

Partnership Proposal for TV Channel Partner with Rythmus Foundation

To: [Recipient Name / TV Channel Name]

From: Rythmus Foundation

Subject: Proposal for TV Channel Partnership with Rythmus Foundation

Date: Aug 5, 2025

1. Introduction about Rythmus Foundation

Rythmus Foundation is a leading non-profit organization dedicated to bringing about transformative change in society. Our primary mission is to uplift and empower communities by working across a diverse range of areas:

- **Humanity Development:** Enabling holistic social development, reducing poverty, and fostering equality.
- **Women Empowerment:** Promoting gender equality and empowering women through education, skill-building, and leadership programs.
- **Child Education:** Providing quality education to underprivileged children, with a focus on inclusive learning.
- **Animal Protection:** Advocating for animal welfare, preventing cruelty, and supporting rescue efforts.
- **Environmental Protection:** Taking actionable steps to protect the environment through sustainable practices and awareness campaigns.
- **Heritage Preservation:** Preserving India's cultural heritage, monuments, and traditions for future generations.
- **Senior Citizens and Disabled People Welfare:** Ensuring dignity, care, and support for elderly individuals and differently-abled people.
- **Healthcare:** Promoting better access to healthcare, supporting health awareness campaigns, and providing medical aid to underserved communities.
- **Autistic Children:** Designing programs to support children with autism and their families.

- **Youth Empowerment:** Encouraging youth to become leaders and active contributors to society.
- **Sports Development:** Promoting sports as a tool for overall development, teamwork, and leadership.

Additionally, we organize events such as **Bharat Bhraman Yatra**, **Ashwamedha Yagya**, and **Shrimad Bhagwat Katha**, which aim to create a more peaceful, harmonious, and united nation. These events also serve to deepen cultural understanding and foster collective spirituality.

2. Purpose of Partnership

Rythmus Foundation recognizes the power of television as an influential medium for mass communication. We are seeking a strategic partnership with your esteemed TV channel to leverage this platform to raise awareness, broadcast our events, and amplify our impact. Through this partnership, we aim to extend our reach, engage a broader audience, and mobilize resources for positive social change.

The purpose of this collaboration is to:

- Amplify the visibility of Rythmus Foundation's causes and initiatives.
 - Create a positive impact on society by promoting peace, social justice, and cultural preservation.
 - Use TV broadcasts to inspire people to participate in community-driven actions and philanthropic endeavors.
 - Raise awareness about key national events like **Bharat Bhraman Yatra**, **Ashwamedha Yagya**, and **Shrimad Bhagwat Katha**.
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3. Rythmus Requirement and Offer by Rythmus Foundation

Rythmus Foundation's Requirements:

- **TV Broadcast Support:** Assistance in broadcasting promotional segments, interviews, documentaries, and live coverage of events.

- **Content Creation:** Collaboratively producing content such as short films, PSAs, and special features about our ongoing projects in humanity development, education, animal protection, etc.
- **Event Broadcasting:** Live broadcasting of major events like **Bharat Bhraman Yatra, Ashwamedha Yagya, and Shrimad Bhagwat Katha.**
- **Community Engagement:** Hosting TV shows, discussions, or interviews that highlight the progress of Rythmus Foundation's initiatives and inspire public participation.

Offer by Rythmus Foundation:

- **Official Media Partner Recognition:** Your channel will be acknowledged as our official TV media partner for all our events, campaigns, and programs.
- **Brand Visibility:** Your channel will be featured in event-related promotions, advertisements, and social media campaigns, gaining visibility as a key supporter of social causes.
- **Exclusive Content:** You will have access to exclusive content, including documentaries, interviews with beneficiaries, and reports from on-ground projects.
- **Collaborative Promotion:** Co-branding opportunities for joint campaigns, event promotions, and TV specials, with your brand prominently displayed across all digital and printed materials.
- **Publicity for TV Shows:** Rythmus Foundation will assist in promoting any TV shows or programs dedicated to our causes via social media and digital platforms.

4. Potential Areas of Collaboration

1. **Awareness Campaigns:** Joint TV campaigns to raise awareness on key social issues such as child education, women empowerment, healthcare, and animal protection.
2. **Event Coverage:** Live broadcasting or documentary-style coverage of events like **Bharat Bhraman Yatra, Ashwamedha Yagya, and Shrimad Bhagwat Katha.**

3. **TV Shows/Programs:** Collaborating on creating specialized TV shows, such as interviews with leaders, thought-providers, and beneficiaries, showcasing the impact of Rythmus Foundation's work.
 4. **Fundraising Telethons:** Organizing telethons or fundraising events that will raise money for critical initiatives such as healthcare, education, and the welfare of senior citizens.
 5. **Community Engagement:** Interactive TV programs involving audience participation that highlight Rythmus Foundation's initiatives and inspire action.
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5. Roles and Responsibilities of Both Sides

Rythmus Foundation's Responsibilities:

- Provide TV content, including interviews, event footage, documentaries, and regular updates on ongoing programs.
- Assist in the coordination of content creation and program planning.
- Ensure the timely delivery of marketing material for promotional efforts.
- Offer on-ground support during events, ensuring smooth coordination with your TV crew for live coverage.
- Promote the partnership on our website, social media, and newsletters.

