



"ONE STAGE, ONE WORLD"

World Peace Music Festival Sponsorship Deck 2021-2022





"ONE STAGE, ONE WORLD"

The World Peace Music Festival, and The Department of Culture and Arts of Los Angeles County are proud to sustain the Arts X Culture in our local community and offer a platform for artists all over Los Angeles to be heard, understood and supported.

We hope that your company can share our vision and goal of cultivating the arts and offering programming that offers an exciting 2/day event with performances of genres in latin rock, african reggae fusion, rock, reggae, pop, rap, spoken word, performing arts, visual and creative arts as well as wonderful indigenous and tribal dances that bring awareness of cultures often forgotten. We expect foot traffic to reach 5-10k per day throughout the three city blocks of festivities.

Your support does not stop after our festival ends but keeps our programming going within the community throughout the year with hands on youth workshops, urban gardening workshops and support our existing food equity programs.

All proceeds are 100% tax deductible through our charity Open Arms Food Pantry and Resource Center that has served the community since 2018 with food distribution and disaster relief.

Please take a gander at the robust packages enclosed and give us a ring if you have any questions regarding our marketing packages!

If you have other ideas of customer engagement or activation that is not listed or more marketing needs within radio ads, newspaper ads and e-blasts please contact, Myeta Pugh Perdomo our Sponsorship Director at (213) 300-0080 or worldpeacemusicfestival@gmail.com.

Thank You again for your Support!

Myeta & Ken Perdomo

www.WorldPeaceMusicFest.org

World Peace Music Festival

Sponsors



PSYCHOGRAPHICS & REGIONAL DEMOGRAPHICS

FEMALE TO MALE RATIO 60/40

INCOME -69K-134K ANNUALLY

HOMEOWNERS

AGE RANGES OF 25-60 YEARS OF AGE

ETHNIC DEMOGRAPHICS:

AFRICAN AMERICAN 35%

AFRO LATIN 10%

ASIAN 10%

CAUCASION 15%

LATIN 25%

MIXED HERITAGE 5%

VALUES

- 1.ETHICALLY SOURCED PRODUCT
2. FAMILY AND CHILDREN BONDING
- 3.ADVOCATES FOR ARTS AND CULTURAL CAUSES
- 4.SUPPORTS LOCAL SMALL BUSINESSES
- 5.ADVOCATES FOR SOCIAL JUSTICE AND GLOBAL EQUALITY
6. CONCIOUS CONSUMER & PRODUCT VALUE



NELSON & WINNIE MANDELA PACKAGE

\$25,000

EXCLUSIVE CATEGORY + STAGE PRESENTER & CO-HOST

MAIN STAGE LOGO BANNER PLACEMENT & SIGNAGE THROUGHOUT FESTIVAL GROUNDS

PANEL DISCUSSION PARTICIPANT

10X 94.7 THE WAVE OR K-EARTH OR KROQ AD WITH VOICEOVER

2X AUDACY BROADCAST DIGITAL MARKETING AD TO OVER 330K + LA WEEKLY DIGITAL

NEWSLETTER INSERT WITH HYPERLINK+QR CODE

1 X LA TIMES SUBSCRIBER BLAST WITH OVER 83 MILLION EST. IMPRESSIONS

60 X SOCIAL MEDIA AD PLACEMENT ON INSTAGRAM TWITTER AND FACEBOOK

LOGO OLACEMENT ON WORLD PEACE MUSIC FESTIVAL WEBSITE + HYPERLINK

10 X 20 CUSTOMER ENGAGEMENT BOOTH ADJACENT TO MAIN STAGE

CUSTOMIZED CANOPY + IMPRINTED CUSTOMER CONNECTION CARDS + CUSTOM STAND ALONE
SIGNAGE

DEALERSHIP VEHICLE EXHIBIT AREA UP TO 2 AREAS NEAR STAGE

6000 CUSTOM MARKETING FLYERS + 2000 PENS OR STICKERS

100 CUSTOM T-SHIRTS OR LUNCH BAGS FOR GIVEAWAYS

20 VIP MEET N' GREET PASSES INCLUDING CATERED VEGETARIAN OR

NON-VEGETARIAN LUNCHEON AND ACCESS TO DESSERT BAR

GIFTED SWAG BAGS FOR ENTIRE PARTY

THANK YOU



MOTHER TERESA PACKAGE

\$20,000

EXCLUSIVE CATEGORY SPONSOR ACKNOWLEDGEMENT PRESENTED BY HOST
CO-HOST OF TWO DAY PROGRAMMING
PARTICIPATE IN PANEL DISCUSSION

