

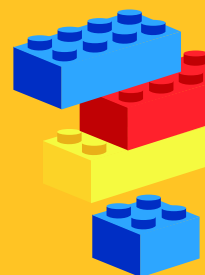


2027

Los Angeles

Black History Month

Festival 2.20.27



FAMILY PLAY ZONE AND WELLNESS FAIR
SPONSORSHIP DECK



Cele



Lets celebrate Black History Month together With Family Fun!

**Up to 30%
Increase**

Investing in culturally inclusive events like LA Black History Month Festival can help boost brand recognition and interest along with breaking down barriers of health inaccessibility for marginalized groups.

The month of February which is National Black History Month, serves to celebrate the achievements and contributions of Black individuals and communities, promote awareness of their history, and address ongoing issues of racism and inequality while also promoting healthy families and children through inclusive play areas and wellness resources.

We are excited that this year we will be hosting our cultural celebration at NHM Exposition Park Museum Row Outdoor Area.

More details will be available in the coming months!



Prioritizing Community, Leads to Happier Families



01

Who we are

Open Arms Charity 501(c) (3) has served thousands of families through natural disasters, hunger crises, and by providing the basic needs families need to provide for their children. We serve over 80,000 families with children per year while also supporting our local reserve and military families through tough times. OpenArmsCharityLA.org
EIN: 83-1054330

Celebrating in the communities of LA City

We are proud to share that we have celebrated Black History Month for more than 10 years, starting in the historic Leimert Park Village and making our way to the LA Brea Tar Pits (NHM) museum in the Fairfax District in 2026. Our festival attracts more than 5,000 attendees and focuses on supporting African American families.

02

03

Sponsorship Benefits

Authentic Brand Alignment
Targeted Consumer Engagement
Media and Content Exposure

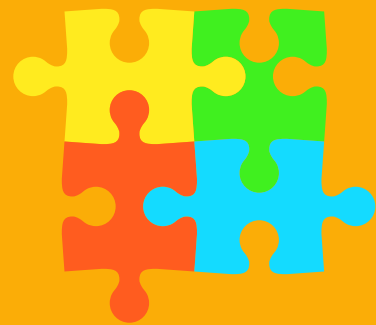
African American Family and Intergenerational Reach
The festival includes highly active experiential spaces like the Soccer Stars Play Zone, First 5 LA, and a dedicated Children's Zone. This provides consumer-packaged goods (CPG), youth-focused, and family-oriented brands with an energetic backdrop to run product demonstrations or hand out promotional materials.

Direct Health & Wellness Integration
Through the festival's "Brain Power" Health Fair, sponsors can directly fund or activate around free health screenings, mental wellness resources, maternal health support, and social service referrals. This is a prime activation space for healthcare providers, insurance plans, and wellness brands looking to address local health disparities.

Past Sponsors



Play Zone Sponsorship Tiers



Brand Marketing Booth

- 10 x 20ft
- \$1200
- Signage
- (2) Tables & (2) Chairs
- Festival Program Booklet Half Page Ad
- Allows sampling hand-off, engagement, service sign-ups
- Entryway Location
- VIP Luncheon Mixer Access



Play Zone Build Out Activation Area

- 10 x 20ft - 20 x 40ft
- \$2400
- Signage
- Power Supply
- (2) Tables & (4) Chairs
- Festival Program Booklet Half Page Ad
- Allows sampling hand-off, engagement, service sign-ups, giveaways to families. Play Zone Area
- Media Mention
- Hyperlink & Logo Placement on charity website which has over 40k views per month and e-blast campaign to subscribers



Play Zone Activation Marketing Premium Sponsor

- 20 x 40ft Booth Size
- \$6,000
- 30 minute Stage Speaking Time
- (4) Tables & (4) Chairs
- Festival Program Booklet Full Page Ad
- Allows sampling hand-off, engagement, service sign-ups, giveaways to families
- Play Zone Area
- Custom Balloon Arrangement
- Hyperlink & Logo Placement on charity website which has over 40k views per month and e-blast campaign to subscribers
- VIP Luncheon Mixer Access



Healthy Bodies Healthy Minds



Increase healthier black communities

Our wellness fair for families and children focuses on several aspects of a healthy body and a healthy mind for children aged 0-18 and parents. Whether it is providing innovative, children-friendly on-site dental, optical, and mobile health services, or promoting healthy, clean products to families, our event is a beneficial way to support our mission.

Benefits of the LABHMF Wellness Fair

Health access partners can maximize impact during the LA Black History Month Festival by building community trust, expanding their patient pipelines, and reducing systemic health disparities through highly targeted public health events like ours. Our event welcomes the underserved, BIPOC families, and those at highest risk of lack of care. The purpose of our event is to address systemic inequities in childhood asthma, diabetes, and heart disease through outdoor play, cognitive exercise and taking care of self.



Become A Family Wellness Sponsor

LABHMF Health fairs provide critical, immediate lifelines for California families navigating the drastic healthcare changes forced by the federal H.R. 1 ("One Big Beautiful Bill Act"). The law strips away billions in healthcare funding, meaning health fairs are no longer just for community outreach—they are vital navigational hubs



Health Mobile Sponsorship Package

\$800 per mobile clinic
Includes registration + venue space near entryway + power + (1) table + (1) chairs + e-blast campaign



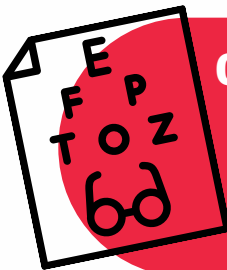
Dental Screening Activation & Engagement Booth

\$3,000 Enclosed 20 x 40ft Canopy Area
Includes registration fee+ ample spacing required for onsite clinic + power + (2) tables, (4) chairs, fun imprinted SWAG e-blast campaign + Program Booklet Ad



Enhanced Care Management Activation Area

\$400 per 10 x 20ft Activation Area
Health Access Partners utilizing the area of the new HR.1 Medi-Cal change and Insurance Navigation.
Power + Table + Chairs + e-blast campaign + hyperlink + logo on charity website.



Optical Care Services & Activation Booth

\$1,500 Enclosed 10 x 20ft Canopy Area
Interactive Screenings & Visual Health Assessments
Immediate Direct Care & Eyewear Dispensing
Interactive Wellness Education

*Also Includes:

Includes registration fee+ ample spacing required for onsite clinic + power + (2) tables, (4) chairs, fun imprinted SWAG e-blast campaign + Program Booklet Ad



BrainPower of Health
Initiative



Ready to be a Sponsor?

Contact Our Sponsorship Coordinator

Interested in celebrating with our community?

Your sponsorship investment provides support to the Rattles of Love Diaper Bank and Food Pantry program that serves LA Angelenos year round. We would love to hear from your team about sponsorship. Sponsorships can also be negotiated and curated to fit your brand and/or service needs for our 2027 LA Black History Month Festival event!

Phone:

Email:

Visit: LABlackHistoryMonthFestival.com

Visit: OpenArmsCharityLA.org to learn more about our community impact!



[losangelesblackhistoryfestival](https://www.instagram.com/losangelesblackhistoryfestival)



[Los Angeles Black History Month Festival Facebook](https://www.facebook.com/LosAngelesBlackHistoryMonthFestival)



Previous Years At LABHMF



Charitable Work in the Community

