

Partnership Proposal for Corporate Partner

To: [Corporate Partner Name]

From: Rythmus Foundation

Subject: Proposal for Corporate Partnership with Rythmus Foundation

Date: Aug 5, 2025

1. Introduction About Rythmus Foundation

Rythmus Foundation is a prominent non-profit organization committed to sustainable social development. We work across several key sectors to promote the well-being of underserved communities and individuals in India. Our mission is to bring lasting change by focusing on humanity development, empowerment, education, environmental sustainability, and overall national well-being.

We focus on the following areas:

- **Humanity Development:** Promoting rights, justice, and social equality.
- **Women Empowerment:** Empowering women through education, health services, and leadership roles.
- **Child Education:** Providing accessible and quality education for children, especially from marginalized communities.
- **Animal Protection:** Advocating for animal rights and promoting welfare and protection.
- **Environmental Protection:** Raising awareness and action towards environmental sustainability.
- **Heritage Preservation:** Protecting cultural heritage and historical sites.
- **Senior Citizens & Disabled People:** Ensuring care, dignity, and support for senior citizens and differently-abled individuals.
- **Healthcare:** Providing access to healthcare services, especially in rural and underserved areas.

- **Autistic Children:** Offering specialized support and inclusive education for children with autism.
- **Youth Empowerment & Sports Development:** Developing leadership, educational, and sporting programs for youth.

Additionally, Rythmus Foundation organizes impactful events such as the **Bharat Bhraman Yatra, Ashwamedha Yagya, and Shrimad Bhagwat Katha**, aimed at fostering national unity, peace, and spiritual growth.

2. Purpose of Partnership

Rythmus Foundation is seeking to form a strategic partnership with [Corporate Partner] to leverage your expertise, resources, and reach for impactful initiatives across our core areas of work. The primary objectives of this partnership are:

- **Enhance Social Impact:** Achieve greater outreach and community impact in the sectors we serve.
- **Collaborative Event Organization:** Work together to successfully organize large-scale events such as Bharat Bhraman Yatra, Ashwamedha Yagya, and Shrimad Bhagwat Katha.
- **Corporate Social Responsibility (CSR):** Align your CSR efforts with Rythmus Foundation's projects to create sustainable, long-term change.

This partnership will create immense value for both organizations, as well as for society as a whole.

3. Rythmus Requirements and Offer by Rythmus Foundation

Rythmus Foundation's Requirements:

- **Financial Support:** Financial contribution to help fund key projects, events, and initiatives.
- **Expertise and Resources:** Offering expertise in organizing large-scale events, coordinating volunteers, and executing social impact programs.
- **Brand Partnership:** Actively engage in co-branding and marketing opportunities to raise awareness for social causes and events.

Offer by Rythmus Foundation:

- **Brand Visibility:** Prominent branding on all event materials, advertisements, digital platforms, and merchandise.
 - **Co-Branding Opportunities:** [Corporate Partner] will be featured as a partner across multiple channels—event websites, social media, banners, and print materials.
 - **Exclusive Sponsorship:** [Corporate Partner] will be offered the opportunity to sponsor specific initiatives, such as the Yagya or Yatra.
 - **Employee Engagement:** Your employees can get involved in volunteering opportunities, enhancing their sense of purpose and community impact.
 - **Networking and Corporate Recognition:** Special mention and recognition during events and media coverage.
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4. Potential Areas of Collaboration

1. **Financial Support for Key Projects:** Contribute to Rythmus Foundation's core initiatives (education, healthcare, environmental sustainability, etc.) through direct funding.
 2. **Event Sponsorship:** Co-sponsor key events, including the Bharat Bhraman Yatra, Ashwamedha Yagya, and Shrimad Bhagwat Katha, to raise awareness for these initiatives.
 3. **Employee Volunteering:** Create volunteer programs for your employees to contribute to Rythmus' events and community programs.
 4. **Promotion and Media Coverage:** Collaborate on joint media campaigns, leveraging both Rythmus Foundation's and [Corporate Partner]'s platforms.
 5. **Research & Development:** Collaborate on developing new programs that address key challenges in the areas of child education, healthcare, and other focus areas.
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5. Roles and Responsibilities of Both Sides

Rythmus Foundation's Responsibilities:

- Manage the content, direction, and execution of all core programs and events.
- Provide [Corporate Partner] with regular updates on the progress of initiatives.
- Actively promote [Corporate Partner] in event material, websites, and social media channels.
- Organize on-the-ground support, including volunteers, event coordination, and logistics.
- Ensure that the partnership creates measurable and positive impacts for the community.

