



9th Annual Los Angeles Black History Month Festival

SPONSORSHIP PROPOSAL FEBRUARY 2025



ABOUT THE EVENT

Open Arms Food Pantry and Resource Center is proud to announce our 9th Annual Black History Month festival taking place in February 2025 in West Los Angeles. This event this year will highlight "Mental Health Awareness" & "African American Contributions to Music in America". Programming will feature headliner, live performances, in-depth panel discussions, vegan cooking demonstration and having access to health services, maternal health, support, mental health resources onsite for community members to partake in.

We are seeking sponsors that align with our mission of continuing to provide family friendly services or body products, healthier food & beverages, information and ways to improve lifestyle within the Los Angeles African American communities.

Sponsorship packages can be curated to specialized budgets as well as adding additional assets for an additional fee.

Previous Sponsors Include: McDonalds, Providence Hospital, Cedar Sinai Hospital, LADWP, Pluto TV, Pair of Thieves, Optum Medical, LA Care, Metro LA, SD2 Holly J. Mitchell Office, Wells Fargo and more.

EVENT TRAFFIC

2000-5000

TRENDS

Family Oriented
Nuclear Structure

MEN/WOMEN RATIO

70% / 30%

TRENDS

Health Concious
Willing to try new products/services that improve body and lifestyle.



LABLACKHISTORYMONTHFESTIVAL.COM

SPONSORSHIP TIERS

TIER 1(Premier Sponsor) - \$30,000.00

Main Stage Co-Host 30 Minute speaking time

Radio Mention Marketing Ad

Val Pak Mailer Marketing Package

Festival Booklet Back Page Full Color Ad

#500 Imprinted Swag Giveaways - (Branded Mugs or Lunch Cooler Bags)

10x30ft Customized Engagement Booth + BHMf T-Shirts

VIP Luncheon Access

Branded Tablecloths and Balloon Arrangements

Main Stage Banner Placement in Entryway/Marketplace

Social Media Digital Weekly Run Disneyland Pass

SPONSORSHIP TIERS

TIER 2 (Friends of Open Arms Food Pantry) – \$20,000.00

20 Minute speaking time on main stage

Radio Mention Marketing Ad

Val Pak Mailer Marketing Package

KJLH e-blast Ad

#200 Imprinted Swag Giveaways (Branded Lunch Cooler Bag or Stress Balls)

Social Media Digital Weekly Run

10x20ft Engagement Booth

VIP Luncheon Access

Main Stage Banner / Banner Placement in Marketplace Area

Half Page Color Ad in Festival Program Booklet

2 Branded Tablecloths and Balloon Arrangement

SPONSORSHIP TIERS

TIER 3 (LABHMF Supporter) - \$15,000.00

10 Minute speaking time on main stage

Chamber of Commerce Voice Publication Ad

KJLH Radio e-blast

Social Media Content Weekly Run

1/2 Half Page Color Ad within Festival Program Booklet

10x10ft Canopy Engagement Booth

VIP Luncheon Access

#100 Imprinted Swag Giveaways

Banner Placement in Entryway and Stage Area

2 LACMA Museum Tickets

SPONSORSHIP TIERS

TIER 4 - \$10,000.00

5 Minute speaking time on main stage

KJLH Radio e-blast

Social Media Digital Content Posts Weekly Run

10x10 Engagement Booth

VIP Luncheon Access

2 Universal Studios of Hollywood Tickets

1/4Page Colored Ad in program booklet

Imprinted Banner

TIER 5 - \$5,000.00

Social Media Digital Content Posts Weekly Run

10x0 Engagement Booth

VIP Luncheon Access

2 BROAD Museum Exhibit Tickets



SPONSORSHIP TIERS

Children Fun Zone Sponsor Package – \$8,000.00

Sponsors can support our 20 x 40 dedicated area for children in our 2025 event that will have fun with STEM, art and science experiments, *Slime station*, *kosher* snacks and games.

Branding and Banners will be stationed within this area of all sponsors along with official sponsor colored balloon awning and fun swag items.

Package Also Includes:

1/2 Page Color Ad within Festival Program Booklet Social Media

Weekly Digital Content Run

Table/Chairs

VIP Luncheon Access

Radio AD Mention

KTLA 5 Media Partnership



This package is ideal for sponsors with children oriented services or product. Perfect engagement opportunity to families.

100% of proceeds are directly funding our organizations Diaper Bank and Food Pantry for LA County families.

SPONSORSHIP TIERS



LED Digital Sponsorship Package – \$10,000.00

If you are a sponsor seeking to get the most advertisement and impact at our 2025 festival this package is a great option. This will entitle sponsors to feature commercial or brand video play on a 14.8ft x 8ft LED wall screen also backdrop of our main stage area. Sponsors can have audio or no audio media playing continuously or have commercials simultaneously playing throughout the duration of our festival program including the LABHMF official logo.

Package will also include the following:

Full Page Color Ad within festival program.

Social Media Digital Content Posts Weekly Run

VIP Luncheon Access

2 BROAD Museum Exhibit Tickets

Website Hyperlink Placement and Logo on BHMf Website

Contact Details

If you have questions or would like to submit your sponsorship request please contact through the following channels:

Office Direct Line: (213) 300-0080

Email Address: Admin@openarmscharityla.org or

blackhistorymonthfestival@gmail.com

Contact Person: Myeta Perdomo/Co-Founder

Official Website: LABlackHistoryMonthFestival@gmail.com

