

Partnership Proposal for Graphics Design Partner

To: [Graphics Design Partner Name]

From: Rythmus Foundation

Subject: Proposal for Graphics Design Partnership

Date: January 5, 2025

1. Introduction About Rythmus Foundation

The **Rythmus Foundation** is a dedicated non-profit organization focused on social and humanitarian development. Our mission spans several areas, including **humanity development, women empowerment, child education, healthcare**, and the well-being of **senior citizens, disabled people, and autistic children**. We are also committed to **animal protection, environment conservation, and heritage preservation**.

Our Foundation drives multiple initiatives that aim to make a sustainable and long-lasting impact in society, such as **youth empowerment, sports development**, and promoting **national peace** through spiritual and cultural events like the **Bharat Bhraman Yatra, Ashwamedha Yagya, and Shrimad Bhagwat Katha**.

We aim to foster positive societal changes and are dedicated to working with partners who share our vision.

2. Purpose of Partnership

The purpose of this partnership with your esteemed **graphics design firm** is to collaborate on creating impactful visual assets that will promote our initiatives and events. The work produced through this partnership will serve as a powerful communication tool to help raise awareness, attract support, and engage the community in our cause.

Your expertise in **graphic design** will play a crucial role in shaping the visual identity of the **Rythmus Foundation**, ensuring that our message is clear, compelling, and accessible to diverse audiences.

3. Rythmus Requirement and Offer by Rythmus Foundation

Rythmus Foundation's Requirements:

- **Branding and Identity Design:** Develop cohesive visual identities for the Foundation's initiatives, including logos, color schemes, typography, and branding materials for our major programs.
- **Event Collateral Design:** Creation of promotional materials such as **banners, posters, flyers, and digital ads** for events like the **Bharat Bhraman Yatra, Ashwamedha Yagya, and Shrimad Bhagwat Katha**.
- **Social Media and Web Design:** Provide graphic design for **social media campaigns** and **website design elements**, ensuring a consistent online presence.
- **Visual Storytelling:** Work with the Foundation to translate key initiatives, stories, and impact into infographics, visual reports, and videos.

Offer by Rythmus Foundation:

- **Brand Exposure:** As our graphics design partner, your brand will be prominently featured in the branding materials, event collateral, social media platforms, and digital outreach.
- **Exclusive Partnership Recognition:** Your design firm will be recognized as the official design partner in our event materials, website, and promotional assets.
- **Content Collaboration:** We will collaborate to ensure your designs reflect the core values of the Foundation while showcasing your creative expertise.
- **Visibility in Major Events:** Your firm will receive recognition in major events, both offline and online, including special acknowledgments in our event program books, websites, and social media.

4. Potential Areas of Collaboration

- **Brand Identity Design:** Creating unique visual themes and branding for specific initiatives like **women empowerment** campaigns, **child education** programs, and **healthcare** efforts.

- **Event Design:** Producing **posters, flyers, event signage**, and **banners** for large-scale events like **Ashwamedha Yagya** and **Shrimad Bhagwat Katha**.
 - **Social Media& Digital Content:** Designing eye-catching graphics for **social media posts, infographics, video thumbnails**, and **web banners** to engage the online community.
 - **Printed Materials:** Designing brochures, annual reports, and impact reports that communicate the Foundation's work to donors, volunteers, and the public.
 - **Campaign Design:** Developing design assets for specific campaigns promoting **youth empowerment, environmental protection, animal rights**, and more.
-

5. Roles and Responsibilities of Both Sides

Rythmus Foundation's Responsibilities:

- **Provide Content:** Provide the necessary content, including text, images, and information related to events and initiatives, that will serve as a foundation for graphic design.
- **Approve Designs:** Review and provide timely feedback on design drafts to ensure alignment with the Foundation's values and objectives.
- **Promote Design Partner:** Acknowledge and promote the graphics design partner on all promotional platforms, including event materials and social media.

[Graphics Design Partner Name]'s Responsibilities:

- **Design Creation:** Produce high-quality, innovative, and impactful designs for **branding, promotional materials**, and **event collateral**.
- **Adherence to Deadlines:** Meet the agreed-upon timelines for design projects, ensuring that all deliverables are provided on time for events and campaigns.
- **Revisions and Final Deliverables:** Make necessary revisions based on feedback from the Foundation and provide final design files in multiple formats (for both print and digital use).

6. Funding Uses and Contribution

Your contribution as a design partner is invaluable to the Foundation's ability to communicate its mission effectively. The funding will be used for:

- **Design Production Costs:** Creating and producing visual materials for various programs and events.
- **Event Promotion:** Designing materials for events such as the **Bharat Bhraman Yatra, Ashwamedha Yagya, and Shrimad Bhagwat Katha.**
- **Outreach and Awareness:** Supporting graphic design work to build awareness of our initiatives through campaigns targeting **women empowerment, healthcare, and youth development.**

Your firm's support will help ensure that we have the necessary creative resources to spread our message and make a significant impact.

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

- **Bharat Bhraman Yatra:** A nationwide journey that spreads messages of unity, peace, and spirituality. Your designs will be instrumental in creating promotional materials to engage people across the country and invite them to participate.
- **Ashwamedha Yagya:** A sacred event that brings spiritual blessings to the nation. Your firm's designs will ensure the event's message reaches audiences in an aesthetically compelling and cohesive manner.
- **Shrimad Bhagwat Katha:** A deeply spiritual event aimed at uniting people through divine knowledge. As a design partner, your work will be seen by thousands of participants, enhancing the visual identity of the event and making it more accessible to all attendees.

Benefit of Partnership:

This partnership will provide your firm with exposure through various touchpoints, including major event branding, printed materials, social media content, and the Foundation's website. You will become a key creative partner in our mission to inspire positive change and unity across the nation.

8. Monitoring, Evaluation, and Reporting

- **Regular Check-Ins:** Periodic meetings to review progress, gather feedback, and ensure that the designs align with the Foundation's vision.
- **Impact Evaluation:** The effectiveness of design elements in driving engagement will be evaluated through metrics such as event attendance, social media reach, and feedback from stakeholders.
- **Reporting:** Shared reports detailing the engagement with design assets, including website traffic, social media performance, and event success, will be shared with the design partner.

9. Timeline and Phases

Phase 1: Initial Agreement (1 Month)

- Finalize the scope of work, deliverables, and timelines.
- Initial design concepts and branding proposals.

Phase 2: Design Development and Implementation (2-6 Months)

- Begin working on event collateral and branding for upcoming Foundation events.
- Regular feedback and design revisions.

Phase 3: Ongoing Partnership (6+ Months)

- Continued collaboration for new events, campaigns, and initiatives as the Foundation grows and evolves.

10. Concurrence

We are excited about the possibility of collaborating with your design firm and believe that your creativity and expertise will be integral in helping us amplify our cause. We are confident that this partnership will not only benefit both parties but also contribute significantly to the Foundation's efforts to create a better, more inclusive society.

We look forward to your feedback and hope to move forward with this mutually rewarding partnership.

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