



# EAGLE ROCK MUSIC FESTIVAL

[www.EagleRockMusicFestival.org](http://www.EagleRockMusicFestival.org)

# 18

CENTER  
FOR THE  
ARTS  
EAGLE ROCK

2225 Colorado Blvd  
Los Angeles, CA 90041  
[www.cfaer.org](http://www.cfaer.org)  
(323) 561-3044 X223



Photo Credit: Alejandro Ohlmaier

Saturday • October 7, 2017 • 4 pm - 10 pm

BE A PART OF

LOS ANGELES' **LONGEST RUNNING**  
COMMUNITY MUSIC FESTIVAL

**70,000** IN ATTENDANCE

OVER **175,000** MEDIA IMPRESSIONS

**INNOVATIVE AND MULTICULTURAL PROGRAMMING**

# FACT SHEET

The Eagle Rock Music Festival is a nationally noted community street festival showcasing a variety of innovative, multicultural and local music since 1998. The festival hosts Los Angeles based acts at various locations along its “main street”, Colorado Boulevard, in the progressive and multigenerational Eagle Rock neighborhood. It is designed to celebrate Eagle Rock and support local business, community and culture. The all-ages festival has set itself apart by showing a commitment to booking emerging artists who live and work in the community.

Recognized for fostering a unifying community atmosphere while maintaining a commitment to groundbreaking music, the Eagle Rock Music Festival is a local event with citywide appeal.

The festival remains open to the community, regardless of income, thanks to generous sponsors who are recognized at the festival and leading up to the event.

## WHEN

Saturday, October 7, 2017  
4:00 p.m. - 10:00 p.m.

## WHERE

Los Angeles, California  
Colorado Blvd.  
in Eagle Rock

## WHAT

A Night of Music  
Food/Art  
Family Friendly  
for Locals by Locals

Left:  
Cuicani  
performs at the  
Sub-Tropical  
Stage



Photo Credit: Carlos Garcia

Right:  
Enthusiastic  
Supporter



Photo Credit: Carlos Garcia



Photo Credit: Alejandro Ohlmaier

**PRESENTED BY:**

LOS ANGELES CITY COUNCILMEMBER JOSÉ HUIZAR, DISTRICT 14 & CENTER FOR THE ARTS EAGLE ROCK

**PRODUCED BY:**

CENTER FOR THE ARTS EAGLE ROCK

**ATTENDANCE**

- 70,000 (2016)
- 70,000 (2014)
- 60,000 (2013)
- 50,000 (2012)
- 45,000 (2011)
- 30,000 (2010)
- 22,000 (2009)
- 15,000 (2008)
- 8,000 (2007)

PROJECTED:  
OVER 70,000

**DEMOGRAPHICS**

All Ages  
50% Male 50% Female  
30% Latino, 30% Asian, 5% African American, 15% Caucasian,  
10% Gay & Lesbian, 5% Multiracial, 5% other

**PAST SPONSORS**

Kaiser Permanente, Macy's, KOXY Radio, Occidental College, Lyft, Eagle Rock Plaza, Eagle Rock Neighborhood Council, Wells Fargo Bank, Human Rights Campaign, Tracy King Realty, Sierra Club, Amoeba Music, OBEY GIANT, Time Warner Cares, T-Mobile, Eagle Rock Valley Historical Society

**MEDIA SPONSORS**

89.3 KPCC, Fusicology, L.A. Record, LA Weekly, Nela Art News, Pasadena Weekly, Yelp

**GRANTS**

Department of Cultural Affairs Los Angeles, National Endowment for the Arts, Los Angeles County Arts Commision, and the Eastside Arts Initiative

# PRESS

- Pasadena Weekly
- LA Weekly
- Occidental Weekly
- Grimy Goods
- Enclave.LA
- DOLA
- KPCC Insider
- Al Borde
- TimeOut Los Angeles
- Buzzbands.LA
- Downtown Lobby
- The Scenestar
- The Eastsider LA
- KCRW
- Channel 4 NBC News
- AXS
- Yelp
- Ameoba Music Newsletter



Photo Credit: Alejandro Ohlmaier

"The festival is the public face of a family-centric neighborhood embracing a new musical culture."

