

ART 180'S

# BLOCK PARTY



SPONSORSHIP PROPOSAL

# About ART 180's Block Party

ART 180's Block Party is a 19-year tradition, originally titled The Really BIG Show, and has grown into a cornerstone community event. The Block Party reimagines the intersection of culture, business, and community empowerment, providing a platform for creatives, entrepreneurs, change-makers, and youth to engage in discussions about media, wealth-building, music, and social justice. This event unites Richmond's most creative leaders across generations, fostering education, connection, and celebration.

## Key Highlights

- **Live Performances:** Enjoy dynamic musical acts and dance performances that showcase local talent.
- **Maker Space/Creator Studio:** Participate in the community design studio, offering free services such as professional headshots, logo design, and branding consultations to foster career advancement for youth.
- **Wellness Hub:** In collaboration with Soluna Yoga, engage in mindfulness exercises and wellness sessions aimed at promoting mental and physical well-being.
- **Live Podcast Tapings:** Experience thought-provoking conversations featuring industry leaders and creatives.
- **Networking Opportunities:** Connect with artists, entrepreneurs, and influential figures in media, music, and business.
- **Marketplace:** Partnering with neighboring Gallery 5, the RVA Moon Market features local artisans showcasing their products, fostering a vibrant marketplace environment.
- **Food & Beverage:** Enjoy a diverse array of cuisines from food trucks representing various culinary backgrounds.
- **Kids Zone:** Interactive activities and entertainment ensure a family-friendly atmosphere.

## Impact + Reach

ART 180's Block Party successfully blends education and empowerment, reinforcing our commitment to celebrating and uplifting youth culture. By celebrating the impact of the arts, the event strengthens the ties between culture and community. In 2024, it attracted over 1,300 attendees, including musicians, artists, entrepreneurs, and industry leaders. Featuring performances, discussions, and networking opportunities, the Block Party serves as a platform for collaboration and partnership, fostering meaningful connections across industries and generations.

- **Instagram:** Over 6,500 followers
- **Facebook:** More than 7,000 followers
- **Newsletter:** over 1,300 readers
- **Mailing List:** 3,000+ recipients
- **Radio:** Collaborations with WRIR 97.3 FM, Richmond's independent radio station
- **City Support:** Promotional backing from the City of Richmond

## Goals

- **Education & Empowerment:** Provide insights into entrepreneurship, creative development, and career pathways.
- **Culture & Community Building:** Celebrate youth development through networking, entertainment, and interactive experiences.
- **Social Impact:** Address systemic inequality and strategies for youth advancement by fostering industry access and connecting young creatives with influential leaders in music, media, and business.

The ART 180 Block Party continues to be a unique and vital space for the community, uniting creativity and empowerment to drive positive change. Join us in making an impact through sponsorship and support!

# Sponsorship Levels

## Change Agent - \$10,000

Exclusive recognition as the primary sponsor, offering maximum visibility.

- **Premier Brand Visibility:** Exclusive presenting sponsor status with prominent logo placement on all event materials, website, and social media platforms, including all promotional materials.
- **Speaking Opportunity:** Featured speaking slot during the main event program to showcase your organization's commitment to arts education.
- **High Priority Seating:** Priority placement in a high-traffic area booth space.
- **Access:** Invitations to special event activities and networking opportunities.
- **Annual Report Acknowledgment:** Recognition in ART 180's annual report, distributed to over 3,000 recipients.

## Collaborator: \$5,000

Supporter of the event with significant brand exposure and engagement opportunities.

- **Booth Space:** Prominent booth space at the event for product/service promotion.
- **Brand Visibility:** Logo featured on event materials, website, and social media, including promotional materials.
- **Access:** Invitations to special event activities and networking opportunities.
- **Annual Report Acknowledgment:** Recognition in ART 180's annual report, distributed to over 3,000 recipients.

## Partner: \$2,500

Contributor to the event with brand recognition.

- **Brand Recognition:** Logo included on event materials.
- **Booth Space:** Space for a booth at the event.
- **Annual Report Acknowledgment:** Recognition in ART 180's annual report, distributed to over 3,000 recipients.

## Community Sponsor: \$1,000

Supporter of community engagement with recognition at the event.

- **Engagement:** Access to community engagement opportunities during the event.
- **Recognition:** Acknowledgment on event signage.
- **Annual Report Acknowledgment:** Recognition in ART 180's annual report, distributed to over 3,000 recipients.



# Ways To Give

## Give Online

Become a part of this meaningful event by selecting your sponsorship level online. Visit [art180.org/BlockParty](http://art180.org/BlockParty) to join hands with neighbors, friends, and local businesses in making the Block Party a success. Every contribution strengthens our community.

## Contribute By Mail

Prefer to send your gift by mail? Your support, in any form, makes a meaningful difference. Write your check to ART 180 and send it to:

ART 180  
114 W. Marshall St  
Richmond, VA 23220

## Share Your Resources

Have goods, services, or expertise to offer? Whether it's art supplies, event support, or a unique offering that can enhance our Block Party, we welcome your contributions. Let's work together to create an event that reflects the generosity and creativity of our community.

To sign up to volunteer please visit: [Art180.org/volunteer](http://Art180.org/volunteer)

## Spread The Word

Building a stronger community starts with connection. Share the Block Party with your friends, family, and neighbors. Post about the event on social media, tell your colleagues, or organize a group to attend together. Your voice can inspire others to give and join us.

**Questions?:** If you have any questions or if we are missing something you would like to chat about please call or email:

Sherelle Rodgers Jackson  
Development Director  
[Sherelle@art180.org](mailto:Sherelle@art180.org)  
804-233-4180

Nicole Jones  
Deputy Director  
[Nicole@art180.org](mailto:Nicole@art180.org)  
804-233-4180

**Thank you for being part of our community. Let's make this year's Block Party an unforgettable celebration of all that we can accomplish together!**