



PATRONS

for BELLAIRE PARKS

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TABLE OF CONTENTS

Letter to Donors

Page 7

PATRONS
Mission and Milestones

Pages 8-9

City
Demographics

Page 10

TABLE OF CONTENTS

Event Descriptions

Pages 11-18

Other Sponsorship
Opportunities

Page 19

Added Value
Recognition Of Annual
Partners

Pages 20-23

Commitment Form

Page 23



Tents in Town

Date: November 2-3, 2019

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

In its 9th year, 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 see sleep out under the stars, see planets through a telescope, and eat S'mores just five minutes from your house?



Wine and Tapas

Date: March 28, 2020

Location: The Great Lawn at Bellaire Town Square

Expected Attendance: 325-350 people

Target Audience: Residents and community leaders, wine-lovers, adults aged 35-70 years

Wine and Tapas is the social event of the year in Bellaire and hosted by the PATRONS of Bellaire Parks. A big white tent with twinkling lights on the Great Lawn at Bellaire Town Square serves as the backdrop of this event that welcomes over 300 area residents and business leaders from Bellaire as well as its surrounding communities. This enchanting evening of good wine, great food from area restaurants, enlivening music and boundless fun raises money for Bellaire parks.



Bellaire Trolley Run

Date: April 11, 2020

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 in its 24th year as 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 competitive race. 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.



Dive-In Movie Night

Date: August 2020

Location: City of Bellaire Aquatic Center

Expected Attendance: 200-225 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.



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 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 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.

The following pages outline several opportunities for monetary and in-kind sponsorship. **All annual donations pledged by September 30, 2019 and exceeding \$5,000 (across any events) include year-round added-value recognition by PATRONS.** Other donation options are available and may help fund playgrounds, benches, 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 million for the benefit of local parks and facilities. These significant donations are made possible through generous underwriting by involved business and families. Some of the past projects supported by PATRONS were:

- Bellaire's highly successful Aquatic Center and the CenterPoint Energy Community Center in the central hub of our City, Bellaire Town Square
- Playscape and fitness trail in Loftin Park, a popular and well-used park in Bellaire Town Square
- Evelyn's Park, a premier park facility and Bellaire's newest park located on the former Teas Nursery property
- Reserved funds for future improvements for Evergreen Park and Pool
- Enhancements to the Great Lawn and Event Pavilion, that hosts movies, live music, and Bellaire's annual community events
- Party on the Pavilion underwriter, monthly community concerts that are free to the public
- Nature Discovery Center's capital campaign for improvements to the grounds which educates and encourages all to immerse in the beauty of nature
- Playful and unique playground features in Ware Family Park (the first of a series of planned future improvements to Bellaire's ten smaller parks)
- Officer Lucy Dog Park improvements

PATRONS MILESTONES

2000- The idea for PATRONS was born in the Bellaire Parks and Recreation Advisory Board. In February 2000, three board members founded PATRONS 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 million towards cost of Bellaire Aquatic Center Construction

May 3, 2008- Grand Opening of Bellaire Aquatic Center

2008- PATRONS participates in Centennial of City of Bellaire

2010- PATRONS marks its 10-year anniversary

2012-2013- PATRONS gives over \$150,000 to City to be applied toward construction of the Donor Plaza

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 Evelyn's Park Conservancy

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

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

August 2016- PATRONS cuts \$10,000 check to Evelyn's Park Conservancys for funds raised at Dive-In Movie

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

January 2017 – PATRONS provides \$5,000 as initial seed money 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 Bellaire's favorite son, Dennis Quaid, and his band The Sharks

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, benefiting innovative playscapes for Bellaire's smaller parks

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

Although the 2010 Census shows a total population of 16,855 residents, the most recent U.S. Census Bureau's estimate of Bellaire's population is 17,849 as of July 2013. 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 2.78 in 2010.

Bellaire is 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%, levels higher than the city as a whole of 30.8% and 11.4% respectively) of this Park Sector, partnerships focused on increasing physical activity levels and programming for healthy living are cited as heavily needed.

