

ALTADENA BLOCKPARTY

EATON FIRE RELIEF & RECOVERY FUNDRAISER

AUGUST 30, 2025
@ 10:00 AM PST

FAMILY
FUN DAY &
BASKETBALL
TOURNAMENT



LOS ANGELES
BOYS & GIRLS CLUB

#ALTADENA
STRONG

OBJECTIVE

A CALL TO UNITE FOR IMPACT

The LA Boys & Girls Club is hosting a fundraising community event and celebrity basketball tournament to provide direct financial relief to families displaced by the Eaton Fire. Our primary goal is to raise funds for Support funds through monetary grants, helping families rebuild and recover from this crisis.

As a secondary initiative, we will offer impacted children free access to Club programs—including swimming, sports, dance, and arts—ensuring a safe, enriching space throughout the summer and beyond. To make this possible, we will provide transportation services, ensuring accessibility for displaced families.

This event is more than a game—it's a commitment to supporting our community, offering stability for youth, and delivering immediate assistance to families in need.

EVENT SUMMARY

The Altadena Block Party is a one-of-a-kind cultural celebration and celebrity basketball tournament raising urgent relief funds for families impacted by the Altadena/Pasadena wildfires.

Music producers, songwriters, athletes, and influencers will face off on the court in a tournament, while families enjoy live performances, food, games, and community fun. With everything from free throw contests to a grand finale showdown featuring an All-Star Team, this day is about giving back, uniting community, and turning star power into real impact.

The Full Experience

Outside the gym, attendees will enjoy:

- Live DJ + Main Stage Live Performances
- Family Zones with bounce houses, games, and art
- Food trucks and vendors from the community
- Raffles & Giveaways
- Real-time donation tracker
- Media coverage

The Tournament

A multi-team bracket-style tournament featuring:

- Half-court phase (Best 2 of 3, to 21)
- Top 10 teams advance to full-court playoffs
- Each top team inherits a professional player
- The final team faces the All-Star Team in a grand finale showdown

Additional competitions include:

◆ Free Throw Contest ◆ 3-Point Shootout ◆ Half-Court Shoot for a Cause



A vintage-style microphone is centered at the top, flanked by two spotlights that cast beams of light downwards. Musical notes and a treble clef are scattered in the background.

PRODUCERS **-VS-** SONGWRITERS TOURNAMENT

THIS IS MORE THAN A TOURNAMENT—IT'S A MOVEMENT POWERED BY MUSIC, COMMUNITY, AND HEART.

We're calling on music's top creatives to trade beats for hoops in a one-of-a-kind all-day basketball showdown to raise critical funds for families displaced by the Altadena/Pasadena Eaton wildfires.

How It Works

- **Assemble Your Squad:** Each songwriter or producer captain builds their own 5-player team—industry peers, artists, friends—who are ready to compete.
- **Play for the Cause:** Teams will face off in a bracket-style tournament leading up to a full-court championship showdown.
- **Join the Movement:** All participants will help amplify impact by promoting the event and fundraising through their personal networks and social media.

Why Play?



- Use your platform to make real change—all proceeds go to support families in crisis.
- Gain visibility in front of a national audience of fans, press, and fellow creatives.
- Compete for the crown—and the chance to face off against an All-Star Team in the final game.

SPONSORSHIP OPPORTUNITIES

Please support our mission to provide direct financial relief to families displaced by the Eaton Fire. Your sponsorship will help fund monetary grants to assist families as they rebuild and recover, ensuring they have the resources they need during this challenging time.

ALL-STAR TEAM SPONSOR \$50,000

- Co-branded title placement across all event materials.
- Logo on Step 'n Repeat and all advertising
- Speaking opportunity or branded video intro
- Social media and press release recognition
- Honorary Opening Shot with media coverage
- 40 guest passes
- 10 Family Relief Grants awarded in your name, with co-branded certificates
- Opportunity to present a family grant on stage
- Customized Sponsorships Available (Media Partnerships, Product placement etc.)

SLAM DUNK SPONSOR \$25,000

- Logo placement on event signage and digital assets
- Recognition in press releases and event promotions
- Recognition during opening ceremony and game-day announcements
- Option to sponsor a youth team or bracket
- 20 guest passes
- 5 Family Relief Grants awarded in your name
- Customized Sponsorships Available (Media Partnerships, Product placement etc.)

