

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

September 23, 2023  
12pm - 7pm

[wamblockparty.org](http://wamblockparty.org)

**event & sponsorship overview**



# event overview

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. This year's proceeds will go to the Westchester Family YMCA for their programming supporting teen health and well being.

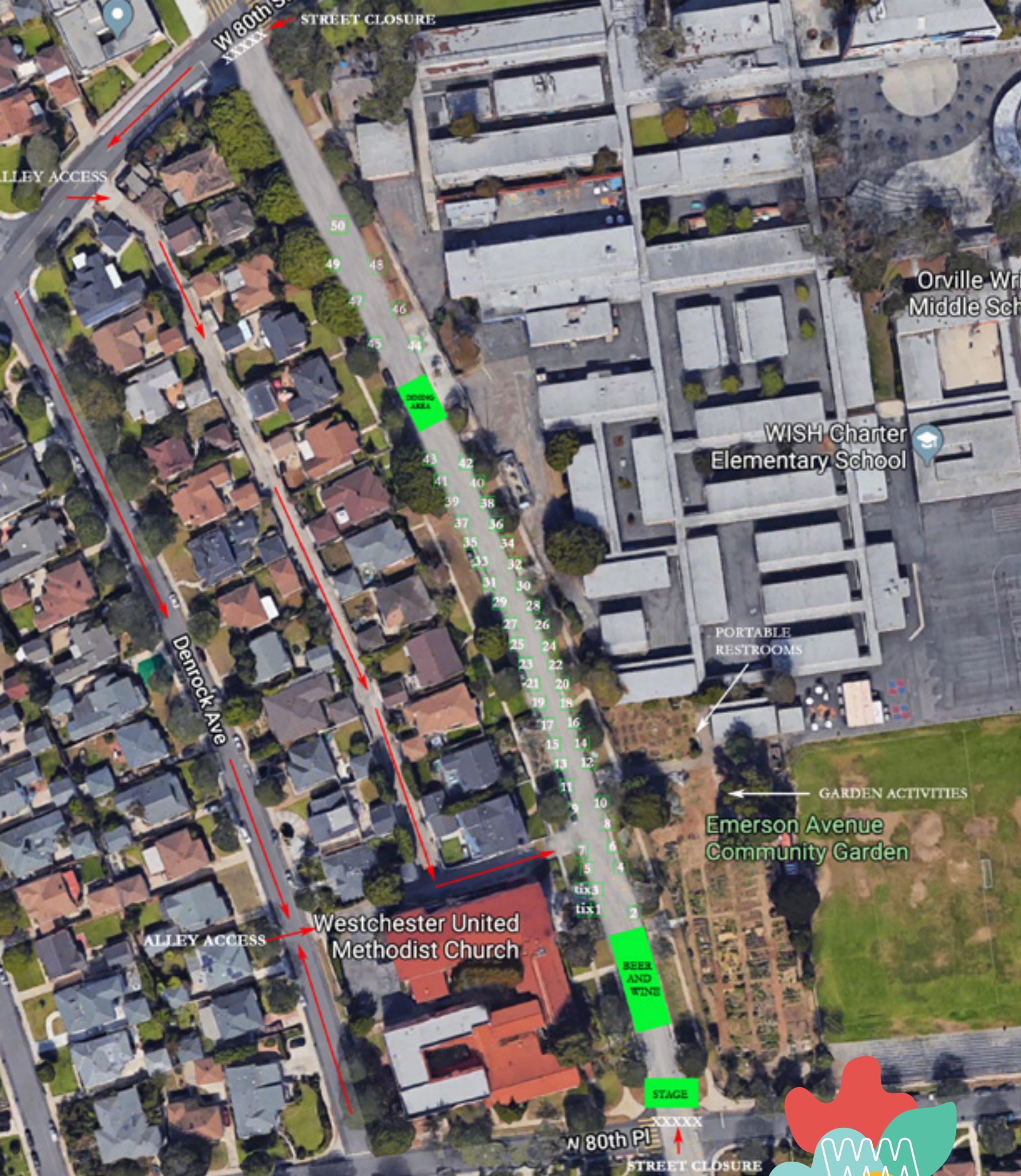
We will adhere to all state and local Covid-19 protocols in place at the time of the event to insure all of our guests can enjoy themselves safely.

## COME CELEBRATE WITH US!





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



\*site plan subject to change



# advertising and media exposure

Our 2022 event drew more than 7000 attendees and we expect to continue to grow, as WAM provides a unique opportunity for connection that appeals to all ages. We are supporting WAM through a variety of paid and unpaid media, which 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)
- EDDM postcard drop to 5000+ households in Westchester, Playa del Rey and Playa Vista
- Three weeks of banner ads on LAX Coastal Chamber of Commerce website and an ad in the annual LAX Coastal Magazine & Business Guide
- 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
- Presence in the annual Westchester 4th of July Parade

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](mailto: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)  
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)  
Live Announcement Recognition

## GOLD SPONSOR- \$5,000

Provided Vendor Tent and Table  
7.5' by 7.5' 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)  
Live Announcement Recognition

## SILVER SPONSOR - \$3,000

Provided Vendor Tent and Table  
7.5' by 7.5' 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  
7.5' by 7.5' 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  
3.5' by 7.5' Signage on Garden Fence  
Logo on Website, Social Media





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For more information please  
visit our website or contact:

John Sharpe

p: 310.641.8556

e: [john@sharpeonline.com](mailto:john@sharpeonline.com)

[wamblockparty.org](http://wamblockparty.org)