

TWIST & SHOUT SPONSORSHIP OPPORTUNITY



**SATURDAY, OCTOBER 4, 2025
STRAND THEATER
543 COLUMBIA ROAD
BOSTON, MA 02125**



ABOUT THE EVENT


April 2025

Greetings!

With great excitement, I invite you to become a valued sponsor of our signature annual fundraiser: **Twist & Shout! An Evening of Dance, Spoken Word, and Music**, benefiting the **OrigiNation Cultural Arts Center**. This inspiring event will take place on **Saturday, October 4, 2025**, at the historic Strand Theatre (543 Columbia Road, Dorchester, MA). For your convenience, I've attached our sponsorship form, organizational fact sheet, and tax-exempt letter.

Founded in 1994, OrigiNation Cultural Arts Center is a Boston-based performing arts organization dedicated to providing high-quality instruction in dance, theater arts, and African history for youth ages 2–18. Through our programming, we promote essential values such as self-respect, health, education, and self-esteem—while celebrating the powerful influence of African culture on today's art forms.

Although our programs are open to all, we remain especially committed to uplifting young people from Boston's under-resourced neighborhoods of Roxbury, Dorchester, and Mattapan. What began as a small summer initiative serving 25 girls in Roxbury has evolved into a globally recognized institution, reaching over 1,500 youth annually through classes, performances, workshops, and cultural exchange programs.




This year marks our 31st anniversary, and the evening will feature phenomenal and inspiring performances by our **Professional Dance Division: NIA Dance Troupe, Girlz of IMANI, and IMANI Jr.**, presenting both new and retrospective works from our rich repertoire.

We will also proudly honor several local community leaders who have made lasting contributions to youth development. The evening includes a VIP reception for sponsors, artists, and special guests, as well as a silent auction. Our fundraising goal is **\$50,000**, which will directly support Origination's impactful youth programs.

We hope you will join us in making a lasting difference. Please feel free to reach out to **Shamari Ervin** at [**shamari@originationinc.org**](mailto:shamari@originationinc.org) with any questions or for additional information.

Thank you sincerely for your time and consideration.

Warm regards,
Musau Dibinga
Executive Director





FACT SHEET

WHO WE ARE

Founded by our current Artistic & Executive Director, Shaumba-Yandje in 1994, (with the invaluable support of current Managing Director Musau Dibinga), OrigiNation Cultural Arts Center (OrigiNation) is a 501(c)(3) nonprofit performing arts organization whose mission is to utilize innovative and culturally significant programming to promote self-esteem, physical fitness and civic responsibility among youth ages 2 – 18. While our programs are open to all youth our primary focus is to serve African American and Latino youth who reside in Boston's underserved communities of Roxbury, Dorchester, and Mattapan. Our secondary aim is to utilize the arts to raise participants' and audiences' awareness about and appreciation for the influences of African and African American culture in contemporary society.

WHAT WE DO

OrigiNation's first program was a summer arts camp for girls that took place in the basement of the First Church of Roxbury. Today we serve over 150 girls and boys annually through our on-site, year-long programs and our off-site short-term programs including: our Performing Arts Program, Professional Dance Division (which consists of 4 professional youth dance companies), Ready, Set Dance! Summer Intensive and our annual productions of Our Story: A Celebration of the African-American History through Song, Dance and Spoken Word, and Tafuta! A Young Boy's Search for the True Meaning of Kwanzaa. We serve an additional 1,500 youth annually through our Community Outreach & Education Program and our International & Domestic Youth Empowerment through the Arts Tours. To date we have traveled to South Africa, Senegal, England, Ghana, France, Jamaica, Barbados and Trinidad & Tobago.

HOW WE DO IT

OrigiNation's work is made possible by the tireless efforts of our dedicated staff, many of whom are graduates of our programs. We also work with strategic partners throughout Boston and the U.S. to maximize and diversify our students' learning experiences. These partners include, but are not limited to: Alvin Ailey American Dance Theater, Complexions Contemporary Ballet, and Jose Mateo Ballet Theater. Our annual operating budget is \$615,000 which we raise from individuals, private foundations and private businesses that share our commitment to providing a safe and nurturing environment where young people are encouraged to reach beyond perceived limitations and reach their highest potential.

JOIN THE CELEBRATION!

