
ANNUAL PARTNER EVENT SPONSORSHIPS & DONOR RECOGNITION OPPORTUNITIES

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PATRONS
for BELLAIRE PARKS

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Wine and Tapas

Date: April 27, 2024

Location: Bellaire Civic Center

Expected Attendance: 225 people

Target Audience: Residents and community leaders, wine-lovers, adults aged 25-70 years

The Wine and Tapas Gala is the most anticipated social event of the year in Bellaire and the signature annual fundraiser hosted by the PATRONS for Bellaire Parks. This year's Masquerade theme offers a delightful escape from the ordinary, inviting guests to immerse themselves in a world of elegance, mystery, and enchantment. This enchanting evening of good wine, great food from area restaurants, enlivening music and boundless fun raises funds for parks in Bellaire to be enjoyed by families in and around our community.

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Bellaire Trolley Run

Date: April 6, 2024

Location: Bellaire Civic Center (starting and finish line)

Expected Attendance: 1,000-1,250 people

Target Audience: Running aficionados from Greater Houston, adults aged 25-50 years

The Bellaire Trolley Run is a HARRA Spring Series 5K Championship Race with a 1 Mile fun run/walk. It begins in front of Bellaire City Hall and the course follows along South Rice Ave. and part of Bellaire Blvd. There are three categories in the Trolley Run program — a 1-mile fun run, 5K wheelchair race, and a 5K. A superb post-race party immediately follows the race in Bellaire Town Square. The Bellaire Trolley Run is hosted by the Al Lawrence Running Club, PATRONS for Bellaire Parks and the Bellaire Parks and Recreation Department.

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Dive-In Movie Night

Date: August 8, 2024

Location: City of Bellaire Aquatic Center

Expected Attendance: 200 people

Target Audience: Families in Bellaire and surrounding communities with children aged 5-16 years

The Dive-In Movie Night is an annual family-friendly fundraising event to cap off months of summer fun. This event is always “swimming” with summer fun-loving moviegoers of all ages. Inflatable pool noodles and refreshments at the poolside food court are provided to attendees at one of the most anticipated events of the summer that is hosted by PATRONS for Bellaire Parks and the Bellaire Parks and Recreation Department.

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Tents in Town

Date: November 2-3, 2024

Location: The Great Lawn at Bellaire Town Square

Expected Attendance: 200-250 people

Target Audience: Families in Bellaire and

surrounding communities with children aged 5-16

Tents in Town is an annual “Ultimate Urban Campout” featuring activities for kids of all ages, from face painting to huge inflatable games and a climbing wall. The event includes S’mores and ice cream and the ever-popular hula hoop contest. It’s all the fun of a full camping experience, without a long drive to a State park. Where else can you sleep out under the stars, see planets through a telescope, and eat S’mores just five minutes from your house?

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PATRONS
for BELLAIRE PARKS

Letter to Donors

Dear Friends and Neighbors,

PATRONS for Bellaire Parks is the area's leading voice for making parks and green spaces available to all members of the surrounding community. We have raised almost \$2.5 million for area parks, pools, and greenspaces. As a non-profit organization with an all-volunteer board, PATRONS actively seeks sponsors who believe in the value of parks and green spaces in urban communities and desire to help build a higher standard of living in the areas where they live and work. The benefits are not only altruistic — numerous studies have shown that neighborhoods with vibrant parks and green spaces are more livable, healthy, and economically viable. PATRONS, together with the City of Bellaire and the Parks and Recreation Citizen Advisory Board, is planning to continue to upgrade Bellaire playgrounds with new and exciting play features that can provide inclusive play opportunities for children of all physical, social, cognitive, and sensory abilities.

By partnering with PATRONS and taking advantage of our sponsorship opportunities, your business will be able to connect with the citizens of Bellaire and the surrounding area, show your community support, and maximize your exposure. With multiple sponsorship levels available for each event, there is an option available for a business or organization of any size. As a Corporate Sponsor, your company will receive brand recognition and visible reinforcement of your dedication to the vitality of parks and green spaces, strengthening your roots in the community and surrounding areas.

We are thrilled to present a new program that gives you and your business our public support and acknowledgement throughout the community that we touch each and every day. Becoming a PATRONS Partner will demonstrate that you have chosen to support this community while adding to your Company's legacy of worthy civic projects. **When you become a PATRONS Partner you will receive many benefits that put you at the forefront of our efforts through our many annual events and park projects all year long. You will receive year-round recognition without having to coordinate sponsorships on an event-by-event basis.**

The following pages outline several opportunities for monetary and in-kind sponsorship. **All annual donations pledged by December 1st for a 12-month period and exceeding \$3,500 (across any events) include year-round added-value recognition by PATRONS.** Other donation options are available and may help fund playgrounds, capital projects and additional special items. Once again, thank you for your support of PATRONS for Bellaire Parks and the enduring community spirit that pushes us forward each year.