- Los Angeles Times

# LEVELS

18<sup>th</sup>

## Eagle Rock Music Festival Sponsorship Levels

### Activation & Branding Opportunities



Photo Credit: Carlos Garcia

#### Co-Presenting Partner \$25,000

1 Available

All lower level benefits, plus:

- "Presented by" credit with logo on all signage to include but not limited to: print and online ads and event email blast

#### Presenting Partner \$15,000

1 Available

All lower level benefits, plus:

- Presentation naming rights on one of three stages (i.e. "Emerging Stage Presented by: \_\_\_\_\_")
- Multiple gobo light projections during Festival
- Double-wide end booth at Eagle Rock Music Festival
- Listing in official press release as a Presenting Sponsor
- Use of the Center's historic 1914 Spanish Colonial Revival building on a Saturday (8 hours)
- Customized package available

#### Corporate Partner \$10,000

4 Available

All lower level benefits, plus:

- Listing in official press release as a Corporate Partner
- One gobo light projection during the Eagle Rock Music Festival
- Event signage prominently placed at one Eagle Rock Music Festival main stage
- Use of the Center's historic 1914 Spanish Colonial Revival building on a Friday evening (4 hours)

#### Festival Sponsor \$5,000

All lower level benefits, plus:

- Introduction at all stages as Festival Sponsor
- Logo on festival publicity materials and advertising
- Certificate of recognition from City of Los Angeles presented at a main stage

#### Festival Supporter \$2,500

All lower level benefits, plus:

- Banner with your logo on one stage
- Business promoted on CFAER social media sites as Featured Festival Sponsor

#### Business Friend \$1,000

All lower level benefits, plus:

- 10'x10' Sponsor booth at Eagle Rock Music Festival
- Logo on official Eagle Rock Music Festival program and website

#### Community Friend \$500

- Listed as official sponsor on CFAER website

- Invitation to the Eagle Rock Music Festival Sponsor Kick off Party



# 18<sup>th</sup> EAGLE ROCK MUSIC FESTIVAL

## Sponsorship Confirmation Form



\_\_\_\_ Yes, I would like to become a sponsor. I understand that I will not receive my benefits until I fax/mail this completed form and my payment is received.

**Deadline is September 1, 2017.**

**MY SPONSORSHIP LEVEL IS:**

\_\_\_\_ \$50,000    \_\_\_\_ \$25,000    \_\_\_\_ \$10,000    \_\_\_\_ \$5,000  
 \_\_\_\_ \$2,500    \_\_\_\_ \$1,000    \_\_\_\_ \$500  
 \_\_\_\_ Other (\$\_\_\_\_\_)

**BOOTH (please check one):**     No     Yes

Company: \_\_\_\_\_ Contact: \_\_\_\_\_  
 Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**PAYMENT OPTIONS (please check one):**

\_\_\_\_ Check: Please make check payable to Center for the Arts Eagle Rock  
 (Please write ERMF Sponsor on the memo line)

\_\_\_\_ Credit Card: Please fax or form with credit card information to **323-561-3045**

Card # \_\_\_\_\_ Exp. Date: \_\_\_\_\_  
 Code: \_\_\_\_\_  
 Name as it appears on card: \_\_\_\_\_  
 Signature: \_\_\_\_\_

For more information, please contact Carmen Morales at  
 carmen@cfaer.org    ●    (213) 925-7229

Center for the Arts, Eagle Rock's mission is to be innovative in providing multidisciplinary, arts-inclusive programming to the diverse communities of northeast Los Angeles... and beyond.

Programs include exhibitions, festivals, free and low-cost after school art classes, readings, concerts, art camps and more.

Hours of Operation: Monday through Friday 11:00 am - 5:00 pm  
 For more information please visit [www.CFAER.org](http://www.CFAER.org)