10X 94.7 THE WAVE OR K-EARTH OR KROQ RADIO AD WITH VOICEOVER
AUDACY BROADCAST DIGITAL MARKETING AD + E-BLAST INCLUDING
LA WEEKLY NEWSLETTER INSERT WITH HYPERLINK+QR CODE

LOGO PLACEMENT ON WPMF OFFICIAL WEBSITE WITH HYPERLINK
40X SOCIAL MEDIA AD PLACEMENT ON INSTAGRAM, TWITTER & FACEBOOK

STAGE FACING BANNER
RETRACTABLE AD BANNERS PLACED IN ALL HIGH TRAFFIC ZONES INCLUDING
ENTRYWAY-STAGE-CONCESSION AREAS

6000 CUSTOM MARKETING FLYERS OR BROCHURES
1000 IMPRINTED STICKERS OR PENS OF OFFICIAL COMPANY LOGO
1000 CUSTOMER CONNECTION CARDS

10 VIP MEET N' GREET PASSES INCLUDING CATERED LUNCHEON AND ACCESS
TO DESSERT BAR
10 GIFTED SWAG BAGS

THANK YOU



MAHATMA GANDHI PACKAGE

\$15,000

SPONSOR ACKNOWLEDGEMENT PRESENTED BY HOST

10 X 20 CUSTOMER ENGAGEMENT BOOTH ADJACENT TO
MARKETPLACE ENTRYWAY

LOGO PLACEMENT ON OFFICIAL WORLD PEACE MUSIC FESTIVAL WEBSITE WITH
HYPERLINK

10 VIP MEET N GREET PASSES INCLUDING CATERED LUNCHEON AND ACCESS
TO DESSERT BAR

Digital e-blast with choice of LA Times with over 81 million subscribers &
Audacy Broadcast e-blast through radio channels K-Earth-94.7 The Wave or
KROQ

20X SOCIAL MEDIA AD PLACEMENT ON INSTAGRAM, TWITTER & FACEBOOK

#3000 CUSTOM MARKETING FLYERS
4 RETRACTABLE BANNER PLACEMENT

#1000 IMPRINTED STICKERS OR PENS OF OFFICIAL COMPANY LOGO

8 GIFTED SWAG BAGS

THANK YOU



MARTIN LUTHER KING JR. PACKAGE

\$10,000

PANEL DISCUSSION PARTICIPANT

OFFICIAL SPONSOR BANNER PLACEMENT THROUGHOUT MARKETPLACE

3 STANDALONE SIGNS IN CONCESSION AREA

10 X 10 CUSTOMER ENGAGEMENT BOOTH ADJACENT TO MARKETPLACE AREA

15X SOCIAL MEDIA POSTS ON INSTAGRAM, TWITTER AND FACEBOOK

Digital e-blast with LA Times Newspaper with over 81 million subscribers

LA Weekly Digital Ad + Chamber of Commerce Business Marketing Package

2000 CUSTOM MARKETING FLYERS OR BROCHURES

1000 IMPRINTED STICKERS

LOGO PLACEMENT ON WORLD PEACE MUSIC FESTIVAL WEBSITE
+ HYPERLINK+QR CODE

8 VIP MEET N' GREET PASSES INCLUDING CATERED LUNCHEON AND ACCESS TO
DESSERT BAR

8 GIFTED SWAG BAGS + WORLD PEACE T-SHIRTS

THANK YOU



MAYA ANGELOU PACKAGE

\$5,000

HONORABLE MENTION BETWEEN HEADLINERS
OFFICIAL LOGO + QR + HYPERLINK PLACED ON WPMF WEBSITE

10 X 10 CUSTOMER ENGAGEMENT BOOTH ADJACENT TO MARKETPLACE

(3) "78 X 33" RETRACTABLE SIGNAGE WITH STAND WITH PLACEMENT AT
CONCESSION AREA + MARKETPLACE + ENGAGEMENT BOOTH
1000 PRINTED FLYER + QR CODE + 200 STICKERS

AUDACY BROADCAST DIGITAL E-BLAST TO OVER 330K
SUBSCRIBERS

12X SOCIAL MEDIA POSTS OF AD OR VIDEO ON WPMF ACCOUNT VIA TWITTER
+ INSTAGRAM+ FACEBOOK
30 DAY LA CHAMBER OF COMMERCE ELECTRONIC WEB ADVERTISEMENT VIA
LACHAMBER.COM WITH LINKABLE GRAPHIC