Sincerely,
PATRONS for Bellaire Parks

PATRONS MISSION AND MILESTONES

PATRONS MISSION

PATRONS for Bellaire Parks, a not-for-profit citizens' organization, advocates for and participates in restoring, preserving and expanding parks, natural areas and trails for present and future generations.

The PATRONS for Bellaire Parks was founded to raise Bellaire residents' consciousness as to the value of and the need for parks and green space in our urban lives; to identify and celebrate the park space we have, while working continuously to enhance and augment it with funds for additional parkland acquisition, maintenance and upgrades.

PATRONS Fundraising Summary

PATRONS for Bellaire Parks has a passion for Bellaire parks and green space! This passion with the generous support of our community has resulted in beautiful parks and structures throughout Bellaire. **Since its inception, PATRONS for Bellaire Parks has raised almost \$2.5 million for the benefit of local parks and facilities. These significant donations are made possible through generous underwriting by involved business and families.**

- \$1,350,000 for Bellaire's premier Aquatic Center and the CenterPoint Energy Community Center located in the central hub of our City, Bellaire Town Square
- \$225,000 directed towards the event space in the Great Lawn and Event Pavilion which presents movies, live music, and many other events for the whole community
- \$200,000 raised for the Master Plan of improvements for Evergreen Park and therapy pool, granted The City of Bellaire
- \$40,000 for the zip line installation at Evergreen Park 2019
- \$150,000 contributed to Evelyn's Park, a premier park facility for all Houston located on the former Teas Nursery property
- \$85,000 raised for the Bellaire Brave – Bellaire's First responders and staff who lost homes and cars while protecting the City of Bellaire
- \$128,383 raised for the City of Bellaire's parks, funding freestanding inclusive play equipment at Evergreen Park, Loftin Park, Feld Park, Lafayette Park, Ware Family Park, and Mulberry Park
- \$51,000 donated to the Nature Discovery Center for their boardwalk project and other improvements
- \$47,000 granted to the City towards the cost of Tributes and Pavers for our donors
- \$40,000 granted to the City of Bellaire in support of the Party at the Pavilion Community Concert Series
- PATRONS donates over \$29,000 to Evelyn's Park Conservancy, Nature Discovery Center, and Bellaire Little League from their 2020 online fundraiser
- \$70,000 donated to the City of Bellaire Library for a backyard reading and educational area as well as seating and landscaping in the green space adjacent the Library

PATRONS MILESTONES

2000- The idea for PATRONS was born in the Bellaire Parks and Recreation Advisory Board. In February 2000, three board members did the work to organize the group as a 501 c(3) nonprofit organization.

April 21, 2006- PATRONS hosts reception for official groundbreaking at Bellaire Town Square

October 2007- PATRONS hands City check for \$1.35 million towards cost of Bellaire Aquatic Center Construction and other BTS projects, including Loftin Park.

May 3, 2008- Grand Opening of Bellaire Aquatic Center

2008- Centennial of City of Bellaire

2010- PATRONS marks its 10-year anniversary

Nov. 2012- PATRONS gives \$125,000 to City to be applied toward construction of the Donor Plaza

January 2013- PATRONS gives an additional \$27,635 to the City for Donor Plaza Construction

September 2013- PATRONS presents the City of Bellaire with check for \$100,000 for construction of the Great Lawn and Event Pavilion

October 2013- 6th Annual Wine and Tapas event held at Evelyn's park raises over \$100,000 for EPC

October 2014- PATRONS presents the Nature Discovery Center with a check for \$25,000.

April 2014- First Wine and Tapas held on Great Lawn with Evergreen Park as the beneficiary

August 2016- PATRONS holding Dive-In Movie, donating all funds to Evelyn's Park Conservancy

October 2016- PATRONS votes to give \$10,000 to the Nature Discovery Center for the Boardwalk Project

January 2017 – PATRONS donates \$5,000 to the City of Bellaire for community concerts, The Party at the Pavilion series.

June 2017 - PATRONS presents the City of Bellaire with a check for \$200,000 for the proposed Evergreen Park and Pool complex.

November 2017- PATRONS raises \$100,000 for the first responders and City staff ("Bellaire Brave") who incurred losses during Hurricane Harvey via a community Block Party featuring Dennis Quaid.

