinese Whispers: Bay Chronicles” on the memo line

- ____ Please charge my credit card
  
  Card Type: Visa / MC / AmEx / Discover

  ____________________________ _______________________
  Card Number

  ____________________________ _______________________
  Expiration Date Security Code

  Total Sponsorship Cost $ ____________________________

  __________________________________________________
  Signature Date

Chinese Whispers: Bay Chronicles<sup>SM</sup> is fiscally sponsored by Intersection for the Arts, a 501(c)(3) non-profit organization. All donations are tax deductible to the extent allowed by law.

THANK YOU FOR SUPPORTING CHINESE WHISPERS: BAY CHRONICLES!

www.chinese-whispers.org/bay-chronicles/

Once we receive your completed sponsorship form, Chinese Whispers staff will contact you to discuss event arrangements, sponsorship benefits and recognition.

Please send your high-resolution color and black-and-white logos (.EPS or vector preferred) to sponsor@chinese-whispers.org.

All materials will be sent for your approval before going to print.