2026/27 Partnership Guide

a space to create

CREATIONS

BERKELEY

MEDIA & PERFORMING ARTS

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CREATIONS BERKELEY

MEDIA & PERFORMING ARTS

Youth don't just need something to do. They need somewhere to grow.

Our Symbol

Kuumba means creativity.

It is the sixth principle of Kwanzaa and reminds us to leave our community more beautiful and beneficial than we inherited it.

For Creations Berkeley, Kuumba is more than a symbol. It is the work. Every performance, every student project, every class, and every community event is part of building something better for the next generation.



Creations Berkeley Media & Performing Arts gives local youth access to dance, media, performance, storytelling, and creative training rooted in community.

Our students do not just take classes. They rehearse. They film. They perform. They interview. They create original work. They represent Berkeley at cultural events, showcases, competitions, and community celebrations.

We serve more than 100 youth each year through performing arts, media arts, school-based programs, community events, and youth productions.

Our Mission

Creations Berkeley creates safe, culturally affirming spaces where youth can build confidence, develop creative skills, and turn their ideas into finished work.

Through media and performing arts, students learn discipline, teamwork, storytelling, stage presence, communication, and leadership. Our work is especially committed to youth who need access to creative spaces, mentorship, and opportunities to be seen in a positive way.

We believe creativity is not extra. It is a pathway to confidence, culture, education, and opportunity.

PROGRAM DEVELOPMENT

Performing Arts

Our performing arts programming gives youth a place to train, move, act, perform, and grow.

Creations Dance Group is one of our current performing arts programs. Dancers receive structured training, mentorship, performance preparation, and opportunities to represent Creations Berkeley throughout the Bay Area.

Students build discipline, teamwork, confidence, stage presence, and accountability while preparing for showcases, competitions, and community performances.

As Creations Berkeley grows, our performing arts programming will expand to include acting, theater, movement, live performance, and additional creative pathways.

Media Arts

Lights Camera Action is our youth media program.

Students learn storytelling, camera work, interviewing, editing, podcasting, media literacy, and content creation. They move from simply watching media to understanding how it is made — and then making it themselves.

Students leave with hands-on experience and projects they helped write, film, produce, or present.

YeeTV

YeeTV stands for Young Educated Excellent Television.

YeeTV is the youth media platform that grows out of Creations Berkeley's performing arts and media arts programs. Students do not sign up directly for YeeTV. They grow into it through programs like Creations Dance Group and Lights Camera Action.

Through YeeTV, youth gain experience as hosts, reporters, performers, interviewers, and content creators while highlighting community stories, youth voices, local events, and cultural celebrations.

IMPACT SNAPSHOT

Creations Berkeley is already doing the work.

More than 100 youth served each year

At least 8 public performances per season

Invited to Umoja Day at Berkeley City College for the past 3 years

Performances connected to Berkeley Juneteenth, Black Joy Parade, and San Francisco Carnaval

Youth media projects created through Lights Camera Action

YeeTV youth produced and hosted a live broadcast from the Berkeley Juneteenth Festival on Berkeley Community Media's public access station

Creations Dance Group recognized with Judges' Choice and Platinum honors at Rainbow Dance Competition

These are not hypothetical opportunities. Our students are already showing up, creating work, and representing their community.

Community Visibility

Sponsors are connected to youth-centered work that is visible across Berkeley, Oakland, San Francisco, and the greater Bay Area.

Creations Berkeley students participate in cultural events, school showcases, competitions, community performances, youth productions, and public celebrations.

Community highlights include:

- Berkeley Juneteenth
- Oakland Black Joy Parade
- San Francisco Carnaval
- Umoja Day at Berkeley City College
- School showcases
- Community block parties
- National Night Out
- Youth talent showcases
- Regional dance competitions
- Media and performance projects

Umoja Day is especially meaningful because students experience an academic environment, see college students of color, and begin to understand that dance, media, and the arts can connect to higher education and future opportunity.

SPONSORSHIP & SUPPORT

Why Support Creations Berkeley? Creations Berkeley is more than a program—it's a movement dedicated to fostering creativity, inclusivity, and excellence. We strive to create a lasting impact through education, performance, and community engagement. By supporting Creations Berkeley, you are investing in the future of our youth and helping to build a strong, empowered, and inspired community.

Creations Berkeley is a 501c3 Charitable Organization.

How You Can Get Involved

- Sponsor: Fund a program, event, student need, performance opportunity, or equipment purchase.
- Donate: Help cover scholarships, supplies, costumes, media tools, competition costs, or participation expenses.
- Volunteer: Support events, mentoring, media production, dance programming, outreach, fundraising, or administration.
- Partner With Us: Schools, businesses, churches, community organizations, and local leaders can collaborate with Creations Berkeley on classes, performances, events, youth productions, and community storytelling.
- Attend Events: Show up for our students at performances, showcases, screenings, community events, and live productions.
- Spread the Word: Share our work, connect us with sponsors, invite families, and help grow the village around our youth.