January 2018- PATRONS donates \$15,000 to the City of Bellaire for community concerts, The Party at the Pavilion series.

March 2018- PATRONS holds the 10th annual Wine and Tapas Gala in Bellaire Town Square.

September 2018- PATRONS donates \$30,000 to the City of Bellaire for improvements to Ware Family Park.

2019- PATRONS donates \$110,000 to the City of Bellaire for freestanding inclusive play equipment at 6 area parks.

2020- PATRONS holds virtual gala "Clicks, Corks, and Contributions," raising over \$29,000 with proceeds donated to Evelyn's Park Conservancy, Nature Discovery Center, and Bellaire Little League

2021- PATRONS donates \$3,000 to the City of Bellaire for the planting of a new tree in the green space adjacent to the Bellaire Library

2022- PATRONS donates \$70,000 to the City of Bellaire Library for an outside reading and educational

2023- PATRONS donates \$16,000 for a shade structure over the splash pad at Evelyn's Park

CITY DEMOGRAPHICS

The City of Bellaire is a historic community established in 1908, nestled in the heart of Houston that has managed to maintain a strong sense of individual character and identity amidst the fast pace of the fourth largest city in the United States. In 1949, the City of Houston annexed a 400 foot strip around the existing land of Bellaire, thus land locking the City of Bellaire to approximately 4 square miles.

Schools of varying types and campus sizes are a major part of the landscape in Bellaire. Along with large-scale office buildings along and near Loop 610, a thriving downtown commercial district and school campuses are also among the community's most significant traffic generators.

The most recent U.S. Census Bureau's estimate of Bellaire's population is 17,209 as of 2020. Bellaire has experienced a growth trend since 2000 reflects ongoing residential redevelopment activity, as well as the renewed presence of younger families in Bellaire, with the average household size increasing from 2.58 persons in 2000 to 2.79 in 2020.

Bellaire is an affluent community in Houston located within Park Sector 8, as defined by the Houston Parks and Recreation System Master Plan. This sector is the most populous of any throughout the city and has many areas of high need in the southeast. Fifty-seven (57%) of the population in this Park Sector has incomes considered to be low to moderate. This Park Sector is deficient in playgrounds, picnic shelters, trails, volleyball courts, dog parks, skate parks, community centers, swimming pools, and softball and soccer fields. Because of the health profile (obesity, 31.9%, and diabetes, 14.5%) of this Park Sector, partnerships focused on increasing physical activity levels and programming for healthy living are cited as heavily needed. The Bellaire park system benefits and services this population.

In recent years, the majority of residences have been redeveloped. New homes tend to be larger than the houses they replace leaving residents with smaller yards. Bellaire households, many with children living at home are thus left with greater lot coverage and smaller yards. This tends to increase the demand for public green spaces, play fields and other City amenities. Although Bellaire has 14 beautiful parks, the City currently falls below the national ratio of residents to acres of parkland as identified by the National Parks and Recreation Association (NPRA, 2012).

WINE AND TAPAS



EVENT PROFILE

The Wine and Tapas Gala is the most anticipated social event of the year in Bellaire and the signature annual fundraiser hosted by the PATRONS for Bellaire Parks. This year's Masquerade theme offers a delightful escape from the ordinary, inviting guests to immerse themselves in a world of elegance, mystery, and enchantment. This enchanting evening of good wine, great food from area restaurants, enlivening music and boundless fun raises funds for parks in Bellaire to be enjoyed by families in and around our community.

Date	April 27, 2024
Location	Bellaire Civic Center
Expected Attendance	225 people (historically sold-out)
Target Audience	Residents and community leaders, wine-lovers, adults aged 25-70 years

SPONSORSHIP OFFERINGS

LEVEL 1: \$10,000

Sponsors at this level receive the following recognition:

- Reserved prominent table for eight (8) guests with 3 complimentary bottles of champagne
- Access to member VIP bar for all table guests
- Premier placement of your choice of name or logo on all event printed and online materials
- Your choice of name or logo on prominent bar signage
- Full-page (5.5" w x 8.5" h) color ad or dedication in the event program
- 1080 x 1080 pixel name or logo included in electronic event communications
- Verbal recognition by the evening's emcee
- Special recognition in event publicity
- VIP Valet during the event

LEVEL 2: \$5,000

Sponsors at this level receive the following recognition:

- Reserved prominent table for eight (8) guests
- Access to member VIP bar for all table guests
- Premier placement of your choice of name or logo on all event printed and online materials
- Half-page (5.5" w x 4.45" h) color ad or dedication in the event program
- 600 x 600 pixel name or logo included in electronic event communications
- Verbal recognition by the evening's emcee Recognition in event publicity
- VIP Valet during the event