6 GIFTED SWAG BAGS + WORLD PEACE T-SHIRTS
6 VIP MEET N' GREET PASSES INCLUDING CATERED LUNCHEON AND ACCESS TO
DESSERT BAR

THANK YOU



DALAI LAMA PACKAGE

\$2,500

SPONSOR SIGNAGE PLACED THROUGHOUT
MARKETPLACE AND CONCESSION AREA(S)

(5) MEET N GREET VIP PASSES INCLUDING CATERED LUNCHEON
WITH BEVERAGES AND DESSERT BAR

10X INSTAGRAM AND TWITTER SOCIAL MEDIA POSTS

CUSTOM RETRACTABLE SIGNAGE WITH STAND "78 X 33"

500 PRINTED FLYERS INCLUDING QR CODE AND 100 STICKERS

LOGO PLACEMENT ON OFFICIAL WORLD PEACE MUSIC FESTIVAL
WEBSITE

THANK YOU



OPENARMSCHARITYLA.ORG

FOOD EQUITY & ARTS X CULTURE

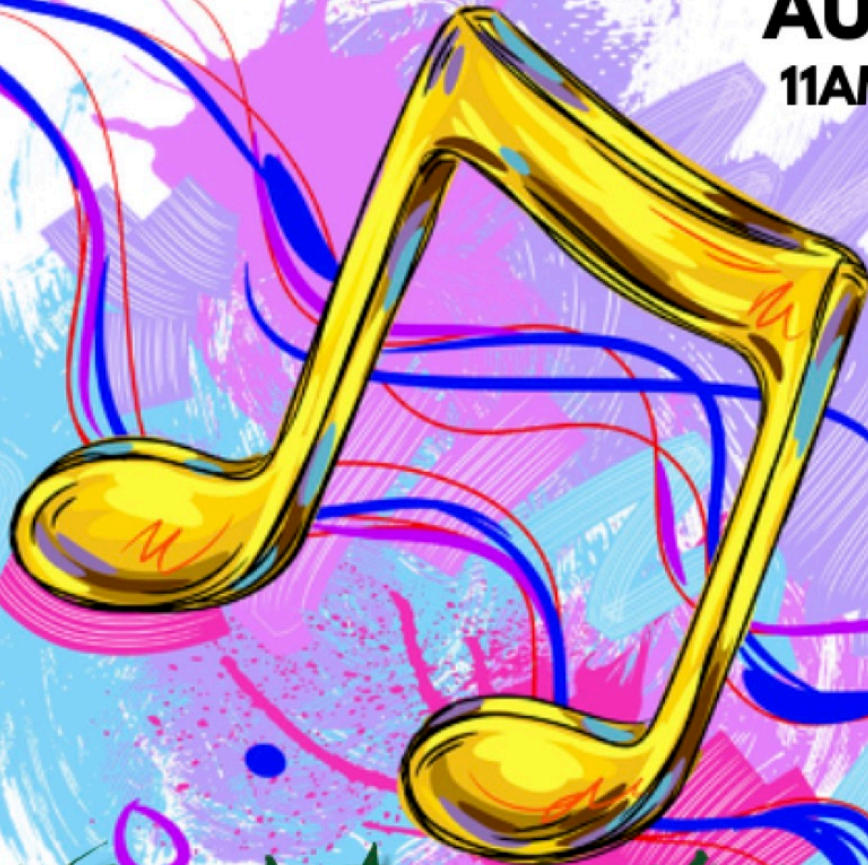


Donate as little as \$5 to Open Arms Food Pantry and Resource Center in order to keep our supportive services and community events alive in South LA. We have feed and assisted over 5,000k+ households with essentials during COVID-19 and we continue..

100% Tax Deductible

OPEN ARMS FOOD PANTRY 501(C) 3
LA BLACK HISTORY MONTH FESTIVAL
PRESENT

**14-15
AUGUST**
11AM - 7PM



WORLD PEACE
MUSIC
Festival

GLOBAL PERFORMERS • MARKETPLACE • FOOD • FAMILY FUN
3 CITY BLOCKS - CRENSHAW-43RD ST & VERNON BLVD

MARKETPLACE & FOOD VENDOR OPPORTUNITIES AVAILABLE

WWW.WORLDPEACEMUSICFEST.ORG TEL: (323) 842 0361