[Corporate Partner]’s Responsibilities:

- Provide financial or resource-based support to fund initiatives and events.
- Assist in promoting the partnership through media, CSR platforms, and public relations channels.
- Offer employee volunteer opportunities to engage in event management, fieldwork, or community outreach.
- Offer logistical or infrastructural support where needed, including venues, materials, or technology.
- Support in securing additional sponsorship and partnerships for the events and programs.

6. Funding Uses and Distribution

1. Source of Funds

RYTHMUS Foundation draws financial support from various sources to fund its wide-ranging initiatives aimed at societal development and empowerment.

These sources of funds include:

- **Government Grants and Subsidies:** Financial contributions from local, state, and national government bodies that align with the Foundation's mission of social welfare and development. These grants are aimed at

supporting large-scale projects related to health, education, environmental sustainability, and community welfare.

- **Corporate Social Responsibility (CSR):** Contributions from businesses, where companies allocate a portion of their profits towards socially impactful causes, as part of their CSR programs. These funds are particularly used to support educational, healthcare, and environmental programs, as well as community empowerment initiatives.
- **Sponsorship:** Corporate and individual sponsors provide financial support for specific projects or events, such as the *9999km Bharat Bhraman Yatra*, *Ashwamedha Yagya*, and other community-based programs. In return, sponsors receive visibility and marketing opportunities aligned with these events.
- **Advertising:** Revenue generated through advertisements on RYTHMUS Foundation's website, newsletters, event programs, and other media platforms. This source helps raise awareness of the Foundation's work while bringing in financial support.
- **Magazines and Publications:** Sales of specialized magazines, newsletters, and books that document the Foundation's efforts, achievements, and the impact of its programs. These publications help engage donors and the public while raising funds.
- **Events:** Proceeds from fundraising events, conferences, and large-scale gatherings such as cultural programs, charity runs, and auctions. These events serve as platforms to engage the community and generate funds through ticket sales, donations, and sales of goods.
- **Partnerships:** Collaboration with other non-profits, social organizations, and businesses that share similar values and missions. These partnerships often include joint fundraising efforts, co-sponsored events, or cross-promotions that raise funds for specific initiatives.
- **Others:** Other sources of funding include **individual donations**, **crowdfunding campaigns**, **philanthropy**, and **legacy giving**. These funds are typically raised through personal engagement, online platforms, and appeals to donors interested in supporting specific causes.

2. How the Money Will Be Spent

The funds received by RYTHMUS Foundation will be allocated across various categories to ensure that resources are used efficiently to maximize impact. The primary areas of spending include:

- **Administrative Costs:** These include operational expenses necessary for the smooth functioning of the Foundation, such as staff salaries, office rent, utilities, and technology infrastructure. While essential, these expenses are kept to a minimum to ensure that the majority of funds go directly towards the Foundation's programs and projects.
- **Project & Program Costs:** A significant portion of the funds is allocated to directly supporting the projects and programs initiated by the Foundation. This includes expenses for running education programs, healthcare services, community outreach initiatives, and support for vulnerable populations. This also covers the logistics of providing resources and materials needed for the successful implementation of these programs.
- **Campaigns:** Funds used for awareness-building and advocacy campaigns aimed at raising public awareness about the Foundation's causes. These campaigns often involve media, advertisements, online outreach, and collaboration with influencers and community leaders.
- **Activities to Raise Funds:** This includes costs associated with organizing fundraising events, such as auctions, charity dinners, cultural performances, and online campaigns. These activities aim to engage potential donors and raise additional financial support for ongoing projects.
- **Events:** The organization and execution of large-scale events like the *9999km Bharat Bhraman Yatra* or *Ashwamedha Yagya* require substantial funds for logistical arrangements, travel, venues, marketing, media outreach, and other related expenses. These events are crucial for spreading awareness and generating additional financial contributions.
- **Other Activities:** Additional activities include workshops, training programs, educational seminars, advocacy sessions, and engagement activities that further the Foundation's mission. These are designed to support long-term sustainable impact and strengthen community engagement.

