AFTER MINDFULNESS Urban Retreat
2 Days of Meditation + Yoga + Talks + Festival

UC Berkeley Campus
June 29-30, 2019
Dear Festival Partner,

I am writing to invite you to a partnership for our “What’s After Mindfulness” conference, held at UC Berkeley’s prestigious Zellerbach Hall on June 29-30, 2019.

As the 11th annual “Global Conference on Buddhism”, this 2-day Urban Retreat features world-renowned speakers like Ajahn Brahm from Australia to musical legends like Imee Ooi from Malaysia. There will be a mid-day festival each day for dharma partners to share with the community. We anticipate the audience to be over 1500 people. A large part of our intent in hosting the conference is building bridges and connecting the community in a way that continues well past the two days of the conference, and we feel that your organization would be a tremendous asset for that emergence.

Would you be interested in joining as a partner?

As a partner organization you would join in supporting the spread of Dharma in the world and help us publicize the event. We will offer to our partners:

Friendship: Our event is strictly non-commerical -- all our costs are covered by an unsolicited grant, our organizing team is volunteer-driven, and all our proceeds are donated to nonprofit organizations. We are doing this as humble stewards of a global platform, with a deep faith in Buddha’s advice of noble friendship as a foundation for cultivating wisdom. Through this process, it would be an honor to learn more about your work and support its flow in the world.

Publicity: On our website, we will feature you on our FESTIVAL page; we will include you in mentions on social media; we will provide you with a table for outreach at our Festival of Sharing.

Tickets: We are piloting an experiment of offering tickets to our partners and their communities with “alternate forms of capital”. For instance, someone from your community can volunteer at a nonprofit to offer time capital, do acts of kindness to build community capital, meditate a certain number of hours to enhance transformation capital. As a partner you would select what expression of wealth (and virtue) you would like to encourage through this process.

By offering this opportunity to you for free, we trust that it will collectively awaken a creative solutions that may help alleviate some suffering in the world.

Please let me know if you’d like to come on board as an official festival partner, and I would be happy to connect via phone.

Sincerely,

Organizing + Hosting Partners
March 31/2019

Join us for a Meet and Greet

Partner Reception 4-6pm at Dharma College

Come learn about our After Mindfulness vision for the Festival and beyond.

Meet the host, Coleman Fung, our generous sponsor of After Mindfulness
Meet the Hosting Partners:
  - Dhammadharini Support Foundation
  - Dharma College
  - ServiceSpace
  - Berkeley Buddhist Monastery

Nipun Mehta will present Alternate Forms of Wealth and ways your members could use time, attention, silence, and community capital towards a currency-free registration Promo Code on Eventbrite for After Mindfulness Urban Retreat
Learn about volunteering and ways you can help before After Mindfulness

Please RSVP by 3/25/2019

Dharma College 2222 Harold Way, Berkeley
Downtown Berkeley BART (5 minute walk)
“Generosity was the first virtue on Buddha's list of ten perfections (‘paramitas’). It unlocks a profound inner transformation, that helps us cultivate many other virtues and awaken our true nature. Today, unfortunately, we pigeon hole generosity into a narrow funnel of financial wealth. In practice, small acts of kindness are given and received in so many different ways. We think of it as multiple forms of capital. And as our way to stand behind that principle, we are please to receive a portion of our ticket payments with these alternate forms of wealth.”

- Nipun Mehta, ServiceSpace.org
Co-Creating the Festival of Sharing

Examples of ways to partner with us:

1. Offer an experience at the Festival aligned with radical acts of kindness
2. Offer an experience that is an engagement of Buddhist teachings
3. Offer Marketing Capital to share our event on your social media and email campaigns
4. Answer “what is after mindfulness” for our attendees beyond the 2-day event
5. Offer Volunteer Capital from your community
6. Offer to help pay for another participant’s tent or tent rental, anonymously
7. Guide 30 or more people in Meditation either before or during 2-day Festival
8. Offer a complimentary Yoga class for 30 or more people during the 2-day Festival
9. Offer Alms Round ceremony to monastics on one or both days of the Festival
10. Offer a Walking Meditation meetup on days of the Festival
11. Sponsor a monastic to stay past the 2-day retreat
12. Sponsor refreshments at Ajahn Brahm’s Saturday Night Dharma Talk
13. Sponsor 30 minutes of food orders at one or more food tents
14. Offer a Pay-It-Forward food tent
15. Sponsor a tea and coffee tent

Offer your own unique form of capital that will enhance attendees experience
What We Offer

A partnering organization would join us as a kindred, supporting the spread of Dharma in the world and help us publicize the event and content around our shared values.

