

WEST ALAMEDA **BUSINESS** ASSOCIATION PRESENTS — WEST IS BEST —

A summer of live
music, unique dining
and amazing shopping
spotlighting local artists.



FEATURED EVENTS

POP ROCKS
JUNE 16TH 4-6PM
Pop and Rock Hits

HAT TRICK
JULY 4TH 2-4PM
Triple Shots of Classic Rock

MIDNIGHT FLYER
AUGUST 18TH 4-6PM
East Bay's Premier Eagles Tribute

FREE & ALL AGES
HEALING GARDEN 1435 WEBSTER ST. ALAMEDA CA





West is Best is a celebration of community, music, and the artisans and merchants that are the heartbeat of the West Alameda Business District.

Includes **(3)** Summer Series events plus up to **(6)** events from August–November

West is Best is a unique and exciting opportunity

for sponsors to connect with an attentive audience, engage with potential customers, and create a lasting impression.

Marketing efforts are broadly targeted to Alameda and surrounding areas to create an accessible event for the whole community.



Median Household Income
\$86,645



Bachelors Degree or higher
49%



Persons per household
2.59



Visitors per year
648,890



Average time in the district
90 minutes



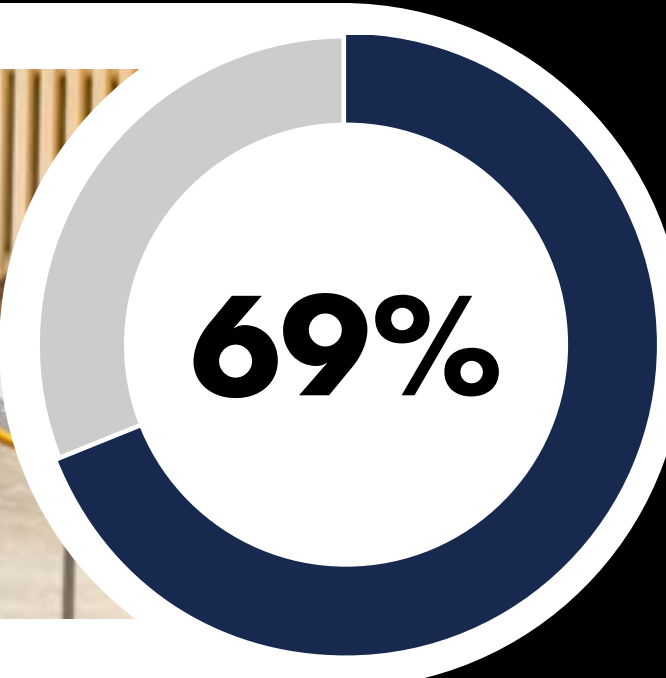
Average # of cars per day
10,385



Sponsoring West Alameda Business Association Events Sets You Apart

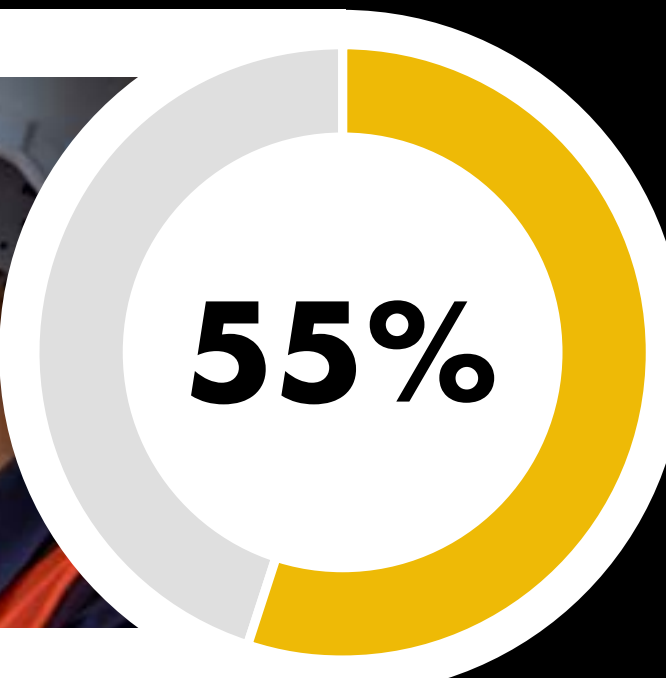
Leveraging a partnership with the West Alameda Business Association helps you **communicate your story by engaging customers** and clients while conveying your unique values.