LEVEL 3: \$2,500

Sponsors at this level receive the following recognition:

- Reserved table for eight (8) guests Access to member VIP bar for all table guests
- Your choice of name or logo on all event printed and online materials
- Quarter-page (2.75" w x 2.125" h) black and white ad or dedication in the event program
- Verbal recognition by the evening's emcee
- Recognition in event publicity

LEVEL 4: \$1,500

Sponsors at this level receive the following recognition:

- Tickets for six (6) guests
- Name listed in all event printed and online materials
- Name or logo listed in the event program

LEVEL 5: \$1,000

Sponsors at this level receive the following recognition:

- Tickets for four (4) guests
- Name listed in all event printed and online materials
- Name listed in the event program

LEVEL 6: \$500

Sponsors at this level receive the following recognition:

- Tickets for two (2) guests
- Name listed in all event printed and online materials
- Name listed in the event program

BELLAIRE TROLLEY RUN



EVENT PROFILE

In its 28th year, this certified 5K Race with a 1 Mile Fun Run/Walk is highly anticipated by a wide range of enthusiastic runners, walkers and strollers from the Bellaire/Houston Metro area and across Texas. The race draws several hundred runners and walkers, lots of volunteers, and cheering spectators lining the streets of Bellaire! As a part of the Houston Area Road Runners Association (HARRA) Spring Series this race is sure to draw some of the top runners in and around Texas. The City of Bellaire and PATRONS for Bellaire Parks are again teaming up as the proud hosts of the popular UTSAF.

Date	April 6, 2024
Location	Bellaire Civic Center (starting and finish line)
Expected Attendance	1,000-1,250 people
Target Audience	Running aficionados from Greater Houston, adults aged 25-50 years

SPONSORSHIP OFFERINGS

MARATHONER: \$5,000

Sponsors at this level receive the following recognition:

- Company name/logo on race shirt sleeve (for sponsors committed by March 8th)
- Company logo on all event promotional materials
- Company banner at event at start/finish line location
- 10 free race entry fees
- Branding at mile markers
- Booth at post-race party in preferred location
- Logo presence on City of Bellaire and PATRONS eblasts, website, and social media pages
- Priority acknowledgement in event press releases

SPRINTER: \$2,500

Sponsors at this level receive the following recognition:

- Large company logo on back of race shirt (for sponsors committed by March 8th)
- Company name on event promotional materials
- Company banner at event
- 50% off 10 race entry fees
- Booth at post-race party in preferred location
- Logo presence on City of Bellaire and PATRONS eblasts, website, and social media pages

HURDLER: \$1,000

Sponsors at this level receive the following recognition:

- Medium company name on back of race shirt (for sponsors committed by March 8th)
- Company name on event promotional materials
- Company banner at event
- Company name on City of Bellaire and PATRONS eblasts, website, and social media pages

JOGGER: \$500

Sponsors at this level receive the following recognition:

- Company name included in event promotional material
- Company name on City of Bellaire and PATRONS eblasts and social media pages
- Company name on event sponsor banner

DIVE-IN MOVIE NIGHT



EVENT PROFILE

The Dive-In Movie Night is an annual family-friendly fundraising event to cap off months of summer fun. This event is always “swimming” with summer fun loving moviegoers of all ages. Major motion picture releases are featured. Inflatable pool noodles and refreshments at the poolside food court are provided to attendees at one of the most anticipated events of the summer that is hosted by PATRONS for Bellaire Parks and the Bellaire Parks and Recreation Department.

Date	August 8, 2024
Location	City of Bellaire Aquatic Center
Expected Attendance	200 people
Target Audience	Families in Bellaire and surrounding communities with children aged 5-16 years

SPONSORSHIP OFFERINGS

LEVEL 1: \$2,000

Sponsors at this level are limited to 3 and receive the following recognition:

- Sponsor name/logo on 200 inflatable swim items (one of three sponsor logos)
- Ability to provide :30 sec advertisement or large logo shown in pre-movie onscreen clip
- Sponsor logo on PATRONS and Bellaire Parks & Recreation Facebook Pages
- Movie ad with logo on event advertisement included on PATRONS and City of Bellaire websites and social media
- Opportunity to have a vendor table and distribute promotional material at the event
- Opportunity to hang a banner at the event (banner provided by sponsor)
- Prominent logo or name on event sponsor banner
- Includes 10 tickets to the event and 2 guest table reservations

LEVEL 2: \$1,000

Sponsors at this level receive the following recognition:

- Sponsor logo on PATRONS and Bellaire Parks & Recreation Facebook Pages
- Sponsor name on pre-movie clip
- Logo or name on event sponsor banner
- Movie ad with logo on event advertisement included on PATRONS and City of Bellaire websites and social media
- Opportunity to have a vendor table and distribute promotional material at the event
- Opportunity to hang a banner at the event (banner provided by sponsor)
- Includes 6 tickets to the event and 1 guest table reservation

LEVEL 3: \$500

Sponsors at this level receive the following recognition:

- Sponsor name on PATRONS and Bellaire Parks & Recreation Facebook Pages
- Logo or name on event sponsor banner
- Movie ad with name on event advertisement included on PATRONS and City of Bellaire websites and social media
- Opportunity to have a vendor table and distribute promotional material at the event

LEVEL 4: \$250

Sponsors at this level receive the following recognition:

- Sponsor name on PATRONS and Bellaire Parks & Recreation Facebook Pages
- Sponsor name on event sponsor banner
- Movie ad with name on event advertisement included on PATRONS and City of Bellaire websites and social media
- Includes 2 tickets to the event
- Includes 4 tickets to the event

IN-KIND REFRESHMENT DONORS

In-kind sponsors of refreshments equaling a fair market value of \$500 or more receive the following recognition:

- Company logo included on event banner
- Company logo shown in pre-movie onscreen clip listing refreshment donors
- Movie ad with company logo on event advertisement included on PATRONS and City of Bellaire websites and social media
- Opportunity to have a vendor table and branded signage (branded signage provided by donor) and distribute

TENTS IN TOWN



EVENT PROFILE

Since 2008, Tents in Town has been a favorite annual family event. An “Ultimate Urban Campout” featuring activities for kids of all ages, from face painting to huge inflatable games and a climbing wall. The event includes S’mores and icecream and the ever-popular hula hoop contest. It’s all the fun of a full camping experience, without a long drive to a state park. Where else can you see sleep out under the stars, see planets through a telescope, and eat S’mores just five minutes from your house?

Date	November 2-3, 2024
Location	The Great Lawn at Bellaire Town Square
Expected Attendance	200-250 people
Target Audience	Families in Bellaire and surrounding communities with children aged 5-16 years

SPONSORSHIP OFFERINGS

LEVEL 1 (Limited to 1 only): \$10,000

Sponsors at this level receive the following recognition:

- Sponsor name will be part of the official event name
- Company name on esplanade banners on Bellaire Blvd. in the week prior to the event
- Largest company logo on event shirt
- Company logo on event bag
- Logo on PATRONS eblast, website, and social media page
- Inclusion on dedicated social media story
- Priority acknowledgment in press releases
- Name and logo placement on all event flyers
- Inclusion of promotional literature in guest check-in packets (optional)
- Full-page color ad in event program placed on back cover
- Opportunity to provide a company banner to hang in a predominant site at the event
- Company promotional table at event
- Verbal acknowledgment by host
- Reserved parking spot at event
- Event admission and 3 campsites for up to 12 people

LEVEL 2: \$5,000

Sponsors at this level receive the following recognition:

- Large company logo on event shirt
- Company logo on event bag
- Logo on PATRONS eblast, website, and social media page
- Inclusion on dedicated social media story
- Priority acknowledgment in press releases
- Name and logo placement on all event flyers
- Inclusion of promotional literature in guest check-in packets (optional)
- Full-page color ad in event program placed in prime location
- Opportunity to provide a company banner to hang in a predominant site at the event
- Company promotional table at event
- Verbal acknowledgment by host
- Reserved parking spot at event
- Event admission and 2 campsites for up to 10 people

LEVEL 3: \$2,500

Sponsors at this level receive the following recognition:

- Logo or name on event shirt
- Company logo on event bag
- Logo embedded on PATRONS eblast, website, and social media page
- Priority acknowledgement in press releases
- Name and logo placement on all printed materials related to event
- Inclusion of promotional literature in guest check-in packets (optional)
- Half-page color ad in event program
- Opportunity to provide a company banner to hang in a predominant site at the event
- Company promotional table at event
- Verbal acknowledgement by host
- Event admission and 2 campsites for 8 people

LEVEL 4: \$1,500

Sponsors at this level receive the following recognition:

- Name on event shirt
- Priority acknowledgement in press releases
- Name and logo placement on all printed materials related to event
- Inclusion of promotional literature in guest check-in packets (optional)
- Quarter-page black and white ad in event program
- Opportunity to provide a company banner to hang in a predominant site at the event
- Company promotional table at event
- Verbal acknowledgement by host
- Event admission and campsite for 4 people

EVENT ACTIVITY UNDERWRITERS

Event Activity underwriters at the \$500 level and above receive recognition at one of the event activity areas (several examples are listed below), company name in the event program, as well as verbal recognition when the event occurs. Activity underwriters at the \$1,000 level and above additionally receive a campsite and 2 free tickets to the event and their name on the event T-shirt.