SPONSORSHIP OPPORTUNITIES

Why becoming a sponsor of OrigiNation's Twist & Shout 30th anniversary celebration would be a fantastic opportunity:

Community Impact: OrigiNation will have a significant positive impact on the community through its programs and events. By sponsoring **Twist & Shout**, you align your brand with an organization committed to empowering youth and promoting diversity through arts education and performance. This association can demonstrate your commitment to social responsibility.

Brand Visibility: As a sponsor, your brand will be prominently displayed throughout the event, including on promotional materials, banners, and digital platforms. This exposure provides valuable visibility to a diverse audience, including attendees, supporters, and the wider community. It's an excellent opportunity to increase brand awareness and reach potential customers who share your values.

Networking Opportunities: **Twist & Shout** will attract a diverse group of attendees, including artists, educators, community leaders, and business professionals. Sponsoring the event gives you access to exclusive networking opportunities where you can connect with like-minded individuals, build relationships, and explore potential collaborations. These connections can lead to new business opportunities and partnerships that benefit your company in the long run.

Supporting the Arts: By sponsoring **Twist & Shout**, you're supporting the arts and culture sector, which plays a vital role in enriching communities and fostering creativity. OrigiNation's commitment to providing accessible arts education and performance opportunities for youth aligns with your support for cultural enrichment and youth development. Investing in the arts not only benefits society as a whole but also enhances your company's image as a patron of creativity and innovation.

Overall, sponsoring OrigiNation's **Twist & Shout** 31st anniversary celebration offers numerous benefits, including community impact, brand visibility, networking opportunities, support for the arts, and positive brand association. It's an excellent opportunity to showcase your company's values and make a meaningful contribution to your community.

2024 SPONSORS



THANK YOU!

THE CARL AND RUTH
SHAPIRO
FAMILY FOUNDATION

LINDE FAMILY
FOUNDATION



MUADI
DIBINGA LIMITED



The
Cheesecake
Factory.



CORPORATE SPONSORSHIP

OCTOBER 2025

Contact Person: _____

Company: _____

Street Address: _____

City/State/Zip: _____

Phone/Fax: _____

Enclosed please find my check for: _____



\$10,000

Logo placement on all event-related creative materials; Logo placement and/inclusion in all print, audio, visual, and social media advertisements. Listing as Presenting Sponsor for the 2025-2026 performance season; 20 tickets to the performance and VIP reception; a full-page ad in the benefit journal; and 20 gift bags.



\$5,000

10 tickets to the performance and VIP reception; a half-page ad in the benefit journal; and 10 gift bags.



\$2,500

6 tickets to the performance and VIP reception; a quarter-page ad in the benefit journal; and 6 gifts.



\$1,000

4 tickets to the performance and VIP reception; a listing in the benefit journal; and 4 gifts.



\$500

2 tickets to the performance and VIP reception; a listing in the benefit journal; and 2 gifts.

Deadline to sponsor at a level above is September 1, 2025 to ensure inclusion in the benefit journal.

Please send this form along with your check or money order payable to:

“Origination” Origination Cultural Arts Center | P.O. Box 191878 | Roxbury, MA 02119 For more information contact: Shamari Ervin: (617) 522-3900 or shamari@originationinc.org.

Origination, Inc. is a 501(c)(3), nonprofit organization.

All product donations are tax-deductible to the extent allowed by law.

AD REPLY FORM

OCTOBER 2025

Contact Person: _____
Company: _____
Street Address: _____
City/State/Zip: _____
Phone/Fax: _____
Enclosed please find my check for: _____

Note: If person creating the camera-ready art and/or disk is different from the person listed above, please provide:

Name _____ Telephone _____ Email _____

Ad Specifications

All artwork must be submitted as a jpeg file via email. No other formats may be submitted.

Ad Sizes and Rates (please check choice)

Rate

- ☐ **Full Page** \$500 - 7³/₄" w x 10¹/₄" h
☐ **Half Page** \$400 - 7³/₄" w x 5" h
☐ **Quarter Page** \$300 - 3⁵/₈ w x 4⁷/₈ h

Full page

7 ³/₄" x 10 ¹/₄"

Half Page

7 ³/₄" x 5"

**Quarter
Page**

3 ⁵/₈" x

Deadline to submit product is September 22, 2025 to ensure inclusion in the benefit journal.

