

IFEA Awards

**Best Single New
Sponsorship
Program**

1) Overview Information

a- Introduction and description of main event

The City of Sugar Land’s 31st Annual EGGStravaganza was held on Saturday, March 28th from Noon – 3 p.m.

The annual main attractions of this event included the “Egg Scrambles” (egg hunts) and free pictures with the Easter Bunny. Separate Egg Scramble areas were designated for each group: the kiddie scramble area for children 4 and younger, the main scramble area for 5-12 year olds and a special needs scramble area predominantly for children with vision or mobility impairments. The scramble areas ran according to the following schedule:

12:30 p.m.....	5 year olds
1:00 p.m.....	6 years olds
1:30 p.m.....	7 year olds
2:00 p.m.....	8 & 9 year olds
2:30 p.m.....	10, 11 & 12 year olds

In addition to the egg scrambles, there will also be a giant foam area and petting zoo. Other activities included carnival games with prizes, DJ entertainment and various community and sponsor stations. The Sugar Land Lion’s Club sold concessions from the pavilion as part of their annual fundraiser.

New this year, a custom hay bale maze was sponsored by Whole Food Market. This custom hay bale maze was filled with twists and turns, perfect for all ages. The activity was specially designed by our in house Event Coordinator and was put into action on the day of the event for everyone to enjoy.

b- Name of the Opportunity & Sponsor

A-Maze-Ing Hay Hop, Whole Foods Market

c- Description and purpose of New Sponsorship Program

EGGStravaganza has become a Sugar Land tradition within the community. Children and their families flock to Eldridge Park each year. EGGStravaganza is free to all attendees and includes a wide variety of entertainment and activities. Whole Foods didn’t miss the chance to be a part of the annual opportunity to celebrate within the Sugar Land community.

The new sponsorship program was initiated to explore new games and booths for kids to enjoy while they attended Eggstravaganza. A Hay Maze was the perfect addition for kids to enjoy as it made them use their directional skills. What kid doesn’t enjoy a maze?

Onsite, the sponsor, Whole Foods as well as all event attendees enjoyed participating in the new maze activity that brought smiles to all of the kids' faces.

d- Description of the targeted sponsor for the program and why they sponsor was targeted

Whole Foods Market, Inc. is the leading chain of natural food supermarkets in the United States. Their motto--Whole Foods, Whole People, Whole Planet--emphasizes that their vision reaches far beyond just being a food retailer.

The company's stores average 28,500 square feet in size and feature foods that are free from artificial preservatives, colors, flavors, and sweeteners. They also offer many organically grown products. Many locations include in-store cafes and juice bars. After the company was founded in 1980 with a single store, it grew dramatically into a chain of more than 130 stores in 25 states, the District of Columbia, and Canada. It is a Fortune 1000 company, ranked as the 41st largest U.S. supermarket and the 730th largest U.S. company overall.

After being approached by the company for potential sponsorship opportunities, we targeted Whole Foods for this particular sponsorship because we felt like it would be a great fit.

e- Explain the synergy between the event and sponsor

Whole Foods was the perfect sponsor for the Hay Maze as they promote a good nutrition for children. We knew that the hay maze would be a great fit for the company because of its natural/organic reputation. Not only do we buy the hay for the activity but after usage at the event, all hay is then donated to the Houston Zoo to help the animals. After pitching the idea to Whole Foods, they not only wanted the sponsorship opportunity but they also wanted to help out in any way they could by decorating, handing out additional information, etc.

f- Overall effectiveness /success of the Sponsorship

Overall, the Hay Maze made a great addition to the program. We were able to monitor the lines, watch over the children as they went through the maze and also reward them with Whole Foods stickers when they made it out of the maze.

The children enjoyed exploring through the maze and knowing that a prize awaited them.

2) Supporting Question:

b- *If the program was a new program, please answer the following question instead: what challenges / obstacles did you foresee / encounter in creating the program, and how did you handled them?*

When creating the hay maze we ran into a couple of obstacles:

- Height: This team ultimately decided that the maze should be 3 bales high, due to the participants that we wanted to attract. Our target audience was ages 4 through 10. We needed to make the

maze high enough to captivate the 10 year olds but not too high to scare off the 4 year olds. The size determined was perfect as it allowed everyone to participate safely.

- Capacity: During our planning meetings we discussed the number of people we would allow in the maze at one time. We acknowledged that letting too many in would cause pedestrian traffic backup and create less of a maze but more of a “follow the leader” concept. To avoid too many inside at once, our city staff and volunteers were able to troubleshoot the issues onsite and only allow a certain amount of children in a time, creating a seamless traffic flow.
- Setup/Breakdown: Due to the unordinary usage of the hay for this activity, we needed to coordinate volunteers to setup and breakdown the hay as needed. Days before the event, the Event Coordinator went out to the site to highlight and tape off areas where the hay would be placed to create the maze. Being prepared early was great because once the 20+ volunteers were onsite; they quickly went to work and unloaded/setup the hay within a one hour time frame.
- Cost: When determining the size and height of the hay maze, we were tasked with viewing everything from both the sponsor and participants perspectives. Although we wanted to create a fun activity for the children to enjoy, we also did not want to make the sponsor pay an extremely large amount for participation in the event. We were able to work out a sponsorship that included both in-kind and monetary contributions throughout the year. Although the event is over, we will reap benefits of this sponsorship until the end of 2015.

