



Celebrate LA, Every Day.

Apr, 2021, Pershing Square, Los Angeles CA

Viva LA! Celebrating Diversity, The Engine of LA's Creative Culture.

Proudly presented by The Pershing Square Park Advisory Board LA Department of Recreation and Parks
Louise Capone, Sr. Recreation Director



Virtual Exhibit
VivaLA

MIRPOLSKY 20



ABOUT US



Viva LA is more than a fashion brand – it's a celebration of the power of collaboration and incredible, dynamic people that make Los Angeles the most creative city in the world.

Inspired by the pop art style and phrase coined by acclaimed Los Angeles based artist Andre Miripolsky, serial entrepreneur Christian Mitman brought together a world class team of talent to create and launch Viva LA, whose mission is to unite and inspire everyone around the world who loves LA.

Viva LA's roots are founded in Miripolsky's street art style which exudes the optimism of LA's creative and carefree lifestyle. But the brand truly is for everyone who loves LA – whether a born and bred Angeleno, a recent transplant, visitor or someone who just loves LA from afar.

Viva LA partners with the best of LA's creative culture and communities to celebrate our shared love of this city which inspires us. A percentage of every sale goes to support and promote the creative culture of Los Angeles to attract and inspire the next generation of creatives.

www.vivala.us



VIVA LA “ALL-CITY” 10,000 FLAGS LAUNCH

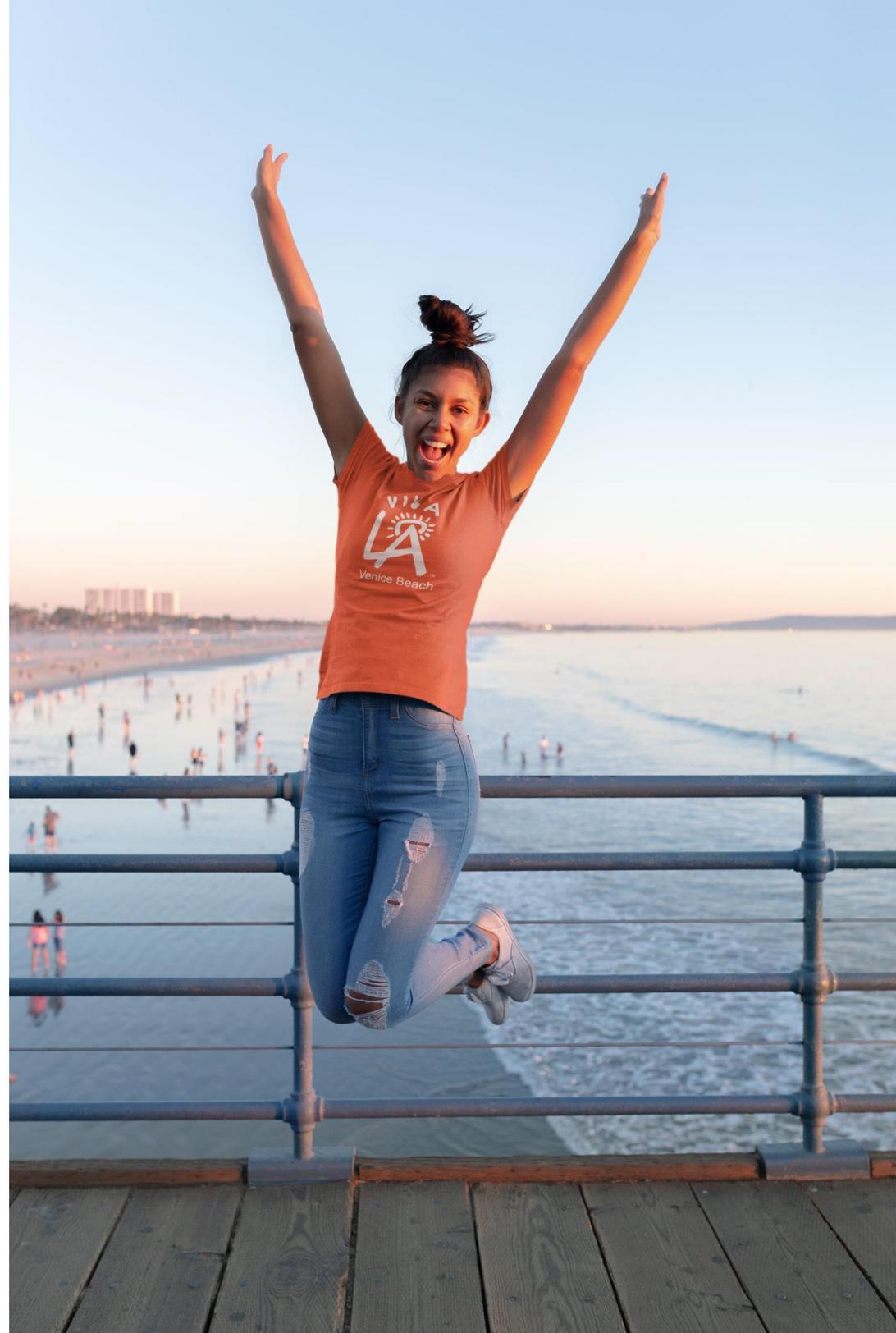
Imagine Angelenos flying 10,000 Viva LA flags across the city as a symbol of a unified Los Angeles with an optimistic look toward the future!