Please send this form along with your check or money order payable to:

"Origination" Origination Cultural Arts Center | P.O. Box 191878 | Roxbury, MA 02119 For more information contact: Shamari Ervin: (617) 522-3900 or shamari@originationinc.org.

Origination, Inc. is a 501(c)(3), nonprofit organization.

All product donations are tax-deductible to the extent allowed by law.

PRODUCT DONATION FORM

OCTOBER 2025

CORPORATE SPONSORSHIP FORM

Contact Person: _____
Company: _____
Street Address: _____
City/State/Zip: _____
Phone/Fax: _____
Enclosed please find my check for: _____

Description of Item

(Please be specific. Include all restrictions, black-out dates, expiration dates, and other limitations on the use and availability of the item). Attach a separate sheet if necessary.

Donor's Valuation of Item (for IRS purposes): \$ _____

SERVICE OR GIFT CERTIFICATE INFORMATION REQUIREMENTS

If you are donating a gift certificate for a service, please provide a letter or certificate including the following information:

- Name of product or service
- Description of what is included and what is excluded
- Name of person to contact for further information
- Instructions on how to redeem item
- Include any additional information such as a photo or descriptive brochure as appropriate
- Date of expiration

Sponsorships must be received by Monday, September 22, 2025 to ensure inclusion in the benefit journal.

For more information contact: Shamari Ervin: (617) 522-3900 or Shamari@originationinc.org

Origination, Inc. is a 501(c)(3), nonprofit organization. All product donations are tax-deductible to the extent allowed by law.

501 (C)(3) DESIGNATION

Date: DEC 01 2001

ORIGINATION INC
C/O SHAUMBA YANDJE DIBINGA
3227 WASHINGTON ST
JAMAICA PLAIN, MA 02130

Employer Identification Number:
04-3346266
DLN:
101284006
Contact Person:
D. A. DOWNING ID# 31805
Contact Telephone Number:
(877) 829-5500
Our Letter Dated:
MAY 1998
Advance Ruling Period Begins:
OCTOBER 1997
Advance Ruling Period Ends:
DECEMBER 31, 2001
Addendum Applies:
NO

Dear Applicant:

Our letter of the above date stated that we had determined your organization is exempt under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3) and that you would be treated as a publicly supported organization and not as a private foundation during your advance ruling period. This was based on our determination that you could reasonably be expected to be an organization described in sections 170(b)(1)(A)(vi) and 509(a)(1) or in section 509(a)(2).

We also stated that at the end of your advance ruling period you would have to establish that you were in fact an organization described in one of the above sections.

Our records indicate that your advance ruling period begins and ends on the dates shown above. Your exempt status as an organization described in section 501(c)(3) is still in effect. However, to establish that you are a publicly supported organization described in sections 170(b)(1)(A)(vi) and 509(a)(1) or in section 509(a)(2), please complete the attached Form 8734, Support Schedule for Advance Ruling Period, for each of the tax years in your advance ruling period.

The information requested in this letter is required to support your claim to be other than a private foundation. It is needed in addition to any required Form 990 or other annual return. Please send it to us within 90 days from the end of your advance ruling period.

If we do not receive this information, we will presume you are a private foundation and you will be treated as a private foundation as of the first day of your first tax year for purposes of sections 507(d) and 4940 of the Code. In addition, if you do not provide the information by the time requested, it will be considered by the Internal Revenue Service that you have not taken all reasonable steps to secure the determination you requested. Under section

Letter 1046 (DO/CG)

501 (C)(3) DESIGNATION (CONTD)

7-200 (a), (b) of the Code, not having all reasonable steps, in a timely manner, to secure the determination may be considered as a failure to exhaust administrative remedies available to you within the Service, and may preclude the issuance of a declaratory judgment in the matter under judicial proceedings.

If you have any questions, please contact the person whose name and telephone number are shown in the heading of this letter.

Thank you for your cooperation.

Sincerely yours,

STEVEN T. MILLER

Steven T. Miller
Director, Exempt Organizations

Enclosures:
Form 8734
Copy of this letter



SPONSORSHIP COMMITTEE CONTACT SHAMARI ERVIN

PHONE 617-522-3900

EMAIL SHAMARI@ORINATIONINC.ORG

WEBSITE WWW.ORINATIONINC.ORG