3) Supporting Material:

- Eggstravaganza event flyer
- Whole Foods Hay Maze Map
- Hay Maze Photos
- Event Photos

Event Flyer

31st Annual

EGGstravaganza

SATURDAY, MARCH 28
NOON - 3 P.M. • ELDRIDGE PARK

- Egg Scrambles**
- Petting Zoo**
- Hay Bale Maze**
- Carnival Games**
- Meet the Easter Bunny!**

For more information,
call 281-275-2885.
www.sugarlandtx.gov/parks

CITY OF SUGAR LAND
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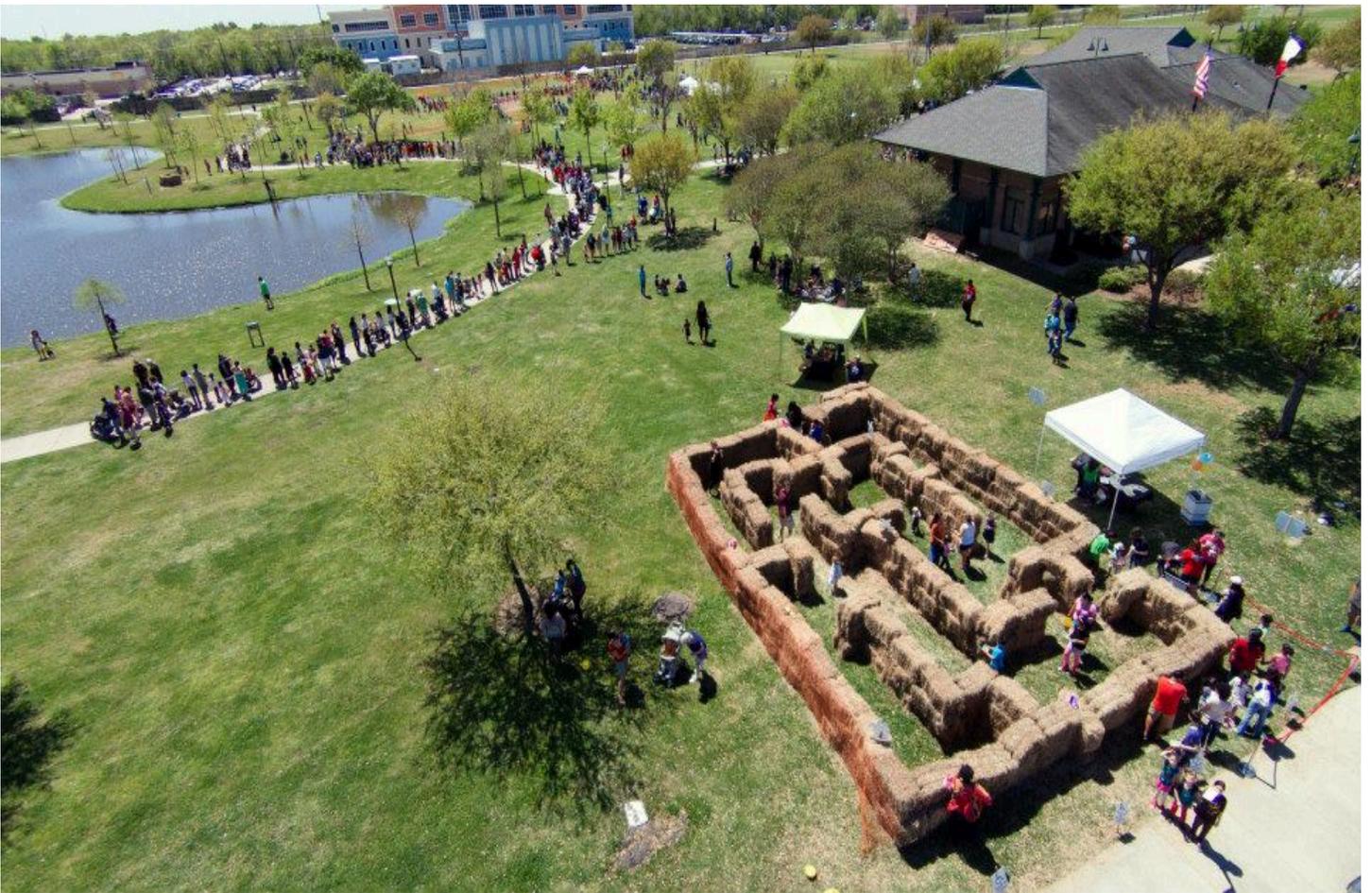
Maze Map for Participants



Maze Set Up Volunteers



Aerial View of Hay Maze



Event Images