EVENT ACTIVITY UNDERWRITER EXAMPLES

\$500 LEVEL

- Premier Inflatable, Field Day Race, or Camper Activity
- DJ/Entertainment
- Family Photo Area

\$350 LEVEL

- Magician
- Morning Exercises
- Snacks
- Morning Coffee

OTHER SPONSORSHIP OPPORTUNITIES



TRIBUTE GIFTS

Make your mark and become a lasting part of Bellaire's local history and landscape with a personalized tribute gift. Create a lasting legacy by paying tribute to someone special, celebrating a lifetime event, or recording your name or your family's name in our great city.

\$200

- 4" x 8" Paver in Donor Plaza at Bellaire Town Square

\$500

- 8" x 8" Paver in Donor Plaza at Bellaire Town Square

\$1,500

- 12" x 12" Paver in Donor Plaza at Bellaire Town Square

\$3,000

- 12" x 12" Paver in Donor Plaza at Bellaire Town Square

\$6,000

- Dedication and plaque at park tree

\$7,000

- Dedication and plaque on park bench

\$10,000

- Dedication and plaque on park picnic table

OUR PATRONS ANNUAL PARTNER PROGRAM

NEW ADDED VALUE RECOGNITION OPPORTUNITIES

We are thrilled to present a new program that gives you and your business our public support and acknowledgement throughout the community that we touch each and every day. Becoming a PATRONS Partner will demonstrate that you have chosen to support this community while adding to your Company's legacy of worthy civic projects. When you become a PATRONS Annual Partner, you will receive many benefits that put you at the forefront of our efforts through our many annual events and park projects all year long. You will receive year-round recognition without having to coordinate sponsorships on an event-by-event basis.

The following pages outline several opportunities for monetary and in-kind sponsorship. All annual donations pledged by December 1st for a 12-month period and exceeding \$3,500 (across any events) include year-round added-value recognition by PATRONS.

TO LEARN MORE, CONTACT:

Web: BellaireParks.org | Email: PatronsSponsorships@gmail.com

ADDED VALUE RECOGNITION OF ANNUAL PARTNERS

ALL NEW!
YEAR-LONG
RECOGNITION
OF OUR ANNUAL
DONORS!

***These benefits are in addition to those received at sponsorship levels specific to each event for donors that pledge \$3,500 or more by December 1st within a designated 12-month period.**

\$15,000 ANNUAL COMMITMENT

- Ability for sponsor to host branded table at no charge with onsite banner at 6 of the annual Party at the Pavilion community concerts
- Sponsor logo incorporated into one annual PATRONS advertisement noting annual partners in Bellaire Parks and Recreation Leisure and Activities Guide
- Annual branded presence incorporated within permanent PATRONS display located directly off the entrance at the Bellaire Parks and Recreation Center with countertop display
- Most prominent sponsor logo displayed in two bi-annual PATRONS boosted social media advertisements noting annual partners
- Most prominent sponsor logo displayed in official PATRONS 8'x4' banner placed in prime locations at the following fundraising events: Wine and Tapas, Bellaire Trolley Run, Dive-in Movie Night, Tents in Town
- Most prominent sponsor logo displayed official PATRONS 8'x4' banner placed in prime locations at the following city-wide events: 4th of July Festival, Holiday in the Park, Party at the Pavilion
- Sponsor name engraved permanently in a 1/2 wall brick at the Donor Plaza in Bellaire Town Square
- Verbal recognition of donor at all PATRONS-sponsored events
- Most prominent sponsor logo displayed on PATRONS Annual Partner page in PATRONS event programs for Wine and Tapas and Tents in Town
- Most prominent sponsor logo displayed on permanent footer on PATRONS website
- Most prominent sponsor logo displayed with hyperlink included in permanent footer on all PATRONS e-blasts for a 12-month period

