

Partnership Proposal for App Partner with RYTHMUS Foundation

To: [Recipient Name / App Partner Name]

From: RYTHMUS Foundation

Subject: Proposal for App Partnership with RYTHMUS Foundation

Date: Aug 5, 2025

1. Introduction About RYTHMUS Foundation

RYTHMUS Foundation is a non-profit organization dedicated to creating positive social change in India through various programs and initiatives. We focus on the following areas to ensure a holistic and inclusive development for individuals and communities:

- **Humanity Development:** Promoting human rights, justice, and equality for all.
- **Women Empowerment:** Enabling women to access education, healthcare, employment, and leadership opportunities.
- **Child Education:** Ensuring children, especially those in underserved communities, have access to quality education.
- **Animal Protection:** Advocating for ethical treatment and conservation of animals.
- **Environmental Protection:** Promoting sustainability and environmental awareness for a cleaner, greener planet.
- **Heritage Preservation:** Protecting and promoting India's rich cultural heritage.
- **Senior Citizen and Disabled Welfare:** Providing necessary support and care for senior citizens and disabled individuals.
- **Healthcare:** Ensuring access to healthcare and medical facilities for underprivileged communities.
- **Autistic Children Support:** Creating inclusive environments for autistic children and providing necessary services and education.

- **Youth Empowerment and Sports Development:** Empowering youth through sports and leadership opportunities.

Additionally, Rythmus Foundation organizes large-scale events like the **Bharat Bhraman Yatra**, **Ashwamedha Yagya**, and **Shrimad Bhagwat Katha** for the spiritual, mental, and physical well-being of individuals and society.

2. Purpose of Partnership

RYTHMUS Foundation is seeking to partner with [App Partner] to develop and launch a mobile application that can serve as a digital hub for our initiatives, events, and programs. The app will aim to:

- Reach a wider audience and increase awareness about our work.
- Engage users by providing easy access to information, updates, and opportunities to contribute.
- Facilitate digital donations, volunteer sign-ups, and event registrations.
- Empower communities with information on our services, events, and resources available through the foundation.

The app partnership will help expand the Foundation's outreach, foster greater participation in our programs, and create a seamless digital experience for our audience.

3. RYTHMUS Requirements and Offer by RYTHMUS Foundation

RYTHMUS Foundation's Requirements:

- **App Development:** Development of a user-friendly, intuitive, and responsive mobile app that supports Android and iOS.
- **Core Features:**
 - Event updates and live streaming.
 - Donation integration for fundraising.
 - Information about all the programs RYTHMUS Foundation supports.
 - Volunteer registration and sign-up functionality.

- Social media integration for easy sharing and updates.
- Notification alerts for upcoming events, activities, and news.
- **Maintenance and Updates:** Regular app maintenance and timely updates to ensure the app is up to date with new features and security patches.

Offer by RYTHMUS Foundation:

- **Official Recognition:** [App Partner] will be officially recognized as the **App Partner** of RYTHMUS Foundation on our website, social media, event banners, and all marketing materials.
- **Brand Visibility:** Your logo and branding will be featured prominently on the app interface, in event promotions, and on our digital platforms.
- **Access to Data and Insights:** RYTHMUS Foundation will share key data and user engagement insights, enabling you to analyse app performance and user interactions.
- **Exclusive Campaigns:** Opportunities to co-launch campaigns that align with your corporate social responsibility (CSR) goals or business interests, ensuring mutual visibility.

4. Potential Areas of Collaboration

1. App Development & Design:

- Design and develop a mobile app that highlights the various programs, events, and initiatives by RYTHMUS Foundation.
- Integrate seamless features like donation gateways, event participation, volunteer sign-ups, and more.

2. Event Promotion & Engagement:

- Create event-specific pages for initiatives like **Bharat Bhraman Yatra**, **Ashwamedha Yagya**, and **Shrimad Bhagwat Katha** with detailed itineraries, registration options, and updates.
- Leverage push notifications to inform users about upcoming events and important announcements.

3. Donation Platform Integration:

- Add a secure donation feature that allows app users to contribute to our causes directly through the app.
- Provide options for recurring donations and transparent tracking of contributions.

4. Volunteer and Community Engagement:

- Use the app to recruit volunteers and engage community members in ongoing projects and events.
- Enable users to sign up for specific roles and activities through the app.

5. Social Media Sharing:

- Integrate sharing features for users to spread awareness about our causes on social media platforms.
- Encourage users to share their participation and experiences in our events.

