

Subject: Partner With Us to Bring Experience Encanto to Life

Hello There,

We are reaching out to invite you to become an inaugural partner in the **Experience Encanto**, a pilot cultural activation series celebrating art, entrepreneurship, and community in the heart of Southeastern San Diego.

This late summer and fall, Experience Encanto will transform the southside of Imperial Avenue into a vibrant corridor of creativity—featuring pop-up art exhibits, artisan marketplaces, and community movie nights under the stars. In collaboration with 63rd block businesses, we will showcase the immense local talent and create an inspiring destination that drives foot traffic, supports small businesses, and uplifts the cultural identity of Encanto.

As a valued sponsor, your organization will be front and center in this powerful movement. Your support will help us create a welcoming, safe, and engaging space for residents and visitors alike.

Please explore the enclosed partnership opportunities and join us in reimagining what's possible for our neighborhood.

Thank you for your consideration. We look forward to collaborating!

Warm regards,

Brooke N. Collins
Community Activation Lead
480.463.4807
brooke.collins@humanbnstrategies.com



As busy small business owners, we need someone to help us get organized like this!

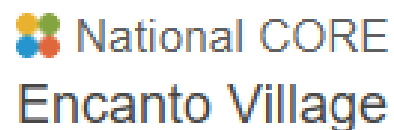
— La Raza Webb, Co-Creator & Vice President, The Block Club

About Experience Encanto

Experience Encanto is a dynamic, community-rooted initiative designed to celebrate small businesses and the vibrant arts and culture of Southeastern San Diego—beginning with a pilot activation in the Encanto neighborhood. Through a series of curated art strolls, artisan pop-up markets, and outdoor film screenings, the project will reimagine and temporarily activate vacant storefronts and overlooked public spaces in partnership with existing businesses along Imperial Avenue (63rd block).

The ultimate goal: to spark lasting cultural investment, economic revitalization, and joy for residents and visitors alike.

Experience Encanto Local Business Partners





🌟 Event Overview

📍 **Location:** Imperial Avenue, 63rd Block, Encanto

📅 **Dates:**

- Late Summer Soft Launch (August 2025)
- *Collective Activation* Events (September–October 2025)
- Pilot series culminating in a 2-Day Art Stroll + Saturday benefit supporting “Every Drop of Paint” mural programming (Friday, October 17-Saturday, October 18)

🎯 Vision & Impact:

- Activate vacant and underutilized storefronts
- Reclaim underutilized community space for joy, commerce, and creativity
- Amplify existing local initiatives, events, and community-based arts & culture
- Support local businesses and creative entrepreneurs
- Build a foundation for sustainable neighborhood activation

Highlights:

- 🎨 Pop-Up Art Galleries
- 🛒 Artisan Merchant Market
- 🎬 Outdoor Cinema Under the Stars
- 🎵 Acoustic Performances
- 🌟 Mural Tours and Storytelling

Estimated Attendance (Pilot): **400–700 cumulative**

Sponsorship Levels and Benefits

Presenting Sponsor – \$5,000

- Exclusive “Presented by” naming rights for the entire pilot series
 - Logo placement on all marketing materials (digital and print)
 - Speaking opportunity at 2-Day Art Stroll and Saturday benefit
 - Featured logo on event signage and Experience Encanto website
 - Social media spotlight (minimum 6 dedicated posts)
 - Creative activation space at each event
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Community Champion – \$2,500

- Logo placement on select marketing materials
 - Logo on event signage and website sponsor section
 - Mention in press releases and email newsletters
 - Social media mentions (minimum 3 dedicated posts)
 - Creative activation space at up to 3 events
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Creative Supporter – \$1,000

- Logo on shared sponsor signage
 - Website listing and social media thank-you
 - Creative activation space at up to 2 events
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Neighbor Friend – \$500

- Website listing and social media thank-you
- Shared signage mention

In-Kind Sponsorships Welcome:

- Marketing and printing services
- Equipment rentals (AV, tents, lights)
- Food and beverage donations
- Volunteer staffing support

We are happy to customize benefits to match your priorities.

How to Become a Sponsor


We welcome corporate, small business, philanthropic, and grassroots partners.


Joining in is easy!

Simply contact:

Brooke N. Collins

Community Activation Lead

 480.463.4087

 brooke.collins@humanbnstrategies.com

Timeline to Confirm:

To be included in print promotions, please confirm by **August 22, 2025**.

Thank you for supporting creative placemaking and small businesses in Southeastern San Diego!