\$10,000 ANNUAL COMMITMENT

- Ability for sponsor to host branded table at no charge with onsite banner at 4 of the annual Party at the Pavilion community concerts
- Sponsor logo incorporated into one annual PATRONS advertisement noting annual partners in Bellaire Parks and Recreation Leisure and Activities Guide
- Annual branded presence incorporated within permanent PATRONS display located directly off the entrance at the Bellaire Parks and Recreation Center
- Sponsor logo displayed in two bi-annual PATRONS boosted social media advertisements noting annual partners
- Sponsor logo displayed in official PATRONS 8'x4' banner placed in prime locations at the following fundraising events: Wine and Tapas, Bellaire Trolley Run, Dive-in Movie Night, Tents in Town
- Sponsor logo displayed official PATRONS 8'x4' banner placed in prime locations at the following city-wide events: 4th of July Festival, Holiday in the Park, Party at the Pavilion
- Sponsor name engraved permanently in an 18" x 18" paver at the Donor Plaza in Bellaire Town Square
- Verbal recognition of donor at all PATRONS-sponsored events
- Sponsor logo displayed on PATRONS Annual Partner page in PATRONS event programs for Wine and Tapas and Tents in Town
- Sponsor logo displayed on permanent footer on PATRONS website
- Sponsor logo displayed in permanent footer on all PATRONS e-blasts for one year

\$7,000 ANNUAL COMMITMENT

- Ability for sponsor to host branded table at no charge with onsite banner at 2 of the annual Party at the Pavilion community concerts
- Sponsor name incorporated into one annual PATRONS advertisement noting annual partners in Bellaire Parks and Recreation Leisure and Activities Guide
- Annual branded presence incorporated within permanent PATRONS display located directly off the entrance at the Bellaire Parks and Recreation Center
- Sponsor logo displayed in two bi-annual PATRONS boosted social media advertisements noting annual partners
- Sponsor logo displayed in official PATRONS 8'x4' banner placed in prime locations at the following fundraising events: Wine and Tapas, Bellaire Trolley Run, Dive-in Movie Night, Tents in Town
- Sponsor logo displayed official PATRONS 8'x4' banner placed in prime locations at the following city-wide events: 4th of July Festival, Holiday in the Park, Party at the Pavilion
- Sponsor name engraved permanently in an 12" x 12" paver at the Donor Plaza in Bellaire Town Square
- Verbal recognition of donor at all PATRONS-sponsored events
- Sponsor name displayed on PATRONS Annual Partner page in PATRONS event programs for Wine and Tapas and Tents in Town
- Sponsor logo displayed on permanent footer on PATRONS website
- Sponsor logo displayed in permanent footer on all PATRONS e-blasts for one year.

\$3,500 ANNUAL COMMITMENT

- Sponsor name incorporated into one annual PATRONS advertisement noting annual partners in Bellaire Parks and Recreation Leisure and Activities Guide
- Annual branded presence incorporated within permanent PATRONS display located directly off the entrance at the Bellaire Parks and Recreation Center
- Sponsor logo displayed in two bi-annual PATRONS boosted social media advertisements noting annual partners
- Sponsor logo displayed in official PATRONS 8'x4' banner placed in prime locations at the following fundraising events: Wine and Tapas, Bellaire Trolley Run, Dive-in Movie Night, Tents in Town
- Sponsor logo displayed official PATRONS 8'x4' banner placed in prime locations at the following city-wide events: 4th of July Festival, Holiday in the Park, Party at the Pavilion
- Verbal recognition of donor at all PATRONS-sponsored events
- Sponsor name displayed on PATRONS Annual Partner page in PATRONS event programs for Wine and Tapas and Tents in Town
- Sponsor logo displayed on permanent footer on PATRONS website
- Sponsor logo displayed in permanent footer on all PATRONS e-blasts for one year.

Potential Brand Impact By The #'s

**These benefits are IN ADDITION to those received at sponsorship levels specific to each event for donors that pledge \$3,500 or more within a designated 12-month period.*

BRANDING WITHIN PATRONS DISPLAY AT BELLAIRE REC CENTER

Brand presence in permanent PATRONS display located directly off the entrance at the Bellaire Parks and Recreation Center totaling an estimated 70,000 annual visitors.

 **70K**
Annual
Visitors

BRANDING WITHIN DONOR PLAZA IN HEART OF BELLAIRE

At the highest giving level, the partner name will be engraved permanently in a ½ wall brick at the highly trafficked Donor Plaza in Bellaire Town Square adjacent to the Bellaire Civic Center with an estimated 80,000 annual visitors.

 **80K**
Annual
Visitors

DEDICATED BRANDED TABLE AT PARTY AT THE PAVILION

This free community concert series has an average attendance of 250-300 concert-goers. At the highest giving level, partner may host branded table at 6 concerts, totaling 1,800 potential audience impressions.

