# Red Hot & Blue Festival

2011

## Marketing that Sizzles

THE WOODLANDS
CONVENTION & VISITORS BUREAU

Red Hot & Blue Festival
THE WOODLANDS TOWN CENTER

# MARKETING OPPORTUNITIES

Reach thousands of potential customers through unique branding opportunities.

*Be part of an exciting community EVENT!*

THE WOODLANDS
CONVENTION & VISITORS BUREAU

# RED, HOT & BLUE FACT SHEET

**DATE:** July 4, 2011
**EVENT YEAR:** 14th Annual Red, Hot & Blue Festival
**TIME:** 6 p.m. - 10 p.m.
**LOCATION:** Town Green Park - and along The Woodlands Waterway® & Waterway Square
**ATTENDANCE (Est.):** 15,000 to 20,000 spectators at Festival location, July 4th from 6 to 10 p.m.
110,000+ for fireworks, July 4th at dusk

**DEMOGRAPHICS:** 59% between the ages of 25 and 54, 47% of children are between the ages of 10 and 17, High income households from The Woodlands, Champions, Kingwood, North Houston, Spring and Conroe

**PUBLICITY:** Media blitz (paid/unpaid) via television, radio, newspaper, website direct mail and email blasts.

**MAIN ATTRACTION:** 2nd largest fireworks show in the Greater Houston area. Largest in North Houston. Fireworks, food, live entertainment, games, activities and much more.

**SPECIAL EVENTS:**

- Star-Spangled Salute
- Fourth of July Parade
- The Salute to the Troops
- Entertainment
- Little Firecracker Essay Contest
- Inflatables
- Food Contests
  - Hot Dog Eating Contest
  - Watermelon Eating Contest
- Canned Food Drive
- Bands Live Music
- Water Taxi Rides
- Childrens Activities
  - Face Painting

**PAST & PRESENT SPONSORS OF TOWN CENTER EVENTS:**

- Anadarko Petroleum Corporation
- Aero Mexico
- Buckalew Chevrolet
- Brady for Congress
- CB&I
- CenterPoint Energy
- Chase
- City of Shenandoah
- City of Oak Ridge North
- Coca-Cola
- ComCast
- D & D Collision Specialist
- Donoho's Jewellers
- Fidelity Investments
- Foley's
- H-E-B
- Hibernia Bank
- Hodges Paint & Body
- Hubbell & Hudson Market and Bistro
- Huntsman Corporation
- Jaguar, Land Rover Houston North
- Kroger Food Stores
- Learning Express
- Market Street
- Marine Max
- Memorial Hermann The Woodlands Hospital
- Mike Powell Insurance
- Munday Chevrolet/Munday Mazda
- Northside Lexus
- Oaks Medical Center
- Silver Eagle, Budweiser
- Shankz Minature Golf
- Splash Town
- St. Luke's The Woodlands Hospital
- State Farm Insurance - Kyle Sherboune
- Texas Home Theater
- The Strong Firm
- The Woodlands Development Company
- The Woodlands Resort & Conference Center
- The Woodlands Waterway Marriott Hotel & Convention Center
- The Woodlands Young Learners Academy
- Verizon Wireless
- Woodforest National Bank
- Wright's Printing

**MEDIA SPONSORS:** Sunny 99.1, Houston Community Newspapers, *Reviewit, Living Magizine* & others TBD

**ORGANIZATION STRUCTURE:**

The Red, Hot & Blue Festival and Fireworks are produced by The Woodlands Convention and Visitors Bureau. For additional information regarding sponsorships, contact Kelly Ingram, Business Development Specialist at 281-210-3479 or via email at Kelly.Ingram@thewoodlandscvb.com. For event details contact Julie DeGuerre at Julie.Deguerre@thewoodlandscvb.com.

**OTHER 4TH OF JULY ACTIVITIES AND EXPECTED ATTENDANCE:**

15,000 Star-Spangled Salute at The Cynthia Woods Mitchell Pavilion, July 3rd at 8 p.m.
10,000 - 12,000 Fourth of July Parade at Market Street, July 4th at 9 a.m.