In 2009, approximately 20% of residences had been redeveloped; in 2015 that percentage has surpassed 60%. 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).

TENTS IN TOWN 2019



EVENT PROFILE

In its 9th year, 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 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, 2019
Location	The Great Lawn at Bellaire Town Square
Expected Attendance	300-325 people
Target Audience	Families in Bellaire and surrounding communities with children aged 5-16 years

SPONSORSHIP OFFERINGS

LEVEL 1

INVESTMENT \$10,000

- Sponsor name will be part of the official event name
- Company name on esplanade banners on Bellaire Blvd.
- Company name/logo on event yard signs
- Company logo on event shirt (9” x 4”)
- Company logo on event bag
- Company logo on marketing video
- Company logo on event Snapchat Geofilter
- Advertisement embedded on PATRONS eblast, website, and social media page
- Priority acknowledgment in press releases
- Name and logo placement on all printed materials related to event
- 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 campsite for 12 people

LEVEL 2

INVESTMENT \$5,000

- Company logo on event shirt (6” x 3”)
- Company logo on event bag
- Company logo on marketing video
- Company logo on event Snapchat Geofilter
- Advertisement embedded on PATRONS eblast, website, and social media page
- Priority acknowledgment in press releases
- Name and logo placement on all printed materials related to event
- 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

LEVEL 3

INVESTMENT \$3,000

- Company logo on event shirt (6" x 3")
- Company logo on event bag
- Company logo on marketing video
- Company logo on event Snapchat Geofilter
- Advertisement 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)
- 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 acknowledgement by host
- Reserved parking spot at event
- Event admission and campsite for 10 people

LEVEL 4

INVESTMENT \$1,500

- Company logo on event shirt (3" x 1.5")
- Company logo on marketing video
- 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)
- 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 (examples 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

\$1,000 LEVEL

- Dinner
- Breakfast
- Entertainment/DJ
- Premier Inflatable or Camper Activity

\$500 LEVEL

- Family Photo Area
- Ice Cream Cart
- Magician
- Snacks
- Drinks
- Lawn Games

\$350 LEVEL

- Face Painting
- Morning Coffee
- Donuts
- Morning Exercises
- Hula Hoop Contest
- S'mores
- Glow Sticks

WINE AND TAPAS 2020



EVENT PROFILE

Wine and Tapas is the social event of the year in Bellaire and hosted by the PATRONS of Bellaire Parks. A big white tent with twinkling lights on the Great Lawn in Bellaire Town Square serves as the backdrop of this event that welcomes over 300 area residents and business leaders from Bellaire as well as its surrounding communities. This enchanting evening of good wine, great food from area restaurants, enlivening music and boundless fun raises money for Bellaire parks.

Date	March 28, 2020
Location	The Great Lawn at Bellaire Town Square
Expected Attendance	325-250 people
Target Audience	Residents and community leaders, wine-lovers, adults aged 35-70 years

SPONSORSHIP OFFERINGS

LEVEL 1

INVESTMENT \$10,000

- Reserved prominent table for ten (10) guests with premier wine and champagne
- Invitation for eight (8) guests to the event kick-off Martini Party in February 2020
- Premier placement of your choice of name or logo on all event printed and online materials
- Your choice of name or logo on all event wine bar signage
- Full-page color ad or dedication with premium placement in the event program
- Verbal recognition by the evening's emcee
- Special recognition in event publicity

LEVEL 2

INVESTMENT \$5,000

- Reserved table for eight (8) guests with premier wine and champagne
- Invitation for six (6) guests to the event kick-off Martini Party in February 2020
- Premier placement of your choice of name or logo on all event printed and online materials
- Half-page ad or dedication in the event program
- Verbal recognition by the evening's emcee Special recognition in event publicity

