

NINTH ANNUAL
**WESTCHESTER
ARTS & MUSIC
BLOCK PARTY**

September 21, 2024
12pm-8pm

wamblockparty.org



Event & Sponsorship Overview

Event Overview

The Westchester Arts & Music Block Party (WAM) is an annual celebration that has become a hallmark of community and cultural enrichment in the Westchester, Playa del Rey, and Playa Vista communities. Now in its ninth year, WAM continues to showcase the vibrant energy, growth, and artistic expression that define our local culture. This free, day-long event draws over 8,000 people throughout the city to experience a diverse mix of music, art, and community spirit.

Event Highlights:

- **Strategic Location:** Takes place on Emerson Avenue, between 80th St. and 80th Pl., including the adjacent Emerson Avenue Community Garden.
- **Diverse Attractions:** Live music and dance on a concert-sized stage, local art displays, makers booths, food trucks, and a premier beer & wine garden.
- **Community Engagement:** Features booths from a variety of community organizations, arts groups, and commercial vendors, promoting local businesses and initiatives.

Impact and Reach:

- **Attendance:** Attracts over 8,000 visitors from Westchester and surrounding neighborhoods, providing significant exposure for sponsors, vendors, and musical acts.
- **Media Coverage:** Local media coverage, including features in community newsletters, billboards, and social media platforms.
- **Demographic:** Engages a diverse demographic of families, young professionals, and arts and culture enthusiasts from across the Playa Del Rey, Playa Vista, and Westchester communities.

Sponsorship Opportunities:

As a sponsor of the WAM Block Party, you have the unique opportunity to engage with a broad audience in a meaningful way while demonstrating support for the arts and local community development. We offer several levels of sponsorship, each providing valuable benefits designed to enhance your brand visibility and community impact.

Sponsor Benefits Include:

- **Brand Visibility:** Your logo displayed on event signage, promotional materials, and the official event website.
- **On-Site Activations and Engagement:** Opportunities to host a booth, conduct on-site demonstrations and promotions, and interact directly with attendees.
- **Exclusive Access:** Premier access to VIP areas during the block party.
- **Community Impact:** All proceeds from the event go directly to supporting the Westchester Family YMCA's programming for teen health and well-being, aligning your brand with community support and philanthropy.



Join Us:

Support Westchester Arts & Music Block Party and play a pivotal role in fostering community ties and promoting cultural vibrancy. For more details on sponsorship packages and benefits, please contact us at enjoywam@gmail.com or call **310.738.9494**.

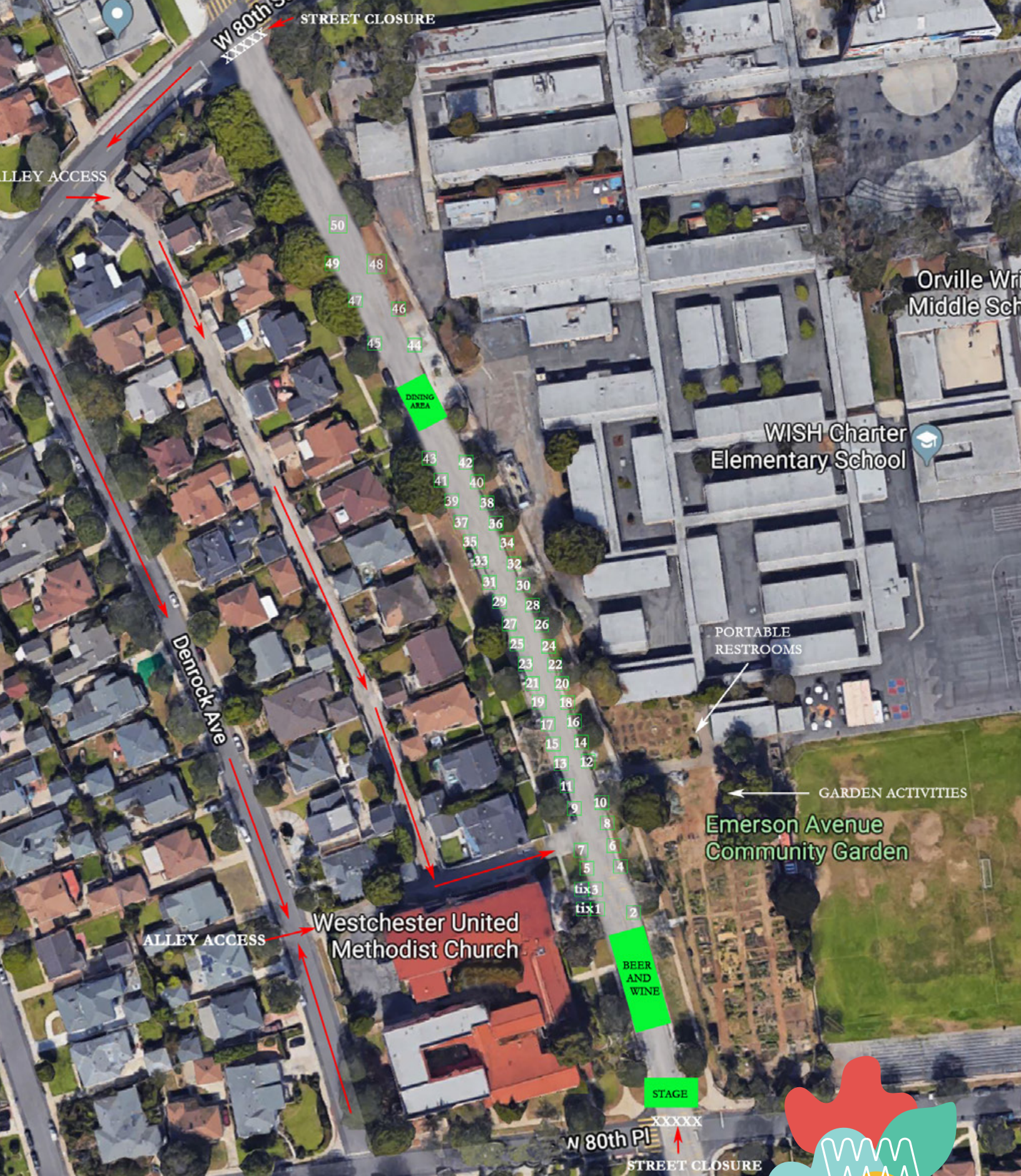
We look forward to partnering with you to make the Ninth Annual Westchester Arts & Music Block Party a success!