5. Roles and Responsibilities of Both Sides

RYTHMUS Foundation's Responsibilities:

- Provide necessary content, including program details, event schedules, media (images, videos), and descriptions for the app.
- Collaborate with your development team for feedback, approval, and ensuring content aligns with the Foundation's values.
- Coordinate with your team for app testing, bug fixing, and improvements post-launch.

[App Partner]'s Responsibilities:

- Develop, design, and launch the mobile app for both Android and iOS platforms.
- Ensure the app is optimized for performance, user experience, and security.

- Provide ongoing maintenance, updates, and technical support for the app.
 - Ensure app features are aligned with the needs and goals of RYTHMUS Foundation.
-

6. Funding Uses and Contribution

The funding required for this partnership will be directed toward:

- **App Design and Development:** Creation of the app, including initial design, development, and integration of necessary features (event pages, donation portals, etc.).
- **Ongoing Maintenance:** Post-launch updates, security patches, and enhancements to the app.
- **Marketing and Promotion:** Promoting the app to reach a broader audience and encouraging downloads and usage.
- **Event Integration:** Ensuring the app's functionality supports events like **Bharat Bhraman Yatra, Ashwamedha Yagya, and Shrimad Bhagwat Katha.**

RYTHMUS Foundation may contribute through outreach and community building, while [App Partner] will contribute through the app's development and technical support.

7. Bharat Bhraman Yatra, Ashwamedha Yagya, and Shrimad Bhagwat Katha Details and Benefits of Partnership

Bharat Bhraman Yatra:

A national pilgrimage that celebrates India's diverse spiritual heritage and promotes unity. The app will feature updates, maps, schedules, and real-time notifications for participants, allowing them to track the journey.

Ashwamedha Yagya:

A spiritual event promoting national peace and prosperity. The app will stream live sessions, provide information on rituals, and offer updates on the event.

Shrimad Bhagwat Katha:

A series of teachings to promote ethical living and spiritual well-being. The app will provide resources and live sessions for devotees across the globe.

Benefits of Partnership:

- **Engagement & Reach:** Amplify the reach of RYTHMUS Foundation's events by engaging users through app-based updates, content, and participation options.
 - **Community Building:** Strengthen the bond with our audience through an interactive platform that offers real-time updates, easy registration, and donation options.
 - **Brand Exposure:** [App Partner] will gain visibility across the Foundation's major events, with recognition at every step of the app's user journey.
-

8. Duration of Partnership and Renewal

The partnership will be effective for an initial term of **2 years**, starting from the signing date. Upon mutual agreement, the partnership can be renewed based on the evaluation of progress, outcomes, and the continued alignment of goals.

9. Monitoring, Evaluation, and Reporting

- **Monthly Reports:** RYTHMUS Foundation will provide app usage data, including downloads, active users, donations, and event registrations.
 - **User Feedback:** Conduct user surveys within the app to gather feedback on app experience and areas for improvement.
 - **Impact Tracking:** Monitor how the app contributes to engagement, event participation, and fundraising efforts.
-

10. Timeline and Phases

Phase 1: Planning & Design (1-2 months)

- Finalizing app features, design, and user interface.
- Setting up initial project meetings and timelines.

Phase 2: Development & Testing (3-4 months)

- Initial development of core features, design, and content integration.
- App testing and bug fixing.

Phase 3: Launch & Promotion (5-6 months)

- Soft launch to the target audience, followed by a full launch.
- Continuous promotion through digital marketing channels.

Phase 4: Ongoing Maintenance & Updates (6+ months)

- Regular app updates, feature enhancements, and event promotions.

11. Concurrence

RYTHMUS Foundation looks forward to partnering with [App Partner] to bring our social causes and initiatives to a larger audience through an engaging, user-friendly mobile application. Together, we can make a meaningful impact by improving access to information, driving participation, and fostering positive social change.

We eagerly await your response and hope to discuss this exciting collaboration further.

Sincerely,

For India

Ram Padhiyar

Director (9265312135)

Rythmus Foundation

Email: contact@rythmus.org/rythmusfoundation2024@gmail.com

Website: www.rythmus.org

For International,

Shailesh Sagar "Samaj Mitra"

Advisory Board of Director and Founder (+447776320177)

Rythmus Foundation

Email: contact@rythmus.org/rythmusfoundation2024@gmail.com

Website: www.rythmus.org

