

SIXTH ANNUAL

WESTCHESTER ARTS & MUSIC BLOCK PARTY

september 18, 2021

11am - 9pm

wamblockparty.org

event & sponsorship overview



event overview

Westchester has experienced a renaissance of renewal, growth and energy. The considerable investment in the community and surrounding neighborhoods has brought many new professionals and their families to our area and new businesses to serve them, and yet, the local music and arts scene continues to lag behind other LA neighborhoods. There hasn't been a significant event that combined the two, until WAM.

The Westchester Arts & Music Block Party is a free, day-long celebration filled with live performances, art, food and socializing. Currently staged on Emerson Avenue in Westchester between 80th St. and 80th Pl., we close down the street and fill it and the adjacent Emerson Avenue Community Garden with booths representing a diverse mix of community organizations, arts & crafts and commercial vendors, food trucks, a superb beer & wine garden and a full concert-sized stage for live music and dance performances.

All proceeds from the event are donated to local non-profit organizations

We will adhere to all state and local Covid-19 protocols in place at the time of the event to insure all of our guests can enjoy themselves safely.

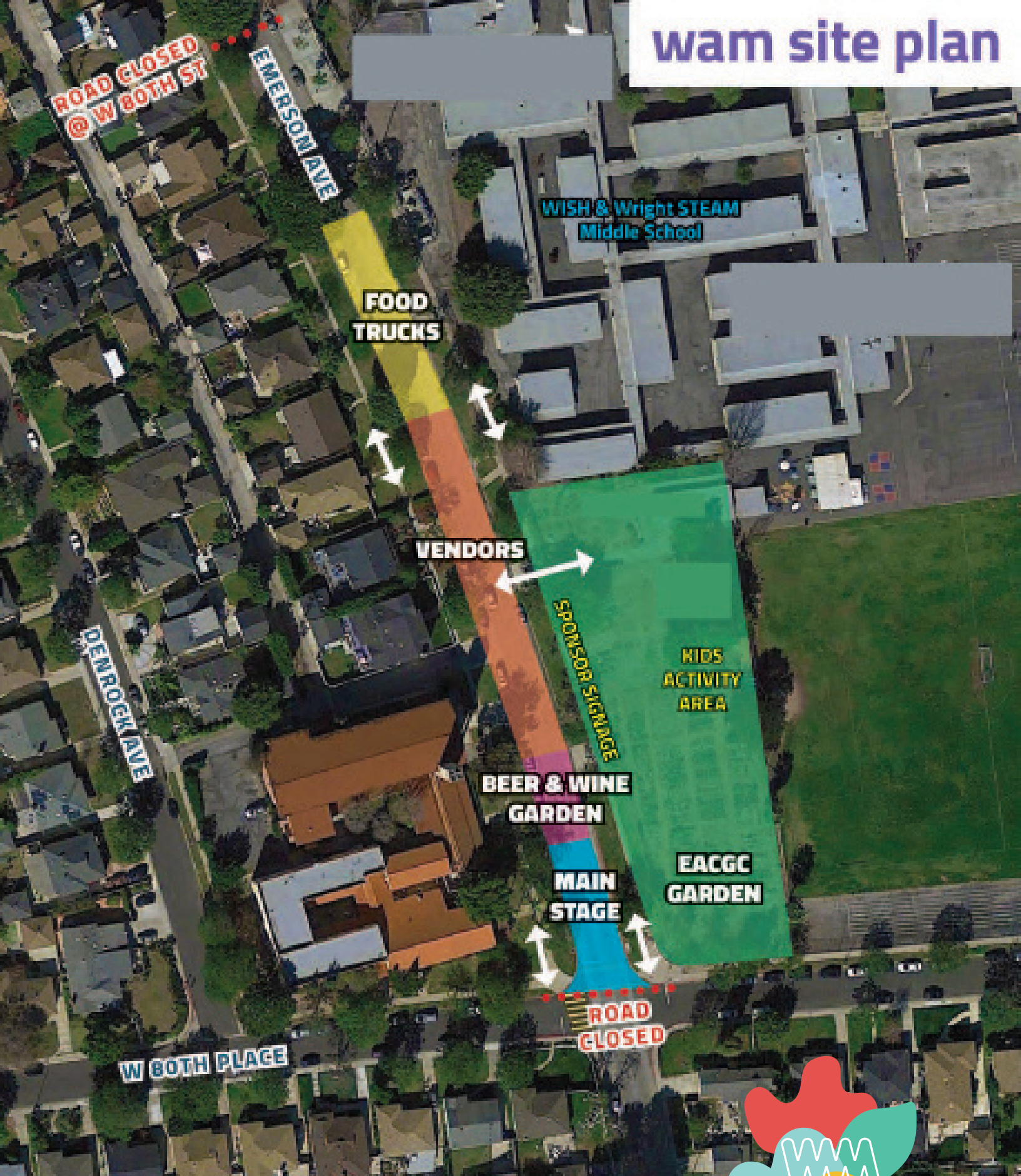
COME CELEBRATE WITH US!