3. Where the Money Will Go

The funds will be directed towards specific areas of impact that align with the Foundation's mission of community development, empowerment, and societal well-being:

- **Humanity and Community Development:** Funds will be allocated towards improving the lives of vulnerable and marginalized communities through sustainable programs. This includes initiatives to enhance living conditions, provide access to basic needs, and promote economic opportunities.
- **Food Security:** Resources will support programs that provide food assistance to low-income families, especially during emergencies or natural disasters. This may include community kitchens, food banks, and initiatives focused on sustainable agriculture.
- **Women Empowerment:** Money will be used to fund programs focused on improving women's health, safety, economic independence, and leadership. This includes vocational training, awareness campaigns, microfinancing, and legal support for women in need.
- **Child Education:** Funds will be used to build schools, create scholarships, provide educational materials, and develop digital learning platforms for underprivileged children. This includes primary, secondary, and vocational education programs.
- **Employment & Youth Empowerment:** Resources will fund skill-building programs, career guidance workshops, internships, and youth leadership initiatives to help young people gain employment and leadership opportunities. Special focus will be placed on marginalized youth.
- **Healthcare:** Funds will support the provision of medical services, including health camps, vaccinations, mental health services, and specialized care for people with chronic conditions or disabilities. These efforts focus on improving access to quality healthcare, particularly in rural areas.
- **Environment:** Money will be spent on initiatives to reduce environmental degradation, promote sustainable practices, and address

climate change. This includes tree planting programs, waste management efforts, and clean energy projects.

- **Disabled People and Senior Citizens:** Funds will be directed towards creating more inclusive spaces, providing healthcare services, and supporting elderly and disabled populations. This includes setting up care centers, mobility aids, and specific educational programs.
- **Child Livelihood:** Funds will be used to support programs that improve the living conditions and future prospects of children, including educational support, mental health services, child protection programs, and efforts to eliminate child labor.
- **Animal Care:** Resources will support animal shelters, veterinary services, wildlife protection, and educational campaigns focused on animal rights. This includes funds for rescue operations and promoting humane treatment of animals.
- **Heritage Preservation:** Funds will be used to restore and protect national monuments, heritage sites, and cultural landmarks. This includes physical restoration work, preservation education, and legal advocacy to protect cultural heritage.
- **Tours & Activities:** Money will be used for organizing and executing tours that promote spiritual and cultural awareness, such as the *9999km Bharat Bhraman Yatra* and other national pilgrimages. These activities aim to foster unity, peace, and cultural understanding across the nation.

7. 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.

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

Bharat Bhraman Yatra:

A spiritual and cultural tour aimed at strengthening national unity and bringing diverse communities together through shared spiritual practices and dialogues.

The event will travel to various parts of India, highlighting key aspects of our cultural heritage and social values.

Ashwamedha Yagya:

A sacred and powerful ritual aimed at promoting peace, prosperity, and spiritual healing for the nation. This event will involve community participation and will be performed in several regions across the country.

Shrimad Bhagwat Katha:

A spiritual discourse that aims to guide individuals towards moral and ethical living. This event will feature esteemed spiritual leaders and invite communities to reflect on the teachings of the Bhagavad Gita.

Benefits of Partnership:

- **Brand Visibility:** [Corporate Partner] will gain widespread exposure across all event materials and promotional platforms.
- **Community Impact:** Your brand will be directly associated with positive change, social empowerment, and national well-being.
- **Corporate Social Responsibility:** This partnership offers a unique CSR opportunity to make a meaningful impact across India.
- **Employee Engagement:** Employee participation in events and programs will foster a deeper connection to your corporate values.

9. Monitoring, Evaluation, and Reporting

- **Impact Reports:** Regular reports on the progress of initiatives, event outcomes, and community engagement will be shared with [Corporate Partner].
- **Monitoring:** A team will track the success of the initiatives and events based on participation, financial transparency, and social impact.
- **Evaluation:** Both parties will evaluate the effectiveness of the partnership through feedback surveys from participants, media coverage, and volunteer contributions.

10. Timeline and Phases

Phase 1: Pre-Event Planning (3 months)

- Partnership formalization, planning, and funding allocation.
- Development of event concepts and logistics.
- Initial marketing and promotional efforts.

Phase 2: Event Execution (1-2 months)

- Full execution of the Bharat Bhraman Yatra, Ashwamedha Yagya, and Shrimad Bhagwat Katha.
- Active participation by both partners in event management and coordination.

Phase 3: Post-Event (1 month)

- Evaluation, reporting, and sharing of success metrics.
- Public acknowledgment of [Corporate Partner]'s contributions.

11. Concurrence

Rythmus Foundation is excited about the potential partnership with [Corporate Partner] and the opportunity to work together towards building a more equitable, peaceful, and empowered society. We believe this partnership will not only benefit our communities but will also enhance [Corporate Partner]'s brand as a socially responsible and impactful entity.

We look forward to discussing the terms of the partnership and moving forward with this meaningful collaboration.

Sincerely,

For India

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