

WEST END ARTS DISTRICT PRESENTS:



WESTENDARTSDISTRICT.ORG

**SUNDAY • JULY 21, 2024
12-6PM • FREE & ALL AGES**

**RADIUM RUNWAY
ALAMEDA POINT TAXIWAY**



ABOUT FIESTA ALAMEDA

Fiesta Alameda is a celebration of Latin music, dance, culture, food and drink. Fiesta brings elements of Mexican traditions together with music, dance, and visual arts from countries throughout South and Central America. The festival is free to attend and offers programming that appeals to all ages.

LOCATION

Alameda's newest event space, **Radium Runway**, at the Alameda Point Taxiway, located at 2151 Ferry Point, is adjacent to Seaplane Lagoon Promenade.

Radium Runway is the site of West End Arts District's latest large-scale mural project. Attendees will be surrounded by shipping containers and asphalt painted by Twin Walls Mural Company with some help by over 30 local volunteers.

This outdoor location boasts stunning views of the San Francisco skyline and the Bay. This site is easily accessible by car or public transportation.

ESTIMATED ATTENDANCE

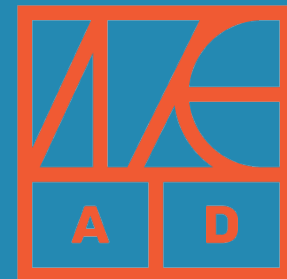
3000-4000 people

DEMOGRAPHICS

Average age 35, culturally diverse with a strong Latinx crowd. Cross section of all income and education levels.



"We're committed to bringing color, joy, and inspiration to our community through a vibrant and inclusive arts scene." – West End Arts District



PRESENTING SPONSOR \$10,000

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

“YOUR BRAND” PRESENTS FIESTA ALAMEDA

BENEFITS

- 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



“Had a great time... loved the music!” – Mary Hernandez



MAIN STAGE SPONSOR \$5,000

The Main Stage is the central hub of the Festival with music fans coming from across the Bay Area to catch their favorite Latin bands perform live.

See your Brand positioned with the headliners.

BENEFITS

- 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



*"Wow wow wow... fabulous!
And Julio Bravo is amazing!"
– Gina Miller*



V.I.P. ZONE SPONSOR \$5,000

Join the West End Arts District in hosting supporters of cultural arts programming in the V.I.P. Zone. Mingle with the region's influential donors, business owners, arts enthusiasts, and festival sponsors.

BENEFITS

- Premium Logo and/or Listing in Festival advertising, press releases, printed materials (including posters, postcards, A-frames, and signage)
- Inclusion on V.I.P. Zone 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



*"It was a fun place to
volunteer on a great day!"
– Mesceille Ogata*



FAMILY CRAFT ZONE SPONSOR – \$2,500

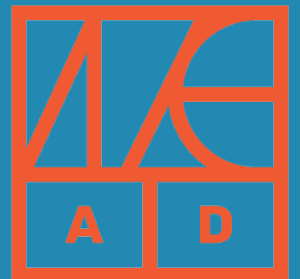
A family zone is a must for any Alameda community event. Help keep small people happy and engaged while their parents enjoy the music, dancing, and the margaritas. Bring your ideas or leave the cultural education and hands-on activities to us.

BENEFITS

- 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 so you can invite your staff, clients, family, and/or friends



*"So much fun! Thank you
for the opportunity!"
– Rhythmix Cultural Works*



GENERAL BRANDING SPONSOR – \$1,000

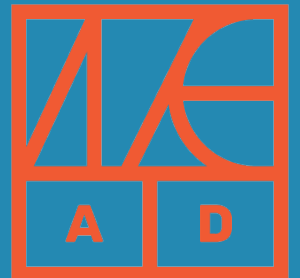
Looking for an opportunity to promote your Brand at Fiesta Alameda with a more modest investment while getting high exposure to our thousands of attendees?

BENEFITS

- 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



*"Thank you West End Arts
District for organizing such
an awesome event!
It was a blast!" – Ken Der*



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.

HOW TO PARTICIPATE

Reach out to Tara Pilbrow, Executive Director
Email: Tara@WestEndArtsDistrict.org
Call: 415-309-8565

ABOUT WEAD

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!"*

Learn more at WestEndArtsDistrict.org.



THANK YOU
FOR YOUR
SUPPORT!