**We offer to our partners:**

- 2 days of Buddhist speakers in Zellerbach Hall
- Access and engagement with Bay Area attendees, UC Berkeley
- New or renewed connections with Bay Area Dharma Communities
- Creative forms of capital in exchange for attention, goods, art, music, & more
- Informal & Intimate Q&A sessions with Speakers inside tent circles
- A table in the Festival of Sharing in Lower Sproul Plaza (please help with your own tent if you have one)
- Opportunity to guide Yoga, Qigong, & other active practices and meditation sessions in the Pauley Ballroom
- Music and Arts including the debut US concert by Imee Ooi, Sounds of Metta
- Non-commercial spirit and opportunity to practicing Alternate Forms of Wealth and dana-based sharing
- A table for book sales inside MLK Student Union (location to be confirmed)

“When you write ‘Let’s gather to create a happy playground for giving, receiving, quieting and listening’, I realize how unique and special that is in our local culture; and that it’s far more than that, in terms of coming together. I love it! Just awesome.” - Ayya Tathaaloka
How You Can Engage with Attendees

giftivism the practice of radically generous acts to change the world, is at the core of the festival. Our vision of inclusiveness, oneness, and interconnectedness comes alive here.

The outdoor festival is an opportunity to practice giving, receiving, and letting go of any expectation of a transactional exchange. We suggest gifts of presence, attention, Dharma discussions, offerings, art, books, and inspiration. With each act, you will send a small ripple into the shared community.

Examples of ways to engage beyond commerce:

- Deep listening service
- Prayer flag making
- Sharing Buddhist books and texts
- Leading Kum Nye, Yoga, Qi Gong or body movement practices
- Chanting and other group practices
- Meditation- Guided in a small circle
- Healing and massage - Pay what you can or Pay-It-Forward format
- Artist - Gifts of Handmade Peace Charms, Diaries, and Gift Cards
- Sharing of music or outdoor jam sessions with others
- Offer a tea ceremony
2-Day Program

Talks 9-11am, 2-4pm

A diverse group of world-renowned speakers, from many fields and traditions, including some Buddhist monastics and scholars will share their personal stories of how they have brought greater awareness, intention, integrity and patience into their own lives, which hopefully will offer some useful wise lessons to others. Topics include:

- What's the Beyond in Mindfulness Bliss and Beyond? (Ajahn Brahm)
- How to Deepen Our Practices? (Rev. Heng Sure)
- How to Change Yourself, to Change the World? (Nipun Metha)
- What About Enlightenment? (Nikki Mirghafori)
- How to Heal through Self Transformation (Drukmo Gyal)
- What's the Buddha's Teachings on Environment? (Ayya Tathaaloka)
- How do We Apply Loving Kindness across Cultures? (Karma Lekshe Tsomo)

Festival of Sharing 11am-2pm

Each day, the Conference will host an outdoor festival on the Berkeley Campus where attendees can practice giving and receiving letting go of any expectation of a transactional exchange other than a connection. There will be gifts of art, books, healing, inspiration, and discussion. Conference attendees, community partners, and Sanghas from around the World are invited to share their work, stories, projects, books, and arts.

Practice- 8-9am, 11am-2pm

Yoga, meditation, chanting, qi gong, and more guided sessions from speakers + community + partners.

Concert Sunday evening closing ceremony (time tbd)

Imee Ooi with JSJG will perform their debut US concert in the closing ceremonies of After Mindfulness Urban Retreat, attendees will have a chance to hear Malaysia's premier Dharma musical group perform their mesmerizing “Sounds of Metta” for the first time anywhere in the United States.
Venues

All event activities will take place in a central location on the UC Berkeley campus, creating opportunities for learning, community building, random interactions, and individual contemplation.

