



Coalition for Responsible Community Development

20TH ANNIVERSARY CELEBRATION
BUILDING LEGACY. INVESTING IN COMMUNITY.



VIP RECEPTION
FEBRUARY 5, 2027

COMMUNITY BLOCK PARTY
FEBRUARY 6, 2027



2 DAY CELEBRATION

Join Us

Join us in February 2027 as we celebrate the 20th anniversary of the Coalition for Responsible Community Development (CRCD): two decades of building opportunity, hope, and lasting change in South Los Angeles. These two milestone events brings together community leaders, partners, alumni, supporters and the community to honor the progress we've made and the lives we've touched.

Together, we'll reflect on our shared journey, recognize the visionaries and partners who made it possible, and set our sights on an even brighter future.

We invite you to be part of this special two day celebration as we celebrate the community, and set our sights on CRCD's legacy and the collective impact that continues to shape our community.



FEBRUARY 5, 2027 **VIP ANNIVERSARY EXPERIENCE**

The Friday VIP Experience is a curated evening for sponsors, elected officials, key partners, and invited stakeholders. Hosted on the Lincoln Theatre property, the program will include a guided impact tour of both the Lincoln Theatre and Tresa McCoy Regional Training Center, a seated theatre-style program with remarks and awards, and a cocktail reception with stations and bar service. This evening is designed to honor the partners and champions who have helped shape CRCD's journey, while creating space to deepen the relationships that move our mission forward.

FEBRUARY 6, 2027 **COMMUNITY BLOCK PARTY**

The Saturday Community Block Party is a large-scale, family-friendly public celebration designed to bring CRCD's work to life through direct community engagement. The event will feature live entertainment, a DJ and emcee, food trucks providing free food to the community, main stage moments, raffle prizes, and a series of interactive activations that reflect the full CRCD ecosystem. Rather than passive booths, the block party will invite attendees to participate in hands-on experiences, explore pathways to opportunity, and connect directly with CRCD programs, partners, and resources.

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Strategic Sponsorship Opportunity

SPONSORSHIP POSITIONING

CRCD's 20th Anniversary is more than a celebration. It is a platform to honor legacy, invest in community, and visibly support pathways to housing stability, workforce opportunity, skilled trades, youth development, and small business support. Sponsors can be meaningfully incorporated into the event experience without requiring separate activation space by aligning their support with signature moments, community-facing activities, and high-visibility program elements.

ANNIVERSARY WEEKEND OVERVIEW

CRCD's 20th Anniversary will take place across two distinct but connected days, each designed to engage a different audience while reinforcing the same core message: CRCD is an ecosystem of opportunity, stability, and community impact.



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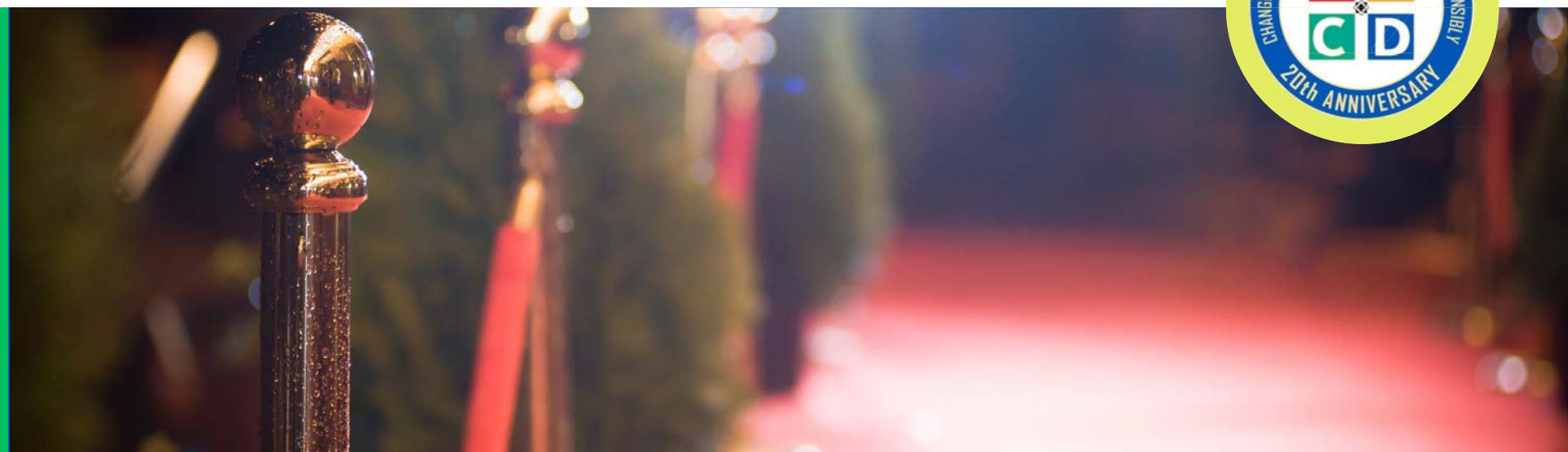
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Friday **VIP** Experience



FEBRUARY 5, 2027

PROGRAM STARTS AT 6PM



The Friday VIP Anniversary Experience will be an elevated evening designed to honor CRCD's 20-year legacy while bringing together sponsors, elected officials, key partners, and key stakeholders in a setting that is both celebratory and intentional. Guests can expect a curated experience featuring guided tours of the Lincoln Theatre property, a seated anniversary program with remarks and awards, and a cocktail reception designed to foster meaningful connection.