This Memorial Day 2021, Viva LA will kick off its **10,000 FLAGS PROJECT** with community events at three of Los Angeles’ most popular recreational locations: Venice Beach, Runyon Canyon and Grand Central Market in DTLA. This three-day event is designed to celebrate the communities and businesses of Los Angeles and galvanize LA’s civic pride through the positive Viva LA message.

Each event will promote the local communities with Viva LA flags and apparel, which will be given to attendees to kick start summer and our bright shared future!

For those who want to support the Viva LA mission there will be a suggested - and wholly optional - contribution of \$ 10 per item and a special one-time opportunity to order 3-for-1 Viva LA flags from our mobile Ambassadors!

As always, 100% of profits from all contributions and Viva LA sales is reinvested into community events focused on kick-starting our post-pandemic economic and social recovery in a locally-oriented and sustainable fashion.





WHY PARTNER WITH VIVA LA?

Viva LA has been created to be the enduring brand to celebrate the creative people of Los Angeles and an organization focused solely on funding the promotion of LA as the creative capital of the world.

The people of Los Angeles have suffered grave emotional, economic and creative damage over the past 13 months.

Becoming a sponsor of Viva LA means that you and your organization have taken a concrete step to ensuring that creativity will continue to thrive as we emerge into the light.

SPONSORSHIP OPPORTUNITIES:

The Viva LA 10,000 FLAGS PROJECT is a premier opportunity for businesses who value Los Angeles. Show the people of LA you care by helping provide resources or products to support the Viva LA 10,000 FLAGS PROJECT - such as:

- Blank T-shirts to be screen-printed
- Blank flags to be screen-printed
- Screen printing materials and equipment
- Refreshments to be handed out to attendees
- Accessories for Viva LA Mobile Ambassadors, i.e. skates, bikes, skateboards
- Financial sponsorship
- Volunteers and staffing support
- Marketing and PR support
- Sponsorship of Viva LA flags for those less fortunate