Join Us

Creations Berkeley is building a creative pathway for local youth through media, performing arts, storytelling, and community visibility.

Your support helps students train, create, perform, produce, and lead.

Help give local youth the stage, tools, and support they deserve.

Contact

Carla Appleberry

Founder, Creations Berkeley Media & Performing Arts

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creationsberkeley.com

Creations Berkeley Media & Performing Arts is a 501(c)(3) charitable organization.

WHY SPONSORSHIP MATTERS

Talent is not the problem. Access is.

Many families want their children in quality arts and media programs, but the real costs add up quickly: instruction, rehearsal space, costumes, uniforms, supplies, competition fees, cameras, microphones, transportation, food, event materials, and production needs.

Without sponsorship, those costs fall on parents, limit participation, or prevent opportunities from happening at all.

Your sponsorship helps close that gap.

It keeps programs accessible.

It helps students show up prepared.

It gives youth the tools to create.

It helps families say yes.

It puts young people in front of audiences, cameras, mentors, and opportunities.

What Sponsorship Supports

- Sponsorship may help cover:
- Dance and performing arts instruction
- Media production training
- Rehearsal and program space
- Student scholarships
- Uniforms and rehearsal wardrobe
- Costumes and performance supplies
- Competition fees
- Travel and transportation needs
- Cameras, iPads, microphones, lighting, and editing tools
- Marketing and printing
- Event supplies
- Youth production expenses
- Showcase and performance costs
- Administrative and program support

Every sponsorship helps remove a barrier, strengthen a program, or create a public opportunity for youth to shine.

Sponsor Visibility

Sponsors may receive recognition through Creations Berkeley-controlled materials and platforms, including:

- Website recognition
- Social media posts
- Flyers and printed materials
- Event banners
- Performance shirts
- Recap videos
- Event shout-outs
- Youth media productions
- Showcase programs
- Community event materials

When you support Creations Berkeley, your name goes where our youth go — on stage, on screen, and into the community.



SUMMER & AFTER SCHOOL CONTENT CREATION PROGRAMS

LIGHTS CAMERA ACTION

BY CREATIONS BERKELEY



What Participants will Experience:

- Media Production Basics
- Social Campaign Brainstorming
- Creative Writing/Poetry
- Podcast/Open Mic
- Recording & Editing
- Local TV Studio Field Trip
- See their content on Live TV!

VISIT CREATIONSBERKELEY.COM/SESSIONS FOR PROGRAM INFORMATION, SCHEDULES, FEES AND SCHOLARSHIP OPPORTUNITIES.

CREATIONS BERKELEY



CREATIONS DANCE GROUP



WITH DR. AMARI

With over 15 years of trained dance experience, Dr. Amari's portfolio includes Liturgical, Ballet, Modern, Jazz-Hop, African, Majorette, and Freestyle. Amari has performed at both the collegiate and professional levels. She is not only passionate about dance but also the education of and success in it. Amari lives by the following African Proverb: "If you can walk, you can dance".

Want to have fun?
Love to Dance?
Want to be part of a team?
Want to learn to perform in front of an audience?
EVERY BODY is welcome!
No prior dance experience necessary.
Safe and encouraging environment.

CREATIONS BERKELEY



WHO WE ARE



CARLA APPLEBERRY

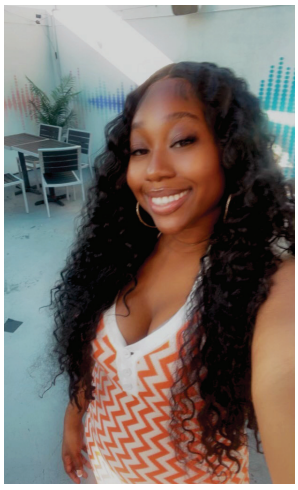
aka Mz. Apple, Founder and Director of Creations Berkeley, developed the organization dedicated to providing safe, creative spaces for young people to learn, grow, and express themselves. After earning her degree in Multimedia Arts from Berkeley Community College to help support Creations' Lights Camera Action program, she transferred to San Francisco State University where she continues her study's in film and media.

"I grew up as a latchkey kid, one of four, with a hardworking mother who did everything she could to keep food on the table. A traumatic experience in elementary school changed the course of my childhood, and by my teenage years, life had become difficult. But I pushed through, and the birth of my daughter became the turning point that made me fight harder to create something better—not just for her, but for other kids who need a safe, supportive space. Today, through Creations Berkeley, with the help of my communty, and with the inspiration from the children and faith in God I'm building the kind of environment I wish I had growing up—where kids can feel seen, heard, and empowered to reach their full potential."