For sponsors, the evening offers a distinctive opportunity to be aligned with a milestone moment that reflects leadership, partnership, and long-term investment in community impact.

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Community Block Party

February 6, 2027
10 am - 5 pm



BUILD LA: SKILLED TRADES ACTIVATION ZONE

A hands-on trades experience highlighting pathways into construction and related careers. Safe, participatory demo stations may include electrical, carpentry, plumbing, HVAC, solar, traffic control, and painting activities. Guests can test skills, learn from professionals, and explore workforce pathways in a fun and accessible way.

YOUTH AND EDUCATION ZONE

An interactive area featuring youth-centered games, creative activities, family resources, and hands-on experiences that reflect CRCD's commitment to youth development, education, and family stability.

WORKFORCE DEVELOPMENT ZONE

An activation area focused on employment pathways, entrepreneurship, financial empowerment, and career readiness. This space can include mini coaching moments, resource sign-ups, workforce pathway information, and interactive stations that connect attendees to next-step opportunities.

Featured Block Party Activations

**Participatory, educational,
community-centered.**

**Help guests experience CRCD's
impact in real time while creating
natural opportunities for sponsor
visibility and support.**



HOUSING AFFORDABILITY AND STABILITY ZONE

A community resource activation highlighting CRCD's work in housing, neighborhood stabilization, and supportive services. This area can include interactive storytelling, information stations, and practical engagement opportunities that help attendees understand available resources and pathways to stability.

SOCIAL ENTERPRISES ZONE

An activation area centered on wellness, care, and quality of life. This can include community care experiences, wellness-focused engagement, and resource connections that reflect CRCD's holistic approach to supporting residents and families.

ECONOMIC DEVELOPMENT AND SMALL BUSINESS ZONE

A space that highlights CRCD's partnerships, advocacy, and community-building work. This area can feature community voices, local leadership engagement, and opportunities for attendees to connect with the broader ecosystem of organizations and stakeholders working alongside CRCD.

Let's make it Fun!

Passport Experience and Raffle Activation

To encourage movement and engagement across the full event footprint, guests can participate in a passport-style activity by visiting multiple zones and completing experiences throughout the block party. Completed passports can be entered into raffle drawings, creating a fun incentive for deeper participation.



Food Truck and Community Gathering Activation

Food trucks will provide free food to the community, creating a welcoming gathering point and reinforcing the celebration's community-centered spirit. This area can also serve as a natural sponsor-supported hospitality moment tied to access, joy, and shared experience.



FEBRUARY 6, 2027

Strategic Sponsorship Opportunities

Sponsors will be incorporated into the event experience through named support of activities, recognition moments, and community benefit elements rather than separate activation booths.

Presenting

\$25,000

- Exclusive top-tier recognition across the anniversary weekend
- Premier logo placement on event materials, signage, and promotions
- Recognition as lead supporter of the anniversary celebration
- Speaking opportunity during the VIP experience or Saturday stage program
- (2) Tables (20 Tickets) at Friday VIP reception
- Top recognition on the Saturday main stage and event signage
- VIP tickets and reserved seating
- Inclusion in media, photo, and post-event recognition
- Sponsor recognition tied to a specific zone, stage segment, or community resource

Legacy

\$15,000

- Prominent logo placement across event collateral
- Recognition in Friday and Saturday event materials
- Verbal recognition during key program moments
- 15 VIP tickets for Friday Reception
- Recognition tied to a signature event moment, zone, or community benefit element
- Recognition in event program and thank-you materials

Community Impact

\$10,000

- Recognition tied to a major event component or featured activity
- Strong logo placement on signage and select promotions
- 10 VIP tickets for Friday Reception
- Recognition from stage and in printed materials
- Inclusion in post-event recognition
- Group recognition during Saturday programming

Ecosystem

\$5,000

- Sponsorship of an ecosystem zone, engagement feature, or activity element
- Logo placement at the sponsored area
- Recognition in printed and digital event materials
- 5 VIP tickets for Friday Reception
- Group recognition during Saturday programming

Community Partner

\$2,500

- Logo on sponsor signage and event materials
- Recognition in event program
- 3 VIP tickets for Friday Reception
- Group recognition in thank-you materials





Contact & Next Steps

JOIN US!

This 20th anniversary celebration is more than a milestone, it's a testament to the collective power of partnership, resilience, and community-driven change.

By sponsoring this event, you're not only aligning your brand with a legacy of impact and hope, but you're also investing directly in the future of South Los Angeles. Sponsors gain high-visibility recognition among civic leaders, influencers, and community members, and play a vital role in supporting CRCD's mission to create opportunity, equity, and lasting transformation for generations to come. Your sponsorship is both a celebration of what's been achieved and a catalyst for even greater impact ahead.

Ready to join the celebration?
Email 20years@coalitionrca.org
or scan the QR code to learn more.



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