 **1.8K**
Audience
Impressions

PATRONS EBLAST PLACEMENT

Partner branding permanent footer on all PATRONS e-blasts for 1 year. PATRONS sends an average of 35 eblasts per year to a database of over 11k local subscribers totaling an estimated 385,000 annual audience impressions per Wix Analytics

 **385K**
Audience
Impressions

PATRONS WEBSITE PLACEMENT

Partner logo displayed on permanent footer of official PATRONS website averaging 2,200 annual unique visitors per Wix Analytics

 **2.2K**
Unique
Visitors

BOOSTED SOCIAL MEDIA DEDICATED PARTNER POSTS

Two bi-annual, social media ads thanking annual partners boosted to an estimated 1.9 - 2.8K users daily over a 7-day period. Posts will be targeted to Bellaire and the immediate surrounding zip codes totaling 39.2K potential impressions.

 **39.2K**
Paid
Impressions

INCLUSION ON PATRONS BRANDING AT THE FOLLOWING EVENTS:

Projected Attendance Per Event

Wine & Tapas: 275-325 people

Bellaire Trolley Run: 1,000-1,250 people

Tents in Town: 1,000-1,250 people

Dive-In Movie Night: 200 people

Party At The Pavilion (9/year): 250-300 people per event
& 2700 people annually

Holiday in the Park: 5,000 people

Independence Day Parade and Festival: 7,000 people



17,725
Potential
Audience
Impressions

PATRONS FOR BELLAIRE PARKS ANNUAL PARTNER COMMITMENT FORM

Sponsor Name (As it should appear in promotional materials)

Contact Person

Contact Email

Sponsor Address

City, St

Zip

Contact Phone

Please check the following opportunities that you would like to support

WINE AND TAPAS

- \$10,000 LEVEL 1
- \$5,000 LEVEL 2
- \$2,500 LEVEL 3
- \$1,500 LEVEL 4
- \$1,000 LEVEL 5
- \$500 LEVEL 6

BELLAIRE TROLLEY RUN

- \$5,000 MARATHONER
- \$2,500 SPRINTER
- \$1,000 HURDLER
- \$500 JOGGER

DIVE-IN MOVIE NIGHT

- \$2,000 LEVEL 1
- \$1,000 LEVEL 2
- \$500 LEVEL 3
- \$250 LEVEL 4

TENTS IN TOWN

- \$10,000 LEVEL 1
- \$5,000 LEVEL 2
- \$2,500 LEVEL 3
- \$1,000 LEVEL 4
- \$500 LEVEL ACTIVITY UNDERWRITER
- \$350 LEVEL ACTIVITY UNDERWRITER

TRIBUTE GIFTS

- \$200 4" x 8" Paver in Donor Plaza at Bellaire Town Square
- \$500 8" x 8" Paver in Donor Plaza at Bellaire Town Square
- \$1,500 12" x 12" Paver in Donor Plaza at Bellaire Town Square
- \$3,000 12" x 12" Paver in Donor Plaza at Bellaire Town Square
- \$6,000 Dedication and plaque at park tree
- \$7,000 Dedication and plaque on park bench
- \$10,000 Dedication and plaque on park picnic table

Total Annual Commitment
(NOT INCLUDING IN-KIND DONATIONS) \$

DECLARATION

On behalf of the above-named sponsor, I agree to commit the underwriting opportunity as detailed above.

Signature: _____ Date: _____

Name: _____

SPONSOR PAYMENT INFORMATION

- _____ I have enclosed a check made payable to Patrons For Bellaire Parks
- _____ Online Payment via www.BellaireParks.org

IN-KIND DONATIONS

Companies wishing to donate items such as silent auction items, food, items to be used during the event, entertainment, and other, please note here. Recognition will be commensurate with the market value of the donation at each event items donated to.

PLEASE CHECK THE EVENT NAME(S) TO WHICH YOU WILL DONATE ITEMS:

- Wine and Tapas
- Bellaire Trolley Run
- Dive-In Movie Night
- Tents in Town

Please note in-kind items to be donated:
Please note any restrictions:
Estimated market value of donation:

IN-KIND DONATIONS

- Please indicate delivery of item
- _____ Delivery of item by donor
 - _____ Item needs to be picked up

Please supply Hi-Resolution (300 dpi) Logo or Artwork In Eps, Jpeg, or PDF formats for inclusion on relevant correspondence (Invitations, Website Collateral, Media Releases, Etc) to patronssponsorships@gmail.com.



PATRONS
for BELLAIRE PARKS

CONTACT:

PATRONS for Bellaire Parks
P.O. Box 3228, Bellaire, TX 77402-3228
Email: PATRONSSponsorships@gmail.com