

Partnership Proposal for Social Media Partner with Rythmus Foundation

To: [Recipient Name]

From: Rythmus Foundation

Subject: Proposal for Social Media Partnership with Rythmus Foundation

Date: Aug-6, 2025

1. About Rythmus Foundation

Rythmus Foundation is a non-profit organization dedicated to the social and cultural welfare of humanity. With a broad range of impactful initiatives, we focus on uplifting the most vulnerable sections of society through:

- **Humanity Development:** Empowering communities to overcome poverty and underdevelopment.
- **Women Empowerment:** Ensuring women's access to education, healthcare, and equal opportunities.
- **Child Education:** Providing quality education to underprivileged children, especially in rural and remote areas.
- **Animal Protection:** Promoting ethical treatment of animals and conservation.
- **Environmental Protection:** Promoting sustainable practices and environmental awareness.
- **Heritage Preservation:** Protecting India's cultural heritage for future generations.
- **Welfare of Senior Citizens and Differently-abled People:** Creating a society that respects and supports the elderly and differently-abled individuals.
- **Healthcare:** Ensuring access to quality healthcare for all, particularly the marginalized.
- **Autistic Children:** Supporting children with autism through special programs and awareness.

- **Youth Empowerment and Sports Development:** Fostering leadership, skills, and opportunities for the youth, and promoting sports as a means of empowerment.

In addition, we organize significant national events like **Bharat Bhraman Yatra**, **Ashwamedha Yagya**, and **Shrimad Bhagwat Katha** to foster national unity, spiritual growth, and social harmony.

2. Purpose of Partnership

Rythmus Foundation seeks to collaborate with [Social Media Platform] to amplify the reach of our mission and vision through social media. This partnership will provide an opportunity to:

- Share and spread awareness about our programs, initiatives, and events.
 - Create engaging content that inspires and educates the public on issues like women empowerment, education, animal protection, and more.
 - Build a stronger digital presence, engaging communities, and supporters to contribute to our cause.
 - Drive participation and interaction for large-scale national events such as the **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:

- **Social Media Coverage:** Share regular updates on your social media platforms, including posts, stories, and reels about Rythmus Foundation's activities.
- **Campaigns and Promotions:** Run targeted campaigns to raise awareness about key initiatives and events.
- **Content Creation:** Assist in creating visually engaging and informative content that highlights our work and impact.

- **Event Promotion:** Promote Rythmus Foundation's events like **Bharat Bhraman Yatra, Ashwamedha Yagya, and Shrimad Bhagwat Katha** to a broader audience.

Offer by Rythmus Foundation:

- **Official Media Partner Recognition:** Acknowledge your platform as the official social media partner of Rythmus Foundation in all our digital and print promotions.
 - **Brand Visibility:** Extensive branding opportunities through co-branded content and posts on our social media channels, newsletters, and websites.
 - **Exclusive Content:** Your platform will have access to behind-the-scenes content, event previews, interviews, and success stories that will be shared exclusively.
 - **Engagement in Campaigns:** Participation in co-branded social media campaigns that aim to raise awareness about key social issues and events.
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4. Potential Areas of Collaboration

1. Social Media Content:

- Regular posts about Rythmus Foundation's work, success stories, upcoming events, and calls for support.
- Creating engaging posts (images, videos, infographics) to spread the message about our initiatives.

2. Event Promotion:

- Promoting Rythmus Foundation's key national events: **Bharat Bhraman Yatra, Ashwamedha Yagya, and Shrimad Bhagwat Katha.**
- Using social media tools like live streaming, stories, and reels to cover the events and engage the audience.

3. Campaign Collaboration:

- Running collaborative campaigns, using hashtags and social media challenges to raise awareness for specific causes like women empowerment, child education, and environmental protection.

4. Interactive Sessions:

- Hosting Q&A sessions, live discussions, and webinars on your social media platforms, featuring thought leaders, advocates, and Rythmus Foundation members.

5. Fundraising & Donation Drives:

- Using social media tools to promote fundraising campaigns and drives to support Rythmus Foundation's work.

5. Roles and Responsibilities of Both Sides

Rythmus Foundation's Responsibilities:

- Provide content (articles, photos, videos, infographics) related to our initiatives and events.
- Coordinate with your social media team for content posting, event promotion, and campaign development.
- Share updates on the impact of campaigns, events, and programs to be featured on your platform.
- Provide regular updates and success stories for publication.

[Social Media Platform]'s Responsibilities:

- Share and promote Rythmus Foundation's content, events, and initiatives across your social media channels.
 - Help create and execute engaging campaigns that raise awareness about Rythmus Foundation's work and social causes.
 - Provide support in running targeted ads for fundraising and event promotions.
 - Ensure timely posting and engagement for all collaborative content and campaigns.
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6. Funding Uses and Contribution

The partnership may involve financial contributions or in-kind support from both parties. Contributions will be directed towards:

- **Media Campaign Costs:** Budget for sponsored posts, ad campaigns, and social media advertisements.
- **Event Promotion:** Expenses associated with live streaming and promotion of key events.
- **Content Creation:** Professional video shoots, photography, and graphic design for impactful content.

Both parties may also collaborate on specific fundraising drives, where a percentage of proceeds will be directed towards Rythmus Foundation's social programs.

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

Bharat Bhraman Yatra:

A national pilgrimage journey aimed at spreading messages of unity, peace, and national integration. The social media partner can help share updates, behind-the-scenes content, and promote participation in the Yatra.

Ashwamedha Yagya:

A large-scale spiritual event to promote peace and harmony. Through social media, we can engage audiences globally by sharing live updates, highlights, and the spiritual significance of the Yagya.

Shrimad Bhagwat Katha:

A revered spiritual event that inspires ethical living, peace, and unity. The social media partner will play a critical role in promoting and live-streaming key parts of the Katha to reach a wider audience.

Benefits of Partnership:

- **Brand Visibility:** Social media promotion offers extensive reach for your platform, aligning with positive causes like spirituality, national unity, and social development.

- **Engagement & Interaction:** Active participation in campaigns, discussions, and event promotions will increase engagement with your audience.
 - **Exclusive Content:** Access to unique content that can be leveraged for social media growth and audience connection.
 - **Social Impact:** By supporting Rythmus Foundation's initiatives, your platform will gain recognition as an advocate for social change and nation-building.
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8. Monitoring, Evaluation, and Reporting

- **Monthly Reports:** Rythmus Foundation will provide monthly updates on the impact of social media campaigns, including engagement metrics, audience reach, and contributions to events and fundraising.
 - **Impact Tracking:** Monitoring the engagement and public reaction to posts, campaigns, and event promotions.
 - **Post-Campaign Analysis:** Evaluating the effectiveness of social media efforts in terms of awareness, participation, and donations raised.
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9. Timeline and Phases

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

- Formalize partnership agreement and set up social media strategy.
- Plan content and campaigns for upcoming events and initiatives.

Phase 2: Media Coverage & Campaign Execution (3-6 months)

- Begin regular posts, stories, and campaign launches.
- Promote events like **Bharat Bhraman Yatra**, **Ashwamedha Yagya**, and **Shrimad Bhagwat Katha**.

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

- Continue running awareness campaigns, social media challenges, and fundraising drives.
- Monitor audience engagement and tweak strategies for optimal impact.

10. Concurrence

We invite [Social Media Platform] to become an official media partner in helping Rythmus Foundation achieve its mission of social transformation and nation-building. By joining forces, we can create meaningful engagement, spread awareness, and make a lasting impact on society.

We look forward to your positive response and the opportunity to discuss the next steps toward formalizing our collaboration.

Sincerely,

For India

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