



Broxton Plaza at Westwood Village



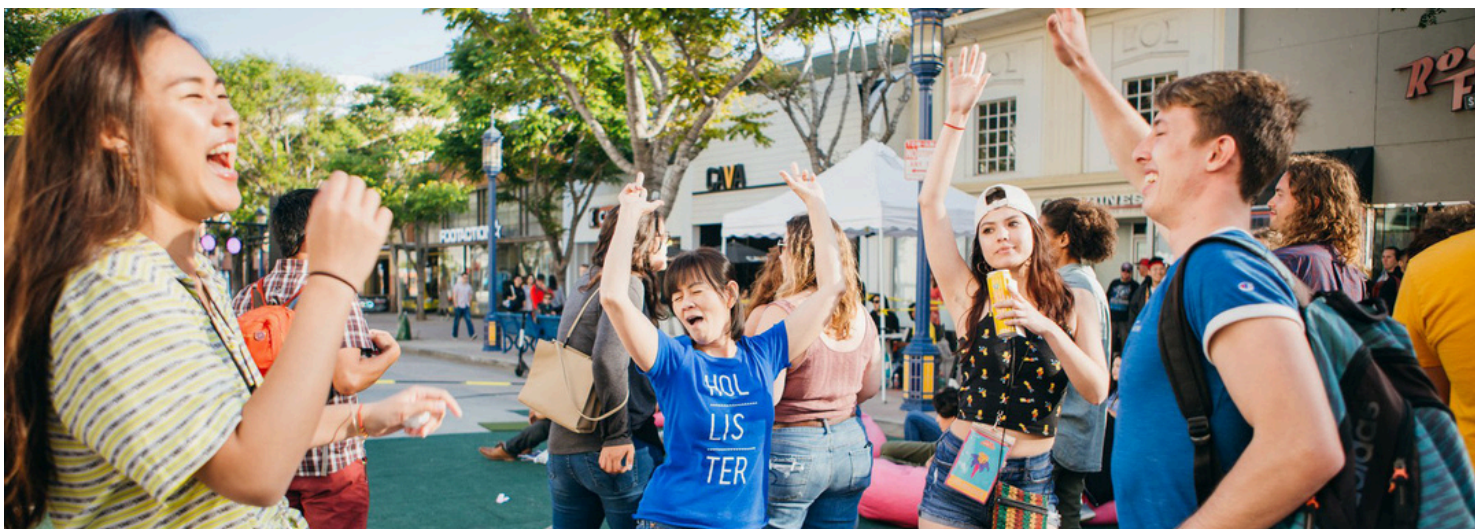
Brand Activation &
Sponsorship Opportunities

BROXTON PLAZA AT WESTWOOD VILLAGE



Broxton Plaza is a pedestrian-only street in the heart of Westwood Village, just steps from UCLA. Opened in October 2024, it's a permanent public space for gatherings, live entertainment, pop-ups, and brand activations. With heavy daily foot traffic from students, residents, and visitors, it offers unmatched visibility and engagement for brands looking to connect directly with the community.





OPPORTUNITIES

The Westwood Village Improvement Association (WVIA) is a 501(c)(3) non-profit dedicated to keeping Westwood Village clean, safe, and welcoming through maintenance, security, and community programming.

We're inviting brands to partner with us in bringing engaging pop-up experiences to Broxton Plaza, a pedestrian-only street in the heart of Westwood Village on Broxton Avenue between Weyburn Avenue and Kinross Avenue. Just steps from UCLA, the plaza offers heavy foot traffic from students, locals, and visitors—making it an ideal setting for immersive brand activations.

Whether you're launching a product, creating an interactive experience, or seeking high-visibility engagement, we offer flexible partnership levels to suit your goals. All contributions are fully tax-deductible, and we can provide a full promotional package to maximize your reach, including social media, newsletters, and community exposure.

For opportunities at Broxton Plaza, contact:

Megan Furey
 Director of Programs & Partnerships
Megan@thewestwoodvillage.com



PARTNERSHIP BENIFITS

Broxton Plaza is a pedestrian-only public street in the heart of Westwood Village, making it ideal for interactive activations. The space can accommodate a variety of footprints, from large display vehicles and mobile pop-ups to modular installations, performance stages, or product sampling stations. With power access, nearby parking, and convenient load-in routes, setup is straightforward and efficient.

LOCATION BENEFITS

- Targeted social media campaign promoting your brand activation to our 20k+ subscribers and followers
- Dedicated on-site signage with your company branding in high-traffic areas of Broxton Plaza
- Prime space in the Plaza for your pop-up activation, with flexibility for large displays, interactive experiences, or sampling stations
- Cross-promotion in the Westwood Village e-newsletter and event calendar
- On-site support for load-in/out, guest assistance, and pedestrian flow
- Access to thousands of daily passersby, including UCLA students, faculty, staff, and local residents



During your activation, the Westwood Village Ambassador Program will provide on-site coordination, safety oversight, and hospitality support. Our trained Ambassadors assist with load-in and load-out, manage pedestrian flow, and welcome guests—ensuring your event runs smoothly from start to finish.



PLAZA PROGRAMMING

STREET GAMES



FARMERS' MARKET



OPEN MIC



YOGA



LIVE MUSIC



OUTDOOR MOVIES



KIDS EVENTS



NIGHT MARKET



BRAND ACTIVATIONS





SPONSORSHIP OPPORTUNITIES

Broxton Plaza offers a flexible, high-visibility space that can accommodate everything from large vehicle displays and mobile pop-ups to modular installations, performance stages, and product sampling stations. With power access, nearby parking, and convenient load-in routes, setup is simple and efficient.

PRODUCT SAMPLING & BRAND POPUPS: \$1,500+

- Prime Location & Foot Traffic** – Reach thousands of UCLA students, faculty, staff, and local residents every day
- Flexible Footprint** – Space for large display vehicles, modular pop-ups, interactive installations, or product sampling
- Targeted Social Media Campaign** – Promotion to our engaged audience of 20k+ subscribers and followers
- Cross-Promotion** – Inclusion in the Westwood Village e-newsletter, website, and event calendar
- On-Site Brand Visibility** – Dedicated signage, (additional cost), with your company branding in high-traffic areas of the Plaza
- Full On-Site Support** – Westwood Village Ambassador Program provides day-of coordination, safety oversight, guest assistance, and pedestrian flow management
- Convenient Logistics** – Power sources, nearby parking, and accessible load-in routes for smooth setup and breakdown
- Community Goodwill** – Partnership with the Westwood Village Improvement Association, a 501(c)(3) non-profit



Contact Us

Michael Russell
Executive Director
michael@thewestwoodvillage.com

Megan Furey
Director of Programs & Partnerships
megan@thewestwoodvillage.com

10866 Wilshire Boulevard, Suite 360
Los Angeles, CA 90024
P 310.470.1812
F 310.474.2414



Westwood Village