The Talks and Concert
Zellerbach Hall
World-class event venue for 2000+ attendees

Festival
Lower Sproul Plaza
Vibrant outdoor gathering spot between Zellerbach and MLK Student Union Building to hold 30-50 Tent spots for sharing and engaging.

Yoga and Meditation
Pauley Ballroom
A spacious quiet space inside MLK Student Union for meditation, movement, chanting, and special Ajahn Brahm's Saturday night Dharma Talk.
Q: What is the Partner Program?
A: This is a collaboration between the hosting organizers, local and global Sanghas, and other organizations to hold space for dharma engagement, deepening practice, and inviting each community to answer what is beyond mindfulness in their own form of engagement.

Q: What types of Partner engagement is encouraged at the Festival?
A: The Festival is a way for Dharma groups and other organizations to have a presence at the After Mindfulness Festival and grow our respective communities to be part of a bigger movement well past the 2-day retreat. At it’s core, it is putting dharma into practice and a platform for innovative forms of Wealth and Radical Acts of Kindness.

Q: Is there a cost to be part of the Festival Partner Program?
A: This is a non-commercial partnership so there is no cost to join the festival. However, do require support and shared efforts in outreach to bring attendees to this unique event. Partners can offer ALTERNATE FORMS OF WEALTH currency-free registration tickets their sangha in exchange for services.

Q: What form of outreach is required by the Festival Partners?
A: From now until the conference, we ask for distribution of event news and updates on
   1. All social media, Facebook pages and groups
   2. Calendar of events on Partner Website
   3. Email announcements (media content will be provided)
   4. Newsletter content or Blog post

Q: Is Digital and Print Media content available?
A: Yes, you may download media content from our website Media Content Download here.

Q: What are the hours of the festival?
A: 8am-7pm Saturday and 8am-6pm Sunday. Tentative schedule still to be confirmed:
   8-9am morning meditation
   9-11am morning talks (Zellerbach)
   11-2pm alms round, festival kick-off (Lower Sproul Plaza)
   11-2PM movement classes (Pauley’s Ballroom, MLK)
   2-4pm afternoon talks (Zellerbach)
   4-5pm campus hikes, cafe-meetups
   6-7pm Saturday night Dharma Talk, Ajahn Bramn
   4-5pm Sunday Concert Sounds of Metta, Imee Ooi

Q: Do you provide tents?
A: We request that all organizations source and setup their own 10 x 10’ white pop-up tents. We will provide tables if needed. Please consider welcoming attendees inside your space rather than a separation with a table.

Q: When is setup and breakdown of festival?
A: Setup time is between 7am-10am Saturday. Breakdown is between 4-6pm Sunday. Please have your volunteers and the form of engagement setup and ready by 11am when we encourage attendees to visit with you. We ask each organization to have volunteers to help with general cleanup in and around Partner’s own tent area and leave no trace during the 2-day event.
FAQ continued

Q: Can we leave our marketing materials overnight?
A: There will be a guard and fencing around the Lower Sproul Plaza overnight. Please use your best judgment to not leave valuables on the plaza. The organizers and partners will not be held responsible or liable for any loss or damage of property left on the premises.

Q: Is there child care provided for delegates?
A: If there are more requests we will consider this option or kid-friendly activities with family supervision.

Q: Is there electricity?
A: Not on the plaza, but if you want to be inside, please let us know and we will try to accommodate with a table.

Q: Can we sell things?
A: While this is a non-commercial event you may bring Dharma items to sell. We promote alternative forms of exchange and encourage non-monetary offerings when possible.

more questions will be published and updated on our website
Partner Outreach: Email + Social Media Kit

As a Partner, we ask your help in our shared outreach to grow our community and attendance with the following actions:

1. ADD this event to your website EVENTS CALENDAR
2. ANNOUNCE in email and newsletters - EMAIL CONTENT available for download.
3. SHARE on Twitter, Instagram, FaceBook - SOCIAL MEDIA CONTENT available for download here.
4. Print COLOR LASER for bulletin board posting - PRINT CONTENT available for download here.
5. DISTRIBUTE postcards and posters - We will print on-demand when requested. Please email organizers@gcb11.org if you have a volunteers who can help with distribution.