TV Channel's Responsibilities:

- Provide broadcast airtime for Rythmus Foundation's campaigns, documentaries, interviews, and live events.
- Produce and air TV shows that spotlight Rythmus Foundation's projects, people, and impact.
- Organize and promote special programming in collaboration with Rythmus Foundation, especially for **Bharat Bhraman Yatra**, **Ashwamedha Yagya**, and **Shrimad Bhagwat Katha**.
- Promote Rythmus Foundation's initiatives through your channel's social media, newsletters, and digital platforms.

- Feature advertisements, PSAs, and promotional content about Rythmus Foundation's causes.
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6. Funding Uses and Contribution

The funding generated from this partnership will be utilized for:

- **TV Broadcast Costs:** The financial support required for producing and broadcasting content related to Rythmus Foundation's initiatives and events.
- **Event Costs:** Covering the expenses of live broadcasting and coverage of major events like **Bharat Bhraman Yatra**, **Ashwamedha Yagya**, and **Shrimad Bhagwat Katha**.
- **Program Production:** Allocating funds for creating high-quality content that reflects the work and values of Rythmus Foundation.
- **Campaigns and Promotions:** Using the funds for joint promotional campaigns, including public awareness about Rythmus Foundation's ongoing projects.

Contributions can be in the form of financial support, airtime, production resources, or collaborative funding for specific initiatives.

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

Bharat Bhraman Yatra:

This nationwide journey promotes national unity, cultural awareness, and social peace. Your TV channel will have the opportunity to provide live coverage of key stops, interviews, and stories of people touched by the event.

Ashwamedha Yagya:

A sacred ritual for bringing peace, prosperity, and divine blessings to the nation. Broadcasting this event will allow millions to witness its significance and take part in the prayers and rituals.

Shrimad Bhagwat Katha:

A revered discourse that emphasizes spiritual teachings, peace, and ethical

living. Your channel will broadcast the entire Katha or highlight key teachings, engaging viewers on a deeply personal and spiritual level.

Benefits of Partnership:

- **Media Exclusivity:** Your channel becomes the exclusive broadcaster for these national events, gaining a unique position in promoting culture and spirituality.
 - **Increased Viewership:** High-quality programming that attracts a broad, diverse audience interested in social good, spirituality, and cultural heritage.
 - **Brand Alignment with Social Causes:** Your channel's brand will be associated with positive social change, community upliftment, and national harmony.
 - **Cross-Promotional Opportunities:** Increased media exposure through joint campaigns and shared visibility across various platforms.
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8. Monitoring, Evaluation, and Reporting

- **Quarterly Reports:** Updates on the performance of TV broadcasts, audience engagement, and viewership ratings.
- **Impact Evaluation:** Measurement of the effectiveness of broadcasted content, viewer feedback, and community engagement.
- **Post-Event Reports:** Comprehensive analysis of the success and reach of live events such as **Bharat Bhraman Yatra**, **Ashwamedha Yagya**, and **Shrimad Bhagwat Katha**.
- **Continuous Improvement:** Regular assessment of the partnership's alignment with our goals and making improvements as necessary.

9. Timeline and Phases

Phase 1: Initial Setup & Planning (1-2 months)

- Finalize partnership agreement.
- Collaborate on content creation and production schedules for events and shows.

Phase 2: Program Rollout & Event Coverage (3-6 months)

- Begin broadcasting awareness programs, documentaries, and event promotions.
- Live coverage of **Bharat Bhraman Yatra, Ashwamedha Yagya, and Shrimad Bhagwat Katha.**

Phase 3: Long-Term Engagement & Expansion (6-12 months)

- Expand the reach and scale of collaborative programs.
- Increase community engagement through TV shows, live discussions, and campaigns.

10. Concurrence

We invite your TV channel to join hands with Rythmus Foundation as an official media partner. Together, we can inspire societal transformation, raise awareness, and contribute to nation-building. We are excited about the potential of this partnership and look forward to your positive response.

Please feel free to contact us to discuss this proposal in greater detail and initiate the next steps.

Sincerely,

For India

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