



fourth annual
**westchester arts &
music block party**

Hosted by the Emerson Avenue Community Garden

event & sponsorship overview

september 21, 2019 • 12pm - 8pm
wamblockparty.org

event overview

Westchester is experiencing 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.

As part of its mission to bring together the community, the Emerson Avenue Community Garden Club is hosting the fourth annual Westchester Arts & Music (aka WAM) Block Party, a free, day-long celebration filled with live music and dance, art, food and socializing. We're closing down the street and opening up the garden for arts and crafts activities for all ages and a diverse mix of performances, vendors and a variety of food trucks! **Come celebrate with us!**



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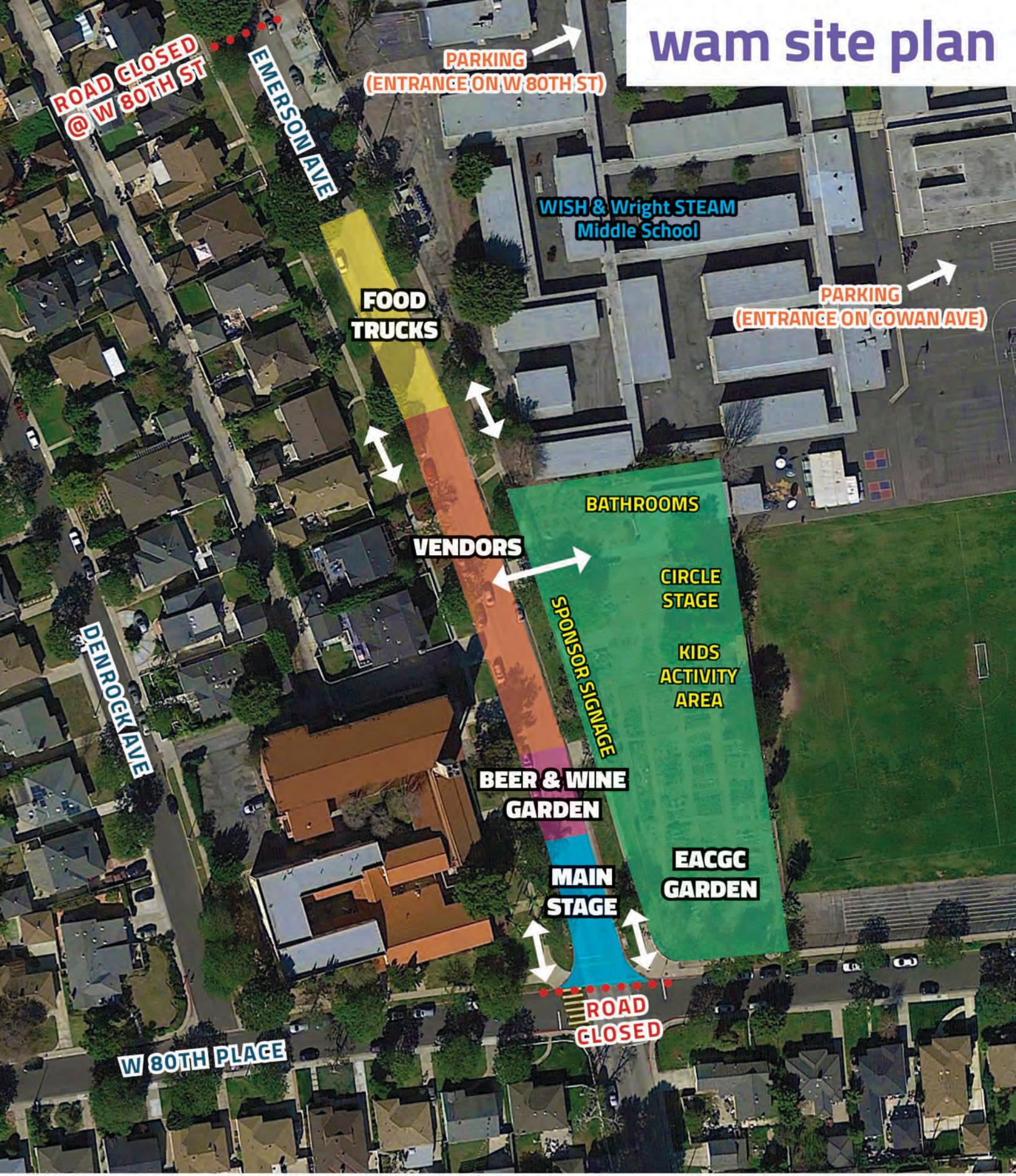
featuring