Conference Description for sharing

100 words
Mindfulness has become so popular, it’s now become a personal lifestyle brand. On June 29-30, Buddhists and non-Buddhists alike from around the Bay Area and the World will join together in Berkeley to ask the question “What’s After Mindfulness?” This two-day urban retreat explores potential answers through a unique mix of talks from a diverse group of world-renowned teachers, meditation, yoga, and a community festival of sharing where you can put new insights into practice. Together, we hope to begin to move beyond mindfulness to cultivate wisdom and compassion and truly connect with the world in which we live.

50 words
June 29-30, hundreds from around the Bay Area and the World will join together in Berkeley for an urban retreat to ask “What’s After Mindfulness?” We’ll explore potential answers through a mix of talks from world-renowned teachers, meditation, yoga, and a community festival of sharing to put new insights into practice.

25 words
This 2 day urban retreat asks “What's after mindfulness?” through talks with world-renowned teachers, meditation, yoga, and a community festival of sharing to put new insights into practice.
Media Content for Sharing

Facebook

Instagram

Twitter
Email Content for Sharing

Email Campaign (Mailchimp + Constant Contact)
Email Content for Sharing

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AFTER MINDFULNESS Urban Retreat
2 Days of Meditation + Yoga + Talks + Festival
UC Berkeley Campus, June 29-30, 2019

TICKET PRICE = YOUR TIME

WE NEED YOU!
VOLUNTEER
BEFORE OR DAY OF
AFTER
MINDFULNESS
+
GET A FREE
TICKET TO THE 2-DAY
URBAN RETREAT

aftermindfulness.org
June 29-30, hundreds from around the Bay Area and the World will join together in Berkeley for an urban retreat to ask "What's After Mindfulness?" We'll explore potential answers through a mix of talks from world-renowned teachers, meditation, yoga, and a community festival of sharing to put new insights into practice.

**Register Today**
for the AFTER MINDFULNESS Urban Retreat and reserve a spot in the Special Bonus Saturday Night Live Dharma Talk with

**Ajahn Brahm**

**LIMITED SEATING EVENT***

Dharma Talk will be held at MLK Student Union Pauley Ballroom, June 29, 6:00pm

*Requires registration to AFTER MINDFULNESS Urban Retreat. Further instructions for attending Dharma Talk will be provided after registering for the retreat.

 REGISTER on Eventbrite, or visit **aftermindfulness.org**
AFTER MINDFULNESS Urban Retreat
2 Days of Meditation + Yoga + Talks + Festival
UC Berkeley Campus, June 29-30, 2019

TICKET PRICE = YOUR STORY
EXPERIENCE ANOTHER FORM OF WEALTH
BY SHARING A SELFIE VIDEO OF YOUR STORY

aftermindfulness.org
AFTER MINDFULNESS Urban Retreat
2 Days of Meditation + Yoga + Talks + Festival
UC Berkeley Campus, June 29-30, 2019

Presenting
Sounds Of
Metta
Imee Ooi & JSJG

DEBUT U.S. CONCERT
Zellerbach Hall - UC Berkeley, June 30, 2019

Embracing loving-kindness through music

For more information, please visit aftermindfulness.org
AFTER MINDFULNESS Urban Retreat

www.aftermindfulness.org

Presenting

SOUNDS OF

Metta

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DEBUT - U.S. CONCERT
Zellerbach Hall - UC Berkeley, June 30, 2019

Embracing loving-kindness through music
Thank you to our hosting partners:

**Dhammadharini Support Foundation**
Supporting Monastic Women in Buddhism (Theravada Bhikkhuni Sangha) - Dhammadharini Support Foundation

**Dharma College**
Awakening Wisdom in Community

**ServiceSpace.org**
Innovation in Alternate Forms of Capital and Radical Acts of Generosity

**Berkeley Buddhist Monastery and Dharma Realm Buddhist University**
Bridging Cultures and Exchanging Dharma Arts.
“We believe inviting a diverse group of sanghas and community partners (such as ServiceSpace.org) to share their work, stories, projects, foods, books, or whatever they like to showcase is a very important and conducive platform to promote and encourage participation and engagement. Hopefully, the excitements and interests will continue long after the conference...”

- Coleman Fung, founder of Fung Institute
Thank you