



Broxton Plaza at Westwood Village

Sponsorship Deck 2024





OPPORTUNITIES

The Westwood Village Improvement Association (WVIA) is a non-profit organization whose mission it is to make Westwood Village a clean, safe, and friendly place for the community through maintenance, security, and enlivening programs.

The WVIA is seeking sponsorship support for enhancements and activations of the Broxton Plaza at Westwood Village, located on Broxton Avenue between Weyburn Avenue and Kinross Avenue. The Broxton Plaza will provide the Westwood Village community with a sense of space, offering a place to gather. We have various sponsorship levels appropriate for all businesses and look forward to working with you to find the right fit for each individual business. The WVIA is a 501(c)3 charitable organization and all contributions are tax deductible.

If you are interested in opportunities to partner with the WVIA through a sponsorship, please contact Michael Russell, Executive Director at michael@thewestwoodvillage.com.



WHAT IS THE BROXTON PLAZA?

The WVIA, LADOT, and community partners are working together to create a pedestrian plaza through the People St Program. The Plaza will create accessible public space by closing a portion of Broxton Avenue to vehicular traffic. The goal is to support and enliven local businesses by creating a walkable pedestrian destination and produce a high-quality streetscape experience.

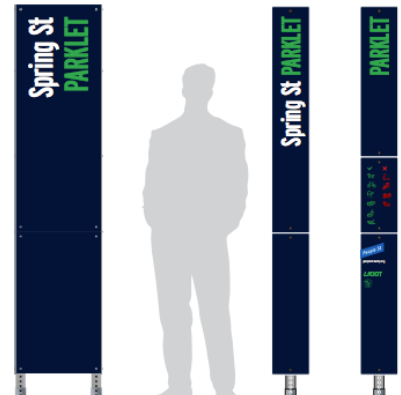
WHAT IS REQUIRED FROM WVIA?

As a LADOT People ST Program, the Broxton Plaza is required to have movable umbrellas, cafe tables, and chairs. The WVIA is responsible for purchasing and maintaining these furnishings for the Plaza.



PLAZA COMPONENTS FROM LADOT

LADOT will be responsible for providing and installing a standard set of features including: roadbed surface treatment, perimeter planters, flexible delineators, identity signage, and bicycle parking.



BROXTON PLAZA AT WESTWOOD VILLAGE



The Broxton Plaza at Westwood Village will provide a permanent open space for people to gather for live entertainment, activations and community events. The Broxton Plaza hopes to draw visitors, while strengthening the link between residents and Westwood Village. The Plaza is scheduled to open April 2023.



PLAZA PROGRAMMING

STREET GAMES



FARMERS' MARKET



OPEN MIC



YOGA



LIVE MUSIC



OUTDOOR MOVIES



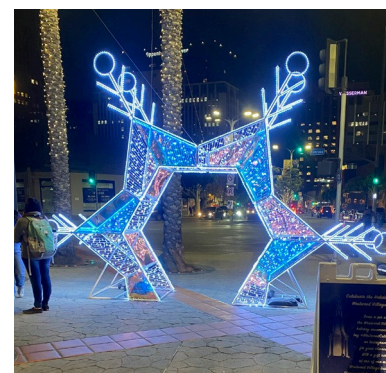
KIDS EVENTS



NIGHT MARKET



HOLIDAY VILLAGE



PLAZA ENHANCEMENTS

In addition to the required tables, chairs, and umbrellas, the WVIA is seeking funding to purchase plaza enhancements that will support future programming of the Plaza.

GAMES



STAGE EQUIPMENT



FURNITURE



HOLIDAY DECOR



BANNER & SIGNAGE



PUBLIC ART



INFORMATION KIOSK





Sponsorship Opportunities

The WVIA is looking for local partners to sponsor programming, stage equipment and furnishings that are fundamental in creating a great Plaza.

PLATINUM-TITLE SPONSOR: \$50,000

- Event Sponsor Title (Concert Series, Movie Series, etc.)
- Logo and company name incorporated on promotional materials
- Product display opportunities at events
- Social media and newsletter campaign promoting your sponsorship
- Dedicated signage in the Plaza with company branding

GOLD: \$25,000

- Logo and company name incorporated on promotional materials
- Product display opportunities at events
- Social media campaign promoting your sponsorship
- Dedicated signage in the Plaza with company branding

SILVER: \$10,000

- Logo and company name incorporated on promotional materials
- Social media campaign promoting your sponsorship
- Dedicated signage in the Plaza with company branding

BRONZE: \$5,000

- Social media campaign promoting your sponsorship
- Dedicated signage in the Plaza with company branding

Contact Us

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Westwood Village