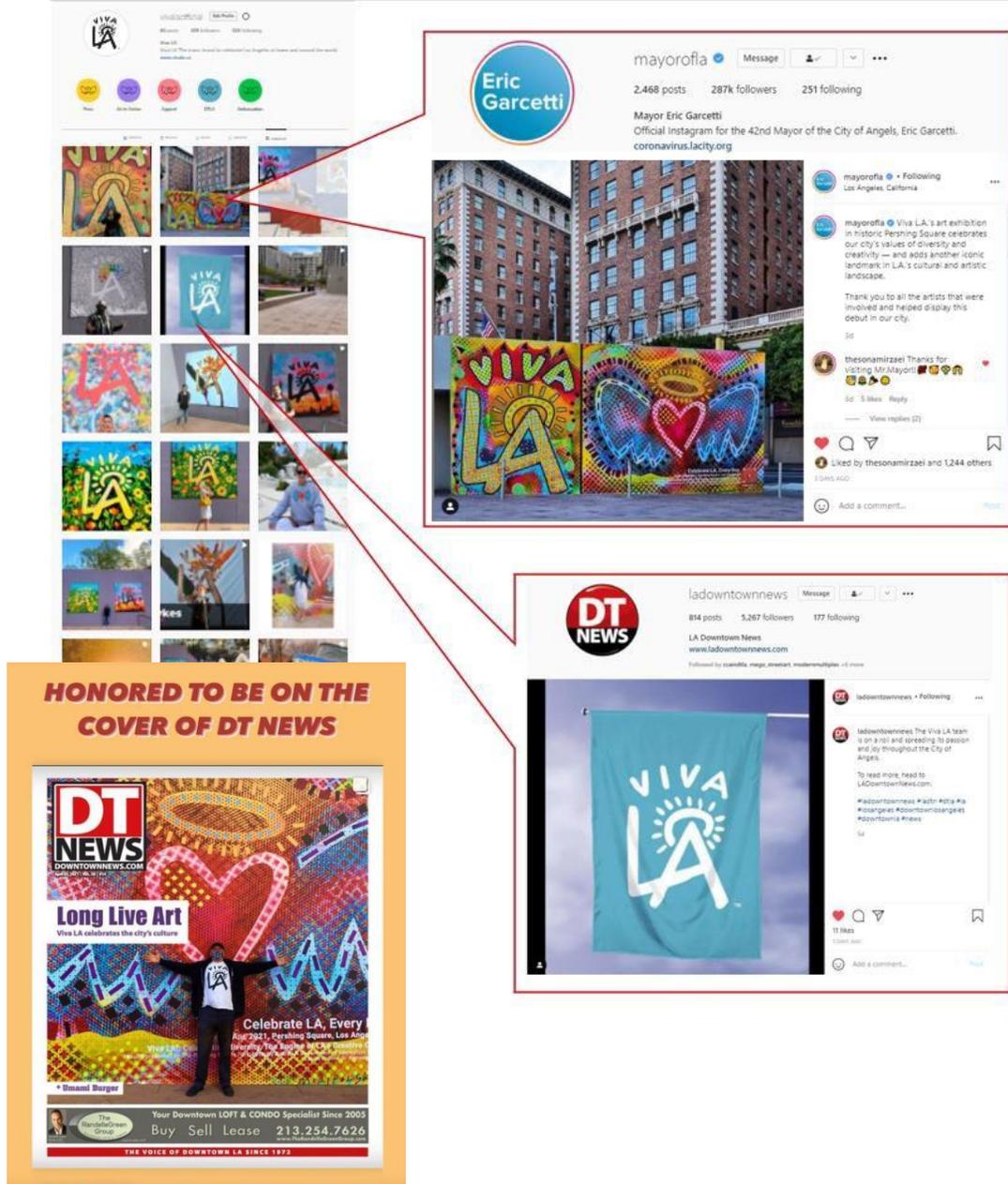
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Viva LA just launched in December 2020 and has already attracted the attention of the press and received the endorsement of Mayor Eric Garcetti as a valuable and much needed movement.

In order to maximize the benefit of these events to the people of Los Angeles – and to your company for your leadership in being the first in your industry support the **Viva LA** movement - **Viva LA** will partner with your marketing and PR teams to amplify these events and your generous support of Viva LA's message of hope.

Viva LA will promote your generous support via marketing materials and social media leading up to, and throughout, the 3-day 10,000 FLAGS PROJECT event and coordinate and provide materials for your marketing teams to use in your own promotion of the events.

Most importantly, our event teams will work with all attendees who enjoy our Instagram “Viva LA HeartWings” wall to tag and follow our primary sponsors on social media over the course of the weekend. Given the success of the branding we expect significant attendance which will help you gain traction and new followers for your own brand.



Press releases and other press opportunities will of course include information about our sponsors as well.

There are a variety of ways to account for your charitable donations including tax-deductible charitable.



Community Specific Designs



Viva LA HeartWings Instagram Wall



Viva LA Mobile Ambassadors

For more information contact:

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