LEVEL 3

INVESTMENT \$2,500

- Reserved table for eight (8) guests
- Invitation for four (4) guests to the event kick-off Martini Party in February 2020
- Your choice of name or logo on all event printed and online materials
- Quarter-page ad or dedication in the event program
- Verbal recognition by the evening's emcee
- Recognition in event publicity

LEVEL 4

INVESTMENT \$1,500

- Tickets for six (6) guests (Open Seating)
- Invitation for two (2) guests to the event kick-off Martini Party in February 2020
- Name listed in all event printed and online materials
- Name listed in the event program

LEVEL 5

INVESTMENT \$1,000

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

LEVEL 6

INVESTMENT \$500

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

BELLAIRE TROLLEY RUN 2020



EVENT PROFILE

The Bellaire Trolley Run is in its 24th year as 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 competitive race. 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.

Date	April 11, 2019
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

INVESTMENT \$5,000

- Company name/logo on race shirt sleeve
- 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 on event Snapchat geofilter
- Logo presence on PATRONS eblast, website, and social media page
- Priority acknowledgement in event press releases
- Ability to set up branded table at pre-race day packet pick-up.

SPRINTER

INVESTMENT \$2,500

- Large-sized company name/logo on back of race t-shirt
- 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 PATRONS eblast, website, and social media page
- Acknowledgement in event press releases
- Ability to set up branded table at race day packet pick-up

HURDLER

INVESTMENT \$1,000

- Medium-sized company name/logo on back of race shirt
- Company name on event promotional materials
- Company banner at event
- Company name on PATRONS eblast, website, and social media page
- Acknowledgement In event press releases
- Table at post-race party

JOGGER

INVESTMENT \$500

- Company name included in event promotional material
- Company name on PATRONS eblast and social media page
- Company name on event sponsor banner
- Table at post-race party

ROAD RUNNER

IN-KIND DONATIONS UNDER \$500

- Company name included in promotional material
- Table at post-race party.

DINE-IN MOVIE NIGHT 2020



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. 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 2020- Date TBD
Location	City of Bellaire Aquatic Center
Expected Attendance	200-225 people
Target Audience	Families in Bellaire and surrounding communities with children aged 5-16 years

SPONSORSHIP OFFERINGS

LEVEL 1

INVESTMENT \$2,000

Sponsors at this level are limited to 3 donors 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 logo shown in pre-movie onscreen clip
- Company name or name of individual donor on PATRONS mobile app subscriber reminders
- Sponsor logo on PATRONS and Bellaire Parks & Recreation Facebook Pages
- Movie ad with logo included on promotional poster
- Movie ad with logo on event advertisement included on PATRONS and City of Bellaire websites and social media
- Opportunity to have a table and distribute promotional material at the event
- Opportunity to hang a banner at the event (banner provided by sponsor)
- Includes 20 tickets to the event and two guest tables reservation

LEVEL 2

INVESTMENT \$500

Sponsors at this level receive the following recognition:

- Sponsor name/logo on 200 inflatable swim items (one of three sponsor logos)
- Ability to provide :30 sec advertisement or logo shown in pre-movie onscreen clip
- Company name or name of individual donor on PATRONS mobile app subscriber reminders
- Sponsor logo on PATRONS and Bellaire Parks & Recreation Facebook Pages
- Movie ad with logo included on promotional poster
- Movie ad with logo on event advertisement included on PATRONS and City of Bellaire websites and social media
- Opportunity to have a table and distribute promotional material at the event
- Opportunity to hang a banner at the event (banner provided by sponsor)
- Includes 20 tickets to the event and two guest tables reservation

LEVEL 3

INVESTMENT \$250

Sponsors at this level receive the following recognition:

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

IN-KIND DONATIONS

- Company name included in promotional material

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

ADDED VALUE RECOGNITION OF ANNUAL PARTNERS



***These benefits are in addition to those received at sponsorship levels specific to each event when the commitment is made by September 30, 2019.**

\$20,000 ANNUAL COMMITMENT

- Sponsor logo incorporated into PATRONS quarterly advertisements in Bellaire Parