

WEST FEST

Sponsorship Packet

Event Date & Time: Saturday, July 23, 5-9 PM

Event Location: Allin Street, between Washington and Front

Expected number of attendees: 200-300

Questions? Contact Kristen Buhrmann, Board President at 309-838-8499 or president@westbloomington.org

EVENT INFORMATION

We are proud to announce the annual West Bloomington Revitalization Project's West Fest block party. This summer celebration gives our community the opportunity to cut loose and have a fun evening with neighbors and community members — at no cost to them.

Why West Bloomington Revitalization Project?

West Bloomington Revitalization Project (WBRP) is a 501(c)(3) not-for-profit focused on neighborhood revitalization. WBRP began as a task force of concerned stakeholders in 2007. The original Quality of Life plan for the neighborhood came from the voice of the residents and we deliberately keep that influence at the helm by requiring half of our Board to be Westsiders. Due to decades of divestment, the Westside is urgently in need of attention. The historic neighborhood is marked by low housing values, low household income, low employment, and low test scores at local elementary schools. HUD has considered the Westside an area of slum and blight. Yet there remains a strong sense of community. The Westside is proudly home to multigenerational families, working class individuals with a strong work ethic, and diversity of all kinds.

At WBRP, we operate a wide variety of programs that are free or at very low cost.

- The Community Gardens have over 40 plots where individuals can grow their own fruits, vegetables, or flowers.
- The Tool Library has made over 15,000 loans since it opened - helping people repair their homes or work on fun projects.
- The Bed Blitz builds twin bed frames for over 100 local youth every year and provides them with mattresses, hygiene kits, sheets, and a blanket or quilt.
- The Bike Co-op provides affordable bikes and bike repairs to community members - many of whom rely on bicycles as transportation and exercise.



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- The Veggie Oasis provides over 5,000 pounds of fresh produce gleaned from the farmers' market every season.
- The Book Bike is a staple at the Downtown Bloomington Farmers' Market and many other community events - providing free books to all who want one.
- Multiple murals and beautification efforts have been accomplished through the work of the Art & Beautification program.

Why West Fest?

This is our third annual West Fest, with the previous two being in 2018 and 2019. This event has attracted between 200 and 300 guests in previous years, and with COVID limiting events the past two years, we believe we'll have an even greater turnout!



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SPONSOR INFORMATION

To be able to host this wonderful and inclusive event, we rely on sponsors and the generosity of businesses.

Platinum Sponsorship \$1,500 (limit 3)

- Prominent logo at a food truck, bounce house, or major entertainment station of your choice (first come first serve). Option to have a volunteer from your company stationed at that station
- Announcer mentions your company during event (minimum 5 times)
- Logo and website link on event website, Facebook event and in email blast
- Company logo on homepage of website as a major sponsor
- Business mention on Facebook and Instagram
- Company name incorporated into photobooth

Gold Sponsorship \$1,000 (limit 5)

- Prominent logo at snack station or secondary entertainment station of your choice (first come first serve). Option to have a volunteer from your company stationed at that station
- Announcer mentions your company during event (minimum 3 times)
- Logo and website link on event website, Facebook event and in email blast
- Company logo on homepage of website as a major sponsor
- Business mention on Facebook and Instagram

Silver Sponsorship \$500

- Prominent logo at carnival game, lawn game, or other small entertainment station. Option to have a volunteer from your company stationed at that station
- Logo and website link on event website, Facebook event and in email blast
- Company logo on homepage of website as a major sponsor
- Business mention on Facebook and Instagram

Bronze Sponsorship \$250

- Logo and website link on event website, Facebook event and in email blast
- Company logo on homepage of website as a major sponsor
- Business mention on Facebook and Instagram

Custom & In Kind Donations

- We'll work with you to find the right price and part of this event to sponsor!



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READY TO PARTICIPATE?

Contact **Kristen** via email at president@westbloomington.org or call 309-838-8499 with these details:

- Company name
- What sponsorship you're interested in
- A contact name, phone number, email, and logo

Please confirm your sponsorship as soon as possible so we can include you in all of our pre-event advertising.



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