

OPUS I FOUNDATION

# ARTIST AMBASSADORS

For Bold Changemakers Ready to Activate The Arts for Global Impact

# WHY THE ARTS

The world is changing rapidly, and **the need for bold, creative, innovative solutions has never been greater**. Climate change, economic inequality, political unrest, and displacement are reshaping our reality, while advances in technology and evolving social dynamics create new and unforeseen challenges.

At this critical point in history, marginalized voices are calling for inclusion, recognition, and the chance to shape their futures. **The question is no longer if we act—but how we act.**

This is why Opus 1 exists. Now is the moment to **reignite the power of the arts** to drive us forward. The way people engage with the arts and activism is evolving, and so is our approach to social, economic and environmental impact. Through programs, projects and events, we work with like-minded individuals, organizations and institutions as a collective force for good. Together, **we channel the arts to create a more equitable, sustainable, and harmonious future for all.**

CHRISTOPHER CORITSIDIS  
FOUNDER & CEO

# WHY ARTISTS

We believe the most powerful person in the world is The Artist.

The Artist not only reflects our times, not only shapes cultures. They are the very fabric between expression and experience. As the world's soul care taker, the Artist speaks directly to the human spirit, inspiring us across borders and generations with truths both timeless and urgent.

In a rapidly evolving world facing profound challenges, The Artist holds a unique and vital role. They are the storytellers, the motivators, and the visionaries shaping our future. Through color, rhythm, movement, and form, The Artist awakens what data cannot: empathy, belonging, harmony, and liberation.

**By challenging systems and inspiring new ways of being, The Artist creates ripples of impact like no one else.**

# AMBASSADOR PROGRAM

In today's bottom-line driven entertainment system, many artists across genres struggle with purpose due to a convergence of financial instability, structural pressures, and mental health challenges.

At the same time, audiences increasingly favor impact-driven art that aligns with their values, immerse them in meaningful experiences, and connect them to pressing global conversations.

**Values-aligned artists who create meaningful impact often experience greater happiness, fulfillment, and resilience. But it's not automatic: sustainability, support, and personal alignment are key. This is where meaning meets momentum. This is why we created the Artist Ambassador program.**

For artists become artists because they simply can't not be. And while it's rarely just one reason, the key driver is purpose. As their impact partner, we align their art with that purpose.

We host a diverse, global community of artists who are committed to driving systemic, sustainable change through their work.

*We work with:*

**Artists across all disciplines** — including visual artists, musicians, dancers, poets, filmmakers, designers, digital artists, and multidisciplinary creators, working in both traditional and experimental forms.

**Emerging and established artists** — we value creative voices at all stages of their journey, from rising talent to internationally recognized leaders.

**Artists with a demonstrated commitment to social impact** — whose work engages with issues of social justice, environmental sustainability, equity, and inclusion, and contributes to community-driven change.

**Artists, Not A\*\*holes** — who are eager to collaborate on initiatives across our five focus areas: Education, Economic Development, Health & Well-being, Climate Change & Sustainability, and Conflict Resolution.

We encourage inquiries from artists representing historically marginalized communities, including artists with disabilities, BIPOC artists, LGBTQ+ artists, and artists from underrepresented regions around the world.

# HOW WE CAN WORK TOGETHER

## *Impact Amplifier*

Amplify our beliefs & values across our shared network.

- Quarterly (4) cross-promotional digital features/year (social, website)
- 1 O1 virtual summit feature
- 1:1 Interview on O1's "The Art of Impact" Series
- EOY Fundraising Campaign

## *Impact Builder*

In addition to all amplification activities, we'll build new platforms for impact.

- Total 8 cross-promotional digital features/year (social, website)
- 2 External media placements w/Opus 1 (podcast, magazine etc.)
- 1 IRL performance/presentation
- Rev share opportunity on product / merch design sales
- Fiscal sponsorship for O1-aligned artist-led projects and programs
- Impact monitoring

## *Impact Generator*

Co-creating scalable solutions that address systemic challenges & advance opportunities

- 12 Opus cross-promotional digital features/year (social, website)
- 4 External media placements
- 2 virtual summit features
- 2 IRL performance/presentations
- Spring + EOY Fundraising Campaigns
- Joint Venture on IP creation, fundraising, development, and monetization
- Impact evaluation and reporting

LOVE  ATHLETE

HOLLY

**HOLLY  
CHANGES  
THE WORLD  
THROUGH  
BALLET**

### BRAND COLLABORATION

Brand impact campaign with Opus 1 Ambassador and Principal Dancer of the Royal Danish Ballet, Holly Dorger, and Hummel.



## MERCHANDISING & DISTRIBUTION

Fine Photography Publication & Exhibition with  
Opus 1 Ambassador, Achilles Manolis, to support  
the **Ghetto Classics** program in Kenya.



# OUR VALUES

## *Creativity as a Catalyst*

For it inspires action, raises awareness, and builds momentum towards systemic solutions.

## *Diversity, Equity, Inclusion and Accessibility*

For everyone, regardless of background or ability, can access, contribute to, and benefit from the arts.

## *Community-Based Impact*

Listening to and learn from communities to prioritize their voices in every decision we make.

## *Sustainability and Responsibility*

Through environmental stewardship, we honor, preserve, and protect the natural world.

## *Integrity and Accountability*

Upholding the trust of all our stakeholders

## *Innovation and Adaptability*

We embrace technology responsibility in service of scaling our impact.

# OUR REACH

# 90000+

## DIRECT BENEFICIARIES WORLDWIDE

Thanks to systemic, sustainable solutions the arts make possible in education and economic development, health & well-being, environmental preservations and areas of conflict.



# CREATE WHAT MATTERS

*Ready to Use Your Talent to Shape a Better World?*

Join a **Global Community of Changemakers Activating The Arts for Impact.**

Let's **Create Bold Ideas, Powerful Stories, and Lasting Change Together.**



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