COME CELEBRATE WITH US!



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



*site plan subject to change



Advertising and Media Exposure

Our 2023 event drew over 8,000 attendees, and we expect an even greater turnout this year. We've received incredible support from the community. We have an extensive promotion and marketing plan that includes the following:

- Billboard on 80th Street for 4 week cycle
- 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+).
- EDDM postcard drop to 10,000 households in Westchester/Playa Vista/ Playa del Rey
- Three weeks of e-newsletter promotions with LAX Coastal Chamber of Commerce.
- Two week Banner Ad on the Moms Club of Westchester FB page. (3,000 Moms)
- Community outreach through Nextdoor posts, Yahoo Mom Groups, schools and local service/ community organizations.
- Consistent presence on online social media platforms **#wamblockparty**
- Lawn signs in Westchester and on the streets surrounding WAM prior to the event
- WAM and Sponsor banners on fencing along Emerson Avenue Community Garden
- Additional banners throughout the community

WAM provides sponsors with a unique opportunity to be a part of a Westchester one of a kind event showcasing Arts, Music and Community all in one.

To become a sponsor or for more information, please contact:
Courtney O'Donoghue at 310.738.9494 or enjoywam@gmail.com



Sponsorship Opportunities

TITLE SPONSOR - \$15,000

Emerson Signage Pre, During and Post Event Stage Signage
3 minutes of prime on-stage time with VIPs
VIP Table in the Garden with refreshments
Logo on Website, Social Media, Event Flyer
Dedicated Social Media Post
Dedicated Social Media Highlight
Logo on Postcard Mailer to 10k Westchester Homes
Logo on Event E-Blast to Neighborhood Distribution
Logo added to Billboard on 80th St./4 week cycle

PLATINUM SPONSOR - \$10,000

Emerson Signage Pre, During and Post Event
Provided Vendor Tent, (2) Tables & (2) Chairs
Logo on Website, Social Media, Event Flyer
Dedicated Social Media Post
Dedicated Social Media Highlight
Logo on Postcard Mailer to 10k Westchester Homes Logo
on Event E-Blast to Neighborhood Distribution
Logo added to Billboard on 80th St./4 week cycle

GOLD SPONSOR- \$5,000

Vendor Tent, (1) tables & (2) chairs
8' by 5' Signage along Emerson Ave.
Logo on Website, Social Media, Event Flyer
Dedicated Social Media Post
Dedicated Social Media Highlight
Logo on Postcard Mailer to 10k Westchester Homes
Logo on Event E-Blast to Neighborhood Distribution

SILVER SPONSOR - \$3,000

Vendor Tent, (1) table & (2) chairs
8' by 5' Signage along Emerson Ave.
Logo on Website
Highlighted Social Media Post
Dedicated Social Media Highlight
Name on Postcard Mailer to 10k Westchester Homes

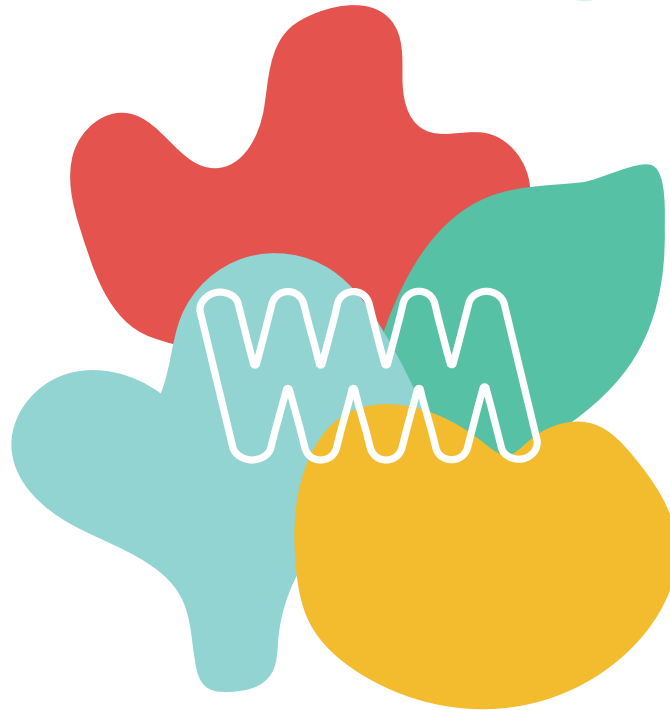
PREMIUM SPONSOR - \$1,500

Vendor Tent, (1) table & (2) chairs
2.5' by 8' Signage on along Emerson Ave.
Logo on Website, Social Media
Highlighted Social Media Post

BASIC SPONSOR - \$800

Vendor Tent, (1) table & (2) chairs
2.5' by 8' Signage on Garden Fence
Logo on Website, Social Media





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