LIVE MUSIC
LOCAL DANCE TROUPES
FOOD TRUCKS
BEER & WINE GARDEN
FINE ART
COMMERCIAL VENDORS
AND ACTIVITIES FOR ALL

wam site plan



WISH & Wright STEAM Middle School

FOOD TRUCKS

VENDORS

SPONSOR STORAGE

KIDS ACTIVITY AREA

BEER & WINE GARDEN

MAIN STAGE

EACGC GARDEN

ROAD CLOSED

ROAD CLOSED @ W BOTH ST

EMERSON AVE

DEMROCK AVE

W BOTH PLACE

*site plan subject to change



advertising and media exposure

Our 2019 event drew over 5000 attendees, and we expect an even greater number this year, provided that Covid-19 restrictions are lifted by that time. We've received incredible support from the community, demonstrating the pent-up demand for an event like ours. We have an extensive promotion and marketing plan that includes the following:

- PSA's on KXLU 88.9FM RADIO
- Three full page ads in The HomeTown News, plus editorial coverage there (monthly circ. 18k).
- Two 1/2 page ads plus editorial coverage in The Argonaut (weekly circ. 28k, weekly readership 60k+).
- One full page ad in Playa Vista Direct (distributed to 6000 addresses).
- EDDM postcard drop to 5000 households in Westchester/Playa Vista.
- Three weeks of banner ads on LAX Coastal Chamber of Commerce website.
- Community outreach through Nextdoor posts, Yahoo Mom Groups, schools and local service/community organizations.
- Consistent presence on online social media platforms. #wamblockparty
- Lawn signs on streets surrounding WAM prior to the event
- WAM and Sponsor banners on fencing along Emerson Avenue Community Garden (2,425 cars per day in 2012).
- Additional banners throughout the community.

WAM provides sponsors with a unique opportunity to join a unique event that is a huge benefit for the community while at the same time, building awareness for their business! Join us!

**To become a sponsor or for more information, please contact:
John Sharpe at 310.641.8556 or john@sharpeonline.com**



sponsorship opportunities

TITLE SPONSOR - \$15,000

Corner Garden Signage Pre, During and Post Event
Stage Signage
3 minutes of prime on-stage time with VIPs
VIP Tent w/ seating & refreshments
Logo on Website, Social Media
Dedicated Blog Post
Dedicated Social Media Highlight
Logo on Postcard Mailer to 5,000 Westchester Homes
Logo on Event E-Blast to Neighborhood Distribution Lists
Recognition as Title Sponsor in Local Ad Placement(s) and KXLU Radio
PSAs Live Announcement Recognition

PLATINUM SPONSOR - \$10,000

Corner Adjacent Garden Signage Pre, During and Post Event
Provided Vendor Tent and Table
Logo on Website, Social Media
Dedicated Blog Post
Dedicated Social Media Highlight
Logo on Postcard Mailer to 5,000 Westchester Homes
Logo on Event E-Blast to Neighborhood Distribution Lists
Recognition in Local Ad Placement(s) and KXLU Radio PSAs
Live Announcement Recognition

GOLD SPONSOR- \$5,000

Provided Vendor Tent and Table
8' by 8' Signage on Garden Fence (along Emerson Ave.)
Logo on Website, Social Media
Dedicated Blog Post
Dedicated Social Media Highlight
Logo on Postcard Mailer to 5,000 Westchester Homes
Logo on Event E-Blast to Neighborhood Distribution Lists
Recognition in Local Ad Placement(s) and KXLU Radio PSAs
Live Announcement Recognition

SILVER SPONSOR - \$3,000

Provided Vendor Tent and Table
8' by 8' Signage on Garden Fence (along Emerson Ave.)
Logo on Website, Social Media
Dedicated Social Media Highlight
Name on Postcard Mailer to 5,000 Westchester Homes
Live Announcement Recognition

PREMIUM SPONSOR - \$1,500

Vendor booth space
8' by 8' Signage on Garden Fence (along Emerson Ave.)
Logo on Website, Social Media
Name on Postcard Mailer to 5,000 Westchester Homes
Live Announcement Recognition

BASIC SPONSOR - \$800

Vendor booth space
4' by 8' Signage on Garden Fence
Logo on Website, Social Media





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For more information please
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