



Bay Area based artisan collective, Heart of Chaos (HOC), is seeking sponsors for its upcoming group art exhibit UpRoar 2008 which will open on Friday, November 7th at South First Billiards in Downtown San Jose as part of South First Friday's.

UpRoar is one of the bay area's largest local artist group exhibits and art benefits of the year and promises to be an eclectic evening of art, live music, fashion and more!

The opening night party, which begins at 8pm on November 7th at South First Billiards Gallery and Lounge during South First Friday's, will feature live performances by eight bands and djs with more to be announced. A dance showcase featuring belly and break dance styles will take place and there will be a fashion installation alongside artwork from many local artists. HOC artists will also be on site live painting for all to see!

HOC successfully put on the first annual UpRoar event in 2007. At the opening party South First Billiards was packed wall to wall and great music streamed while viewers explored over 100 art entries. This year HOC will rock the house once again but even bigger, with more performers and sights to see! UpRoar 2008 promises to be one of this year's best parties in downtown San Jose and will definitely deliver on featuring local artists of all mediums from the Bay Area's diverse art community!

Sponsorship is very affordable at only \$100 and is 100% tax deductible through the non-profit Catalyst for Youth that funds HOC (see [www.catalystforyouth.org](http://www.catalystforyouth.org) for more details). Catalyst for Youth is a 501 (c) 3 non profit public charity and educational organization and its federal EIN is 22-3863184. As a thank you for your support sponsorship includes the following benefits:

- Sponsor table at opening party where you can display promotional material and sell merchandise if desired
- Free entrance to the event for up to 4 representatives
- Promotional opportunity to spread the word about your business to several hundred anticipated attendees
- Display and link to your website from HOC's sponsor web page for 1 year

HOC is a volunteer run artisan collective and has hosted over 30 art exhibits and events since 2003, more than a dozen were hosted between January and August this year including San Jose's 2nd Annual Chalk Art Festival. HOC provides marketing services through exhibits and art-related events to emerging and established artists, opening the lines of communication for the artists to network and establish a presence in the community whereby they can enrich it through their vision. For more information about HOC please visit [www.heartofchaos.net](http://www.heartofchaos.net).

Your support would be greatly appreciated. To participate as a sponsor please mail your check for \$100 payable to Catalyst for Youth to Catalyst for Youth c/o Joanne Hobbs, 1724 Alberta Ave. San Jose, CA 95125. Please also include your contact details so we can reach you to arrange your sponsorship table and logo display on the HOC website. You will receive a formal acknowledgement after your check is received.

If you have any questions, please feel free to contact me at 408-661-0364 or [jen@heartofchaos.net](mailto:jen@heartofchaos.net). Thank you for supporting the art community!

Best Regards,  
Jenifer "Jen" Sluga  
Heart of Chaos  
Director of Development