

Partnership Proposal for Cable Network Partner

To: [Cable Network Partner Name]

From: Rythmus Foundation

Subject: Proposal for Cable Network Partnership

Date: Aug 5, 2025

1. Introduction About Rythmus Foundation

Rythmus Foundation is a not-for-profit organization committed to bringing about positive change in society. Our vision is to work towards the betterment of humanity by focusing on crucial issues affecting the well-being of people, animals, and the environment. We focus on key areas such as:

- **Humanity Development:** Promoting peace, unity, and social well-being.
- **Women Empowerment:** Providing women with opportunities for education, employment, and leadership.
- **Child Education:** Ensuring every child has access to quality education, particularly in underserved areas.
- **Animal Protection:** Advocating for the humane treatment of animals and environmental sustainability.
- **Environment Protection:** Encouraging sustainable living practices to safeguard our planet.
- **Heritage Preservation:** Promoting the importance of preserving cultural heritage.
- **Support for Senior Citizens and Disabled People:** Facilitating care, social inclusion, and accessibility for senior citizens and differently-abled individuals.
- **Healthcare:** Improving healthcare access for marginalized communities.
- **Autistic Children:** Providing specialized care, education, and support for children with autism.
- **Youth Empowerment & Sports Development:** Engaging youth through leadership development, skills training, and sports.

Additionally, we organize national events such as the **Bharat Bhraman Yatra**, **Ashwamedha Yagya**, and **Shrimad Bhagwat Katha**, which aim to unite people, spread spiritual awareness, and promote peace across the nation.

2. Purpose of Partnership

Rythmus Foundation is looking to collaborate with a leading cable network partner to expand the reach of our initiatives and events to a broader audience. Through this partnership, we aim to:

- **Promote our Social Initiatives:** Ensure that our programs on women empowerment, child education, healthcare, animal protection, and other core areas are visible to a larger audience.
- **Broadcast National Events:** Provide live coverage and educational content on events like the Bharat Bhraman Yatra, Ashwamedha Yagya, and Shrimad Bhagwat Katha.
- **Raise Awareness and Advocacy:** Utilize the cable network's platform to create awareness about the foundation's activities and campaigns, thereby attracting more supporters, donors, and volunteers.
- **Engage the Audience:** Foster engagement by broadcasting impactful documentaries, interviews, and success stories from our work.

We believe that a partnership with your cable network will enable us to communicate the importance of our mission on a larger scale and strengthen our efforts to make a positive impact in society.

3. Rythmus Requirement and Offer by Rythmus Foundation

Rythmus Foundation's Requirements:

- **Broadcasting Services:** Air our key programs and national events on your network, such as:
 - **Bharat Bhraman Yatra:** A cultural and spiritual journey to promote unity and peace.
 - **Ashwamedha Yagya:** A sacred event to promote spiritual well-being and societal harmony.

- **Shrimad Bhagwat Katha:** A spiritual discourse aimed at moral and ethical development.
- **Content Creation:** Support in the creation and broadcast of documentaries, advertisements, and promotional videos highlighting the foundation's work across various sectors.
- **Program Promotion:** Assist in marketing and promoting these programs to increase viewership and engagement.

Offer by Rythmus Foundation:

- **Brand Visibility:** Your organization will be prominently recognized as a media partner in all promotional materials, press releases, event brochures, and on-air promotions related to the events and programs.
- **Media Exposure:** The cable network will gain increased exposure through the live and recorded broadcasts of national-level events, giving your brand a strong association with social responsibility and nation-building efforts.
- **Collaborative Campaigns:** Joint marketing and promotional campaigns highlighting your support for social causes.
- **Long-Term Collaboration:** Opportunities for continued media support for future Rythmus Foundation events, ensuring sustained visibility for your brand in the social development space.

4. Potential Area of Collaboration

We propose collaborating in the following areas:

- **Live Event Broadcasting:** Partner in broadcasting key events like the Bharat Bhraman Yatra, Ashwamedha Yagya, and Shrimad Bhagwat Katha, reaching millions of viewers across the country.
- **Documentary and Program Production:** Create awareness by producing documentaries, news segments, and educational programs based on our work, sharing success stories and human-interest stories.
- **Promotion of Social Causes:** Air public service announcements (PSAs) on critical issues like women empowerment, child education, healthcare, and environmental protection.