3-POINT SPONSOR SPONSOR \$15,000

- Logo placement on select digital and printed signage
- Shout-out in pre-event social media posts
- Opportunity to contribute to raffle prizes
- 15 guest passes
- 3 Family grants in your name

SHOOT FOR A CAUSE SPONSOR \$10,000

- Naming rights on the half-court contest
- Live donation match during the challenge
- Logo placement on step and repeat
- 10 guest passes
- Club scholarships – Year-long memberships for 5 impacted youth

COMMUNITY SPONSOR \$5,000

- Recognition on select event signage and digital assets
- Social media shoutout
- 5 guest passes
- 2 Family grants in your name

FRIEND OF ALTADENA SPONSOR \$1,500

- Donor acknowledgment
- 2 guest passes
- 1 family grant in your name



You can donate online: <https://www.labgc.org/fire-relief/>

Email questions to : publicrelations@labgc.org



LIVE DJ



**FAMILY
FUN ZONES**



**MAIN STAGE
LIVE
PERFORMANCES**

EVENT FEATURES

**FOOD
TRUCKS**



**RAFFLE &
GIVEAWAYS**



EVENT VENUE



Los Angeles Boys & Girls Club

Our event will take place at the heart of our community, the club facility, which includes our newly remodeled gym. The gym serves as more than just a space for physical activity; it is a sanctuary where our youth find safety and refuge, playing a pivotal role in their development and sense of community.





LOS ANGELES
BOYS & GIRLS CLUB

ABOUT LARGO

The Los Angeles Boys & Girls Club was founded in 1944 as the Los Angeles Times Boys' Club by a group of Lincoln Heights community activists. The club was dedicated in 1950 and has grown into an important community center.

OUR MISSION:

Building Great Futures.

The mission of the Los Angeles Boys & Girls Club is to inspire and enable all youth, especially from disadvantaged circumstances, to realize their full potential as productive, caring, and responsible members of the community.



Empowering Communities, Shaping Futures

At the core of this Eaton Fire relief initiative lies a simple yet powerful objective: to empower underprivileged communities, fostering opportunities for individuals and families to not only survive but thrive.



OUR IMPACT

In the wake of the devastating Eaton Wildfire, the LA Boys & Girls Club has stepped forward, aiming to make a substantial impact on the relief efforts within the Altadena community.

HERE'S AN OVERVIEW OF OUR CONTRIBUTIONS THUS FAR:

Food and Essentials Distributed:

Over 2000 bags provided to those affected by the Eaton Fire.

Partnership Efforts: Worked alongside Local Altadena churches to extend our reach.

Support Beyond Donations:

Facilitated the relocation of families from the Pasadena Convention Center to temporary housing in partnership with the Red Cross.

Action Timeline: Our dedicated support spanned from January 9 and we remain steadfast in our commitment to sustained relief efforts.



The Los Angeles Boys & Girls Club has achieved remarkable milestones and touched the lives of countless youth. The following statistics are a mere glimpse of the impact we have made:

96%

96% OF HIGH SCHOOL STUDENTS INVOLVED IN THE CLUB GRADUATE FROM HIGH SCHOOL ON TIME

92%

92% OF YOUTH ATTENDING AT LEAST 2-3 DAYS A WEEK IMPROVE THEIR MATH TEST SCORES

84%

84% OF YOUTH ATTENDING AT LEAST 2-3 DAYS A WEEK IMPROVE READING TEST SCORES

81%

81% OF MEMBERS EXERCISE 60 MINUTES 5 TIMES A WEEK

90%

81% OF MEMBERS EXERCISE 60 MINUTES 5 TIMES A WEEK

83%

83% OF CHILDREN PARTICIPATING EAT HEALTHY FREE MEALS AT THE CLUB

2k
hours

PROVIDED OVER 2,000 HOURS OF SERVICE ANNUALLY TO OUR COMMUNITY

PROMOTION

Sponsorship Benefits

> PUBLIC RELATIONS

A coordinated public relations campaign touches all media: print, internet, and broadcast.

> SOCIAL MEDIA

We post on Facebook, Instagram, and LinkedIn. Our sponsors are linked to these posts and numerous newsletters are published in the months leading up to the event.

> EVENT PAGE

Sponsorships include a listing on our event registration page and there are also opportunities for additional exposure.

> WEBSITE

The Los Angeles Boys & Girls Club will display your logo on our website with a link back to your website. We had over 50,000 page views in the past 30 days.



QUESTIONS

FOR MORE INFO CONTACT NOMA
PLEASE CALL 323-221-9111 EXT 108 OR VISIT US AT WWW.LABGC.ORG



LOS ANGELES
BOYS & GIRLS CLUB

MAKE A DONATION TODAY.



LOS ANGELES
BOYS & GIRLS CLUB



scan the code

TOGETHER, WE CAN CHANGE LIVES.

TEXT: LAKIDS TO 50155

EVENT COMMITTEE

This event is a true community powered effort—led by a passionate planning committee made up of Pasadena and Altadena natives, local leaders, and Angelenos from across the city. United by a shared commitment to show up for families affected by the Eaton Fire, this team is organizing the Altadena Block Party to deliver both immediate relief and ongoing support through summer programs for displaced children. Together, we're building something bigger than a one-day event, we're creating a moment of hope, action, and care.

Cassie Bradley

Devine Evans

Silvia Fuentes

Rachel Gray

Dawn Manning

Nomakhosi Ndebele

Gabriela Ocampo

Carlyn Oropez

Anjelika P. Perry

Mercedes Tahir