When you partner with the arts, you gain a competitive edge by expanding your marketshare and creating a healthy workplace.



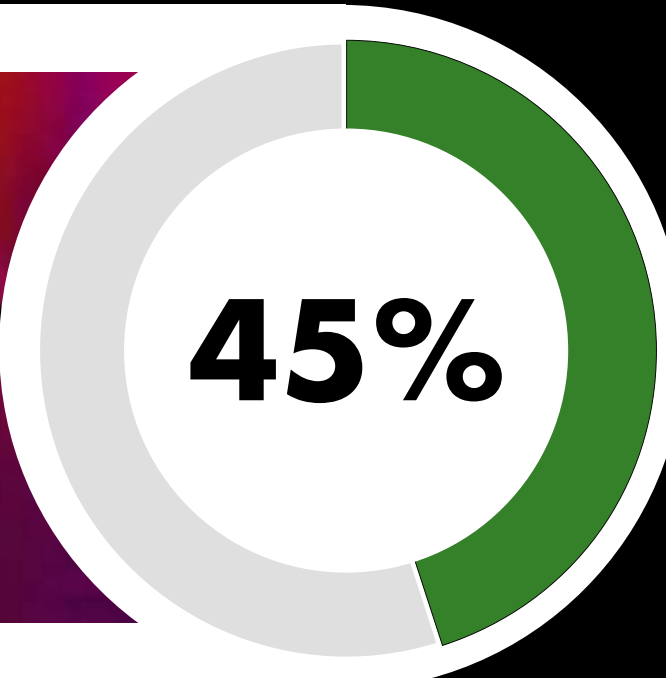
of companies that received national recognition for being a 'best place to work' reported the company fosters creativity.

The Creative Dividend



of manufacturing companies view the arts as helping to recruit and retain employees.

Business Contributions to the Arts: 2018 Edition



of companies say partnering with the arts offers networking opportunities and the potential to build market share.

Business Contributions to the Arts: 2018 Edition

Your partnership with the West Alameda Business Association can **promote your brand** to an educated and culturally savvy audience.

The WABA Healing Garden can host 750 people per event. Exposing your brand to close to 7000 people over 9 events.





Sponsorship and on-site activations help your company meet its business objectives and reach your intended target audience.

Packages range from **\$500** to **\$10,000**, enabling media exposure, brand and logo visibility, VIP access, onsite promotions, and brand experiences.

As an West Alameda Business Association sponsor, your support ultimately fosters creativity, engages minds, and contributes directly to the quality of life for the entire community.

West is Best Event Details

The Summer Series will feature

- Main Stage Entertainment
- Vintage Market–Curated by Patina and Rust
- Arts Market–Collection of local artisans and makers
- A variety of food vendors and craftspersons
- Kids' Activities
- Exposure to local West Alameda Businesses

Events from August to November will feature

- Main Stage Entertainment
- A variety of food vendors and craftspeople and more



WEST IS BEST SPONSORSHIP PACKAGES

BENEFITS	ROCKSTAR	SUPER FAN	FANATIC	ENTHUSIAST	SUPPORTER
SPONSORSHIP FEES	\$10K	\$5K	\$2500	\$1500	\$500
Naming & presenting rights for 3 featured events and up to 6 mini events	X				
Business integration / on-site activations. (materials / swag provided by sponsor)	X				
Logo on stage banner	X	X			
Branded newsletter promotional inclusion with business hyperlink	X	X			
10x10 Table at the the event	X	X	X		
Logo on website (size and placement subject to sponsorship level)	X	X	X		
On-site recognition	X	X	X	X	
Social media & press release acknowledgement	X	X	X	X	X



The West Alameda Business Association is dedicated to supporting and promoting local businesses in West Alameda in order to create a vibrant business district and community environment.

WABA focuses on Bay Area artists, both emerging and established, offering attendees experiences they won't get anywhere else.

The West Alameda Business

Association is a Business Improvement District (BID), a common model for the management of a municipality's commercial corridors.

It is authorized by state law and provides a mechanism for the businesses and property owners of a community to organize as a single entity to raise funds for activities that enhance or expand upon municipal services.





**Are you ready to partner
with the West Alameda
Business Association?**

Contact

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