DR. AMARI

Dance Instructor, Creations Berkeley

Dr. Amari is more than just a dance instructor—she is a mentor, a motivator, and a guiding force for the students at Creations Berkeley. With over 15 years of trained dance experience in Liturgical, Ballet, Modern, Jazz-Hop, African, Majorette, Praise Dance and Freestyle, she brings both skill and heart to every class. She meets each dancer where they are, pushing them to grow while creating a supportive space where they feel seen, valued, and capable. Her dedication goes beyond technique—she teaches with patience, encouragement, and a deep belief in every child's potential. Dr. Amari is committed to making dance education accessible to all, living by the African Proverb: "If you can walk, you can dance,"and ensuring that every student finds their rhythm both on and off the dance floor.



OUR VOLUNTEERS, SPONSORS AND INTERNS

We couldn't do it without the many members of the community who pitch in to make things happen! Creations' family is truly a grassroots effort to fill the gap.

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CREATIONS IN THE COMMUNITY

HIGHLIGHTS

Talent Show sponsored by City of Berkeley & Washington Elementary School

Berkeley's National Night Out

Community Block Party

Umoja day at Berkeley Community College

Berkeley Juneteenth

Oakland Black Joy Parade





BERKELEY TIMES

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Schools Fund COMMUNITY BLOCK PARTY

Lights spark the vision, camera captures the moment, and action brings the story to life.



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CREATIONS IN THE COMMUNITY

HIGHLIGHTS







Every beat brings us closer, every step makes us stronger. Dance isn't just movement, it's connection.



CREATIONS IN THE COMMUNITY

HIGHLIGHTS







When kids dance together, they learn more than steps, they learn teamwork, trust, and the power of unity.



CREATIONS IN THE COMMUNITY

2025 BLACK JOY PARADE



TESTIMONIALS

I'd take my daughter to another class because she had an amazing time and talked about the class to anyone who would listen for several days. And isn't that what any parent wants to offer their child: a fun and memorable experience?

My son just finished the Lights, Camera, Action camp and he absolutely loved it! He loved learning how to craft a script but mostly he loved the filming aspect. After leaving on the last day he asked when he can attend again and Carla was fantastic to work with. I highly recommend this camp! Kids are in need of options to explore the growing self & to meet new friends in welcoming environments!

Yay for Creations Berkeley for establishing a new space for togetherness.

It's truly a wonderful atmosphere at Creation Berkeley!!!! Ms. Apples is professional and a true light. My girls have attended the yoga class, and I also threw my baby shower there! Both experience I give a 10 out of 10

This space is so warm and inviting. I've taken my children here multiple times and it's always a pleasure. Ms. Apple is great with the children. This is the best dance studio in Berkeley and it's very diverse and open to everyone!

I really recommend this for anyone with small kids - Carla (Ms Apple) has amazing energy and keeps the kids happy and entertained with so many fun and upbeat activities. We will definitely be back!

I love this location and the services they provide to the community. This location is safe, clean, and the host is amazing!

2026/27 SPONSOR OPPORTUNITIES

PLEASE HELP US BUILD CREATIONS BERKELEY PROGRAMS, AND A STRONGER COMMUNITY!

PROGRAM SPONSORSHIP

SHOOTING STAR - Major Program Sponsor $10,000

Supports year-round youth media and performing arts programming, including instruction, space, student participation, performances, media production, equipment, and community visibility.

Sponsor recognition may include logo placement on the Creations Berkeley website, social media, selected flyers, shirts, banners, event materials, recap videos, and public acknowledgments at selected performances or community events when applicable.

SHINING STAR - Program Sponsor $5,000

Supports a core program area such as Creations Dance Group, Lights Camera Action, YeeTV, or a major youth performance or media opportunity.

Sponsor recognition may include logo placement on the Creations Berkeley website, social media, selected flyers, event materials, and public acknowledgments when applicable.

SPARK - Student Participation Sponsor $2,500

Helps cover student needs such as wardrobe, rehearsal clothes, costumes, competition costs, equipment, performance supplies, scholarships, and participation expenses.

Sponsor recognition may include name or logo placement on the Creations Berkeley website, social media, and selected event materials.

COMMUNITY SPONSOR - Supplies, Equipment, and Access $1,000

Helps fund program supplies, rehearsal needs, equipment, uniforms, student support, and smaller program expenses.

Sponsor recognition may include name or logo placement on sponsor materials and social media.

FRIEND OF CREATIONS - Keep Programs Accessible $500

Helps support youth participation, supplies, scholarships, costumes, and program needs.

Includes supporter recognition and social media acknowledgment when applicable.

FAMILY SUPPORTER - Support the Village $250

An accessible giving level for families, individuals, and community members who want to help lift up local youth.

Includes supporter recognition when applicable.

EVENT SPONSORSHIP

Creations Berkeley also offers sponsorship opportunities for special events, showcases, performances, competitions, youth media productions, and community celebrations throughout the year.

Event sponsorship may support venue costs, production needs, marketing, student performances, concessions, decorations, media coverage, equipment, supplies, and family-friendly community experiences.

HOW TO SPONSOR

Visit
creationsberkeley.com/sponsorship-opportunities
to submit sponsorship information and payment.

For questions, custom sponsorship options,
in-kind donations, or partnership opportunities,
please contact:

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