- **Cross-Promotions:** Work together on cross-promotional campaigns for your cable network, including featuring Rythmus Foundation as a partner in various network programming.
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5. Roles and Responsibilities of Both Sides

Rythmus Foundation's Responsibilities:

- **Provide Content:** Supply relevant videos, documentaries, and other promotional material for broadcasting.
- **Coordinate with Cable Network:** Ensure seamless coordination with the network's programming team to schedule and promote events and programs.
- **Branding Opportunities:** Provide clear visibility to the cable network in all communication and promotional materials related to our events and initiatives.
- **Event Support:** Facilitate on-the-ground support for live broadcasting of events and programs.

[Cable Network Partner Name]'s Responsibilities:

- **Broadcasting:** Air the foundation's events, social initiatives, and documentary content on the network.
 - **Content Creation:** Assist with the production of high-quality media content that aligns with the foundation's mission and values.
 - **Promotion:** Promote our events, campaigns, and programs across your network and associated platforms (e.g., social media, website).
 - **Logistics Support:** Provide the necessary infrastructure and technology for live streaming and broadcasting events.
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6. Funding Uses and Contribution

While the cable network partner will be providing broadcasting and media production services, Rythmus Foundation may contribute towards any production costs, content creation, or promotional expenses. Additionally, potential funding for this partnership may be allocated for:

- **Media Production Costs:** Costs related to producing documentaries and other media content.
- **Broadcasting Fees:** Any transmission or air-time fees that are associated with broadcasting our content.
- **Marketing Expenses:** Collaborative marketing campaigns to drive viewership and engagement.

Rythmus Foundation will allocate resources to cover the cost of event coverage, content creation, and any associated marketing efforts.

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

- **Bharat Bhraman Yatra:** A nationwide spiritual and cultural journey aimed at promoting national unity and peace. This event will require extensive media coverage to document the journey and reach a wider audience.
- **Ashwamedha Yagya:** A spiritually significant event focused on bringing peace and prosperity to the nation. Coverage of this event will help highlight the foundation's dedication to spiritual growth and harmony.
- **Shrimad Bhagwat Katha:** A spiritual gathering that inspires personal and societal well-being. Media coverage of this event will encourage moral and ethical values.

Benefits of Partnership:

- **National Reach:** The cable network partner will have access to a large audience nationwide, promoting your brand's association with national unity, social development, and cultural growth.
 - **Brand Association with Positive Change:** Associating your brand with Rythmus Foundation's positive impact on society through the broadcasting of our initiatives will enhance your brand's image as a socially responsible organization.
 - **Public Engagement:** Broadcasting these national events will create greater engagement and awareness, attracting more followers, donors, and partners to both Rythmus Foundation and the cable network.
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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

- **Monitoring:** Track the progress of content delivery, viewership statistics, and audience engagement for each broadcast.
 - **Evaluation:** Assess the effectiveness of media coverage in raising awareness, educating viewers, and driving engagement with Rythmus Foundation's programs.
 - **Reporting:** Provide regular reports detailing the reach of broadcasts, viewership feedback, and the impact of promotional campaigns.
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10. Timeline and Phases

Phase 1: Partnership Formalization (1 Month)

- Finalize the agreement and formalize roles and responsibilities.

Phase 2: Content Development (1-2 Months)

- Develop and produce media content for upcoming events and initiatives.

Phase 3: Event Coverage (Ongoing)

- Broadcast live events such as Bharat Bhraman Yatra, Ashwamedha Yagya, and Shrimad Bhagwat Katha.

Phase 4: Post-Event Promotion (1 Month After Events)

- Conduct post-event promotions and feedback collection to evaluate the success of the broadcasts.
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11. Concurrence

We look forward to discussing the details of this partnership further. Please feel free to contact us if you need additional information or clarification on any

aspect of the proposal. We are eager to collaborate with your esteemed network to drive positive change in society and promote the values we both uphold.

**Sincerely,
For India**

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