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



wam site plan



* Site plan subject to change.



advertising and media exposure

Last year's event drew an estimated 5000 attendees, and we expect an even greater number this year. 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.
- Multiple email blasts to the EACGC community and stakeholder list (1.2k+).
- Community outreach through Nextdoor posts, Yahoo Mom Groups, schools and local service/community organizations.
- Consistent presence on online social media platforms. #wamblockparty
- Lawn signage along 4th of July Parade route, and streets surrounding WAM prior to the event.
- Wild posting chalk messaging on sidewalks throughout the community.
- WAM and Sponsor banners on fencing along Emerson Avenue Community Garden (2,425 cars per day in 2012).
- Posters/signage on OTIS & LMU campuses.

WAM provides sponsors with a unique opportunity to help build a unique event that will be a huge benefit for the community while at the same time, building awareness for their business through advertising that can be a tax deductible donation! Join us!

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



sponsorship opportunities

The Emerson Avenue Community Garden Club, Inc. is a 501.c.3 non-profit organization and your contribution is tax deductible.



PLATINUM SPONSOR - \$10,000

- Main Stage Sponsor with Signage
- Corner Garden Signage Pre, During and Post Event (at Emerson & W 80th Pl)
- Vendor Table
- Logo on Website, Social Media
- Dedicated Blog Post
- Dedicated Social Media Highlight
- Logo on Postcard Mailer to 2,000 Westchester Homes
- Logo on Event E-Blast to Neighborhood Distribution Lists
- Recognition as Premiere Sponsor in Local Ad Placement(s) and KXLU Radio PSAs
- Live Announcement Recognition

GOLD SPONSOR - \$5,000

- Food Zone/Activity Area Sponsor with Signage
- Vendor 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 2,000 Westchester Homes
- Logo on Event E-Blast to Neighborhood Distribution Lists
- Recognition as Sponsor in Local Ad Placement(s) and KXLU Radio PSAs
- Live Announcement Recognition

SILVER SPONSOR - \$3,000

- Vendor 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 2,000 Westchester Homes
- Live Announcement Recognition

PREMIUM SPONSOR - \$1,500

- Vendor Table
- 8' by 8' Signage on Garden Fence (along Emerson Ave.)
- Logo on Website, Social Media
- Name on Postcard Mailer to 2,000 Westchester Homes
- Live Announcement Recognition

BASIC SPONSOR - \$800

- Vendor table
- 4' by 8' Signage on Garden Fence
- Logo on Website, Social Media

ABOUT THE GARDEN

The Emerson Avenue Community Garden Club, Inc. is a 501.c.3 nonprofit organization run entirely by volunteers working to develop a one-acre portion of the campus of Orville Wright Middle School into a sustainable, organic food garden and green space shared by the school and the public at large for the purposed of education and community building.



about the garden

Since 2011, we have been working to turn what was a derelict piece of property into a thriving green space to be shared by all for the betterment of the community.

FOR THE COMMUNITY, BY THE COMMUNITY

Built and maintained 100% by volunteers, the Emerson Avenue Community Garden offers a sustainable, organic green space for growth and enrichment. From toddlers attending StoryTime/Music sessions, to seniors showing up for tours or our Pancake Breakfast, to scout troops using the garden for projects/activities, to families enjoying our movie nights or students at WISH & Wright STEAM Middle School who get a chance to get out of the classroom and get their hands in the dirt; to LMU, UCLA, Otis College of Art and Design, and USC students helping at the garden for service hours, to the folks who take advantage of the multitude of classes and workshops offered, the garden's reach is incredibly wide and deep.

PLANNING FOR THE FUTURE

The garden is at a critical stage of its existence, having just completed a Joint Use Agreement with LAUSD that provides more permanent access to the site for a specific term of 5 years, which allows us to pursue our longterm buildout plans. Those plans entail re-grading the entire property for proper drainage, moving and redesigning the entrance to be ADA compliant, along with wheelchair accessible pathways throughout, adding permanent headers to the plots, and other smaller but important improvements—all toward creating a more park-like setting for the entire community to enjoy. In addition, your contribution also helps sustain the ongoing needs of maintaining the garden, including upkeep and the occasional replacement of tools and other supplies, paying for critical outside services such as tree trimming, and variable expenses such as water, electricity and event signage. At the EACGC, we believe, "Build a Garden. Grow a Community." Your tax-deductible sponsorship will go a long way to us achieving those goals, and we greatly appreciate your support.





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block party

**FOR MORE INFORMATION,
PLEASE VISIT OUR WEBSITE
OR CONTACT:**

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