

2025

OAKLAND BLOCK PARTY BENEFIT FESTIVAL FOR HAVEN



SPONSORSHIP PACKET

Schenley Drive - Wednesday, August 20th

WHAT IS HAVEN?



After twenty years without a venue, live music is back in Oakland. Run entirely by dedicated volunteers in the local music scene, HAVEN opened this January to help bring live music back to the neighborhood.

WHY MUSIC MATTERS IN OAKLAND

Once the heart of live music in Pittsburgh, Oakland's music scene was a space for students and residents to come together and enjoy music. After a wave of venue closures in the early 2000s, the music community persevered in basements, parking lots, and everywhere in between.

Post Genre was founded in 2022 to advocate towards a permanent home for live music in Oakland. After three years of hosting concerts in untraditional spaces, they began to work with local community organizations and the city government to open a permanent space in January of this year.

HAVEN'S IMPACT



In its first six months, HAVEN has hosted over 50 concerts, 150 bands and welcomed more than 4,500 attendees. HAVEN provides hands-on experience and skill-building opportunities in the live music industry. Alongside artists and musicians, our team of 70 dedicated volunteers include photographers, videographers, graphic designers, audio and lighting engineers, social media coordinators, and more.

ABOUT THE EVENT



The 2025 Oakland Block Party is a free outdoor music festival featuring performances from eight local bands and a wide range of vendors. The event takes place on Schenley Drive right across from the Cathedral of Learning. The festival will welcome thousands of students as they return to Oakland for the academic year.

Building on the success of our 2023 and 2024 Oakland Indie Festivals, the 2025 Block Party will bring more live music to the neighborhood. All proceeds will go to support HAVEN's mission to keep live music in Oakland.

EVENT LAYOUT



Schenley Drive will be closed to traffic and turned into a walkable festival space with room for up to 50 local vendors and hundreds of attendees. A 20'x16' stage will be set up at the lower end of the street, where bands will perform throughout the day.

Live music will be from 3:00PM-10:30 PM. Vendors and food trucks will be arranged along both sides of the street, creating an open central area for the public to gather and enjoy the music.

*** IN CASE OF RAIN, ALL PERFORMANCES WILL BE MOVED INDOORS TO HAVEN**

SPONSORSHIP TIERS

CONTRIBUTOR \$1+

- Listed on the event website
- Thank-you mention in an Instagram post following the event

SUPPORTING SPONSOR \$250

- Listed on the event website
- Name or logo included on event merchandise
- Recognized as a "Supporting Sponsor" throughout the event and on social media posts

HEADLINING SPONSOR \$500+

- Listed on the event website
- Featured placement on the stage banner
- Name or logo placed on event merchandise and signage
- Recognized as a "Headlining Sponsor" throughout the event and on social media posts



KEEP LIVE MUSIC ALIVE

BECOME A SPONSOR

Contact Adam@postgenre.world for more
information about sponsorship