# 2011 Sponsorship Packages

EXPECTED ATTENDANCE:
15,000 Star-Spangled Salute at The Cynthia Woods Mitchell Pavilion
10,000 - 12,000 Fourth of July Parade, July 4th morning
15,000 - 20,000 for Festival
110,000+ for Fireworks

| Sponsorship | Presenting Festival/Fireworks $25,000 | Entertainment/Venue $7,500 | General $5,000 |
|---|---|---|---|
| Exclusive category | ✓ | | |
| Presenting sponsor of the Fourth of July Parade the morning of July 4, 2009 | ✓ | | |
| Promotion through the Star-Spangled Salute at the Cynthia Woods Mitchell Pavilion on July 3, 2009 | ✓ | | |
| "(Sponsor's name) proudly presents…" or "…brought to you by (Sponsor's name)" stated by master or mistress of ceremonies during activity introductions | ✓ | ✓ | ✓ |
| Name on 10,000 brochures/direct mail | ✓ | ✓ | ✓ |
| **SPONSORSHIP RECOGNITION IN $40,000 ADVERTISING CAMPAIGN:** | | | |
| Radio on Sunny 99.1* | ✓ | | |
| Cable TV media buys | ✓ | | |
| Greater Houston area newspapers | ✓ | ✓ | ✓ |
| Brochures, posters, direct mail, website, and/or other collateral materials | ✓ | ✓ | ✓ |
| Tickets to Sponsor Party (1ticket = 2 admissions) | 25 | 8 | 5 |
| **SIGNAGE AT VENUE:** | | | |
| Banners | 5 | 2 | 1 |
| Activity Tickets for Food/Games ($1 value each) | 300 | 100 | 50 |
| T-shirts | 25 | 5 | 3 |
| Other possible marketing determined by The Woodlands Convention & Visitors Bureau and sponsoring company | ✓ | ✓ | ✓ |
| Charity tie-ins possible during Red, Hot & Blue Festival upon The Woodlands Convention & Visitors Bureau approval | ✓ | ✓ | |

*8.769 million gross impressions in 2009 promotional announcements & commercials on Sunny 99.1

# Presenting Sponsorship: $25,000

## Two available: Fireworks and Festival/Sponsor Party

*Category exclusivity (no other direct competitors in sponsorships)*

Title Sponsorship for the Event _____ presents
(Your company name)

or Title Sponsorship for Fireworks, presented by _____
(Your company name)

The Red, Hot & Blue Festival in The Woodlands:

- Presenting Sponsor of the Fourth of July Parade on July 4, 2011
- Promotion through the Star-Spangled Salute at The Cynthia Woods Mitchell Pavilion on July 3, 2011
- All activities introduced verbally by the master or mistress of ceremonies will be preceded and concluded by the statement "(Sponsor's name) proudly presents…" or "…brought to you by (Sponsor's name)."
- Opportunity to showcase sponsor merchandise or products at designated location at festival site
- Logo on 10,000 brochures to be distributed throughout various channels including direct mail, corporations and non-profit organizations
- Sponsorship recognition in $40,000 advertising campaign including:
  - Radio on Sunny 99.1
  - Cable TV media buys
  - Greater Houston area newspapers including The Woodlands Villager, The Conroe Courier and others to be determined
  - Brochures, posters, direct mail, Website and/or other collateral materials
- 25 tickets (50 admissions) to Sponsor Party, which includes 600 elected officials, business leaders and other sponsors
- Signage at Festival venue includes Company logo on 5 signs. Artwork must be provided by client by June 3, 2011 deadline
- 5 Sponsorship banners (Sponsor to provide by June 24, 2011)
- 15 Sponsor Polo Shirts
- Circulation of Sponsor marketing materials during the event
- 25 T-shirts for employees and/or customers (Sizes gathered in April)
- 300 Activity tickets for employees or customers
- Other possible marketing opportunities determined by The Woodlands Convention & Visitors Bureau and sponsoring company
- Charity tie-ins possible, during Red, Hot & Blue Festival upon The Woodlands Convention & Visitors Bureau approval

# Entertainment/Activities Sponsorship: $7,500

- Name on 10,000 brochures to be distributed throughout various channels including direct mail, corporations and non-profit organizations
- Sponsor's name stated by master or mistress of ceremonies during event
- Sponsorship credits in many advertising components including:
  - Greater Houston area newspapers including The Woodlands Villager, The Conroe Courier and others to be determined
  - Brochures, posters, direct mail, Website and/or other collateral materials
- 8 Tickets (16 admissions) to Sponsor Party, which includes 600 elected officials, business leaders and other sponsors
- Signage at the venue. Artwork must be provided by client by June 3, 2011 deadline
- 2 Sponsorship banner (Sponsor to provide by June 24, 2011)
- Circulation of Sponsor coupons during the event at sponsors 10 x10 booth
- 5 T-shirts for employees and/or customers
- 100 Activity tickets for employees or customers

Special Sponsor Opportunities
(ask about additional opportunites)

- Music Stages (2)
- The Salute to the Troops
- Inflatables/Kid Zone
- Strolling Entertainment
- Food Contests
  - Hot Dog Eating Contest
  - Watermelon Eating Contest
- Waterway Cruiser

# General Sponsorship: $5,000

- Name on 10,000 brochures to be distributed throughout various channels including direct mail, corporations and non-profit organizations
- Sponsors name stated by master/mistress of ceremonies during event
- Sponsorship credit in many advertising components including:
  - Greater Houston area newspapers including The Woodlands Villager, The Conroe Courier and others to be determined
  - Brochures, posters, direct mail, website and/or other collateral material

- 5 tickets (10 admissions) to sponsor party, which include 600 elected officials, business leaders and other sponsors
- Signage at the venue. Artwork (logo) must be provided by client by June 4, 2011 deadline
- 1 Sponsor banner (Sponsor to provide by June 24, 2011)
- 3 T-shirts for employees and/or customers
- 50 Activity tickets for employees or customers

# Sunny 99.1 Promotions for Red, Hot & Blue Festival

**The Red, Hot & Blue Festival received the following exposure via Sunny 99.1 for the 2010 Festival**

- The event was on three website pages: home page, treasure chests, Marc and Dana's Page, Community Events, Sunny Places, and several other subpages
- 152 promotional announcements (over delivery of 17)
- Sunny Morning Show live mentions for Red, Hot & Blue
- 120 commercials between Sunny 99.1 FM and www.sunny99.com
- Sunny 99.1 E-Blast mention sent on June 10th that reached 17,820 subscibers
- Simulcast of the spectacular fireworks on Sunny 99.1 FM
- Dana Tyson on-site announcer for the event, the Sunny Fun and Games Crew running the Sunny tent
- Marc Sherman on-site announcer for the Sponsor party

Sunny 99.1 had an extremely long line of people at the event waiting to take part in the Sunny Fun and Games Tent from 6 p.m. until the fireworks started!

**The estimated impressions from all of the above promotional announcements and commercials was** 8.9 million (based on adults 12+ in the Houston Metro March/April PPM survey).

**Total Promotional Value: $156,100**

# Sponsorship Agreement

SPONSORSHIP AGREEMENT BETWEEN THE WOODLANDS CVB and
_____ RELATIVE TO _____
(Company Name) (Event)

The agreement, made and entered into this _____ day of _____ 2011, by and between the The Woodlands Convention & Visitors Bureau hereinafter referred to as "Red, Hot & Blue in The Woodlands Town Center" and _____ hereinafter referred to as "Sponsor".
(Company Name)

## TYPE OF SPONSORSHIP: _____
(Event and Sponsorship Level)

The Sponsor will receive the following benefits in exchange for the sponsorship fee:

- Sponsor's name and/or products will be prominently displayed on the site at designated sponsorship locations.
- Sponsor has full merchandising privileges to promote The Woodlands Convention & Visitors Bureau Event in the marketplace in agreement with both parties. The Woodlands Convention & Visitors Bureau has the right to not accept some types of products or services, depending on the nature of the product or service.
- Sponsor's signs will be prominently displayed on pre-approved site location of the event.
- Sponsor will be a prominent part of select media opportunities based on sponsor level, that will include newspaper and print advertising, the official brochure, news releases and radio. Some PSA restrictions apply.
- Additional opportunities on separate attachments depending on sponsorship level.
- See Attached, if applicable.

Sign: _____
(Sponsor Authorized Signature)

Sign: _____
(The Woodlands CVB Representative)

**Please tear this form out and mail original to Kelly Ingram at The Woodlands Convention & Visitors Bureau, 10001 Woodloch Forest Dr., Suite 600, The Woodlands, Texas 77380.**