

SEVENTH ANNUAL

# Blues Brews & BBQ

A FUNDRAISER FOR WEST END ARTS DISTRICT

**SUNDAY • SEPT. 22, 2024**  
**12-6PM • FREE & ALL AGES**  
**WASHINGTON PARK**

Alameda's favorite music festival, Blues, Brews & BBQ returns for its 7th edition, promising world class Blues musicians, a myriad of local craft breweries, and smoking BBQ vendors.

We're excited to invite you to beautiful Washington Park with its acres of green space, easy access, family-friendly play areas, and great facilities.

Estimated attendance: 4000-5000 people

Marketing Reach: Bay Area-wide with a particular focus on Alameda and the East Bay.

Demographics: average attendee age 35, culturally diverse, cross section of all income and education levels.

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# PRESENTING SPONSOR \$10,000

Share the honor of building community through the arts with the top billing for the 2024 festival:

## “YOUR BRAND” PRESENTS BLUES, BREWS & BBQ

- Premium Logo and/or Listing in Festival advertising, press releases, printed materials (including T-shirts, posters, postcards, A-frames, and signage)
- Featured Logo with hyperlink on the Festival webpage
- Presenting Sponsor recognition on West End Arts District social media and e-newsletter platforms
- Main Stage call outs throughout the Festival day
- 10 x 20 booth space (optional)
- 12 V.I.P. Passes so you can invite your staff, clients, family, and/or friends

**“It was a great festival! The music lineup was awesome. Washington Park was nice with plenty of shade... a great location for this family friendly festival. We had tons of fun and it was free!”  
– Janyce Svoboda**



# MAIN STAGE SPONSOR \$5,000

The Main Stage is the central hub of the festival with music fans coming from across the Bay to catch their favorite Blues musicians live. See your Brand positioned with the headliners.

- Premium Logo and/or Listing in Festival advertising, press releases, printed materials (including posters, postcards, A-frames, and signage)
- Inclusion on Main Stage banner
- Featured Logo with hyperlink on the Festival webpage
- Sponsor recognition on West End Arts District social media and e-newsletter platforms
- Main Stage call out on the Festival day
- 10 x 10 booth space (optional)
- 6 V.I.P. Passes so you can invite your staff, clients, family, and/or friends

**“Can’t wait for MJs Brass Boppers!  
Great food and beer!”  
— Winona Ferris**

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# FOOD COURT SPONSOR – \$5,000

Looking for an opportunity to promote your Products at Blues, Brews & BBQ to our thousands of hungry attendees?

- Premium Logo and/or Listing in Festival advertising, press releases, printed materials (including posters, postcards, A-frames, and signage)
- Inclusion on Food Court banner
- Featured Logo with hyperlink on the Festival webpage
- Sponsor recognition on West End Arts District social media and e-newsletter platforms
- Opportunity to sell products in a premium location
- 10 x 10 booth space (optional)
- 6 V.I.P. Passes so you can invite your staff, clients, family, and/or friends

**“The West End is becoming  
THE place to be—vibrant and diverse.  
Thanks to WEAD for your work.”  
— Thrifty Kitty**

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# FAMILY ZONE SPONSOR

## \$2,500

A family zone is must for any Alameda community event. Help keep small people happy and engaged while their parents enjoy the music, dancing, and the margaritas. Bring your ideas or leave the cultural education and hands-on activities to us.

- Customized banner placement at entrance to the Family Zone
- Logo and/or Listing in Festival advertising, press releases, printed materials (including posters, postcards, A-frames, and signage)
- Logo with hyperlink on the Festival webpage
- Sponsor recognition on West End Arts District social media and e-newsletter platforms
- 4 V.I.P. Passes

**“Great music. Great food.  
Great community event.”**  
— Annie B.

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# GENERAL BRANDING SPONSOR – \$1,000

Looking for an opportunity to promote your Brand at Blues, Brews & BBQ with a more modest investment while getting high exposure to our thousands of attendees?

- Logo and/or Listing in Festival advertising, press releases, printed materials (including posters, postcards, A-frames, and signage)
- Logo with hyperlink on the Festival webpage

**“So excited for this! We will be there!  
Alameda is so lucky to have folks supporting  
the arts... and local breweries!”  
– Heather Little**

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# A CUSTOM APPROACH

Talk to us about creating a custom sponsorship package that aligns with the identity and market appeal of your Brand.

We're always open to a new ideas and love working with local businesses to benefit our community.

Reach out to Tara Pilbrow, Executive Director  
Email: [Tara@WestEndArtsDistrict.org](mailto:Tara@WestEndArtsDistrict.org)  
Call: 415-309-8565

The West End Arts District was founded by community member and business owner, Sandra Russell. She understood that the best way to build community spirit, and revitalize the area was through the arts. In 2015, she launched Blues, Brews & BBQ, which continues to be our flagship event.

Since then, the nonprofit has grown, expanding our programming to include dance, visual arts, and cultural celebrations and developing a relationship with the city and local arts leaders.

Since 2020, WEAD has worked with the West Alameda Business Association to bring a string of successful initiatives to the West End: the Webster Gateway Mural, The Healing Garden Summer Series, the 2nd Friday Art Stroll, Fiesta Alameda, and more.

Our work contributed to the economic resilience of the West End during the pandemic and continues to grow the cultural vibrancy and diversity of the area today. Word on the street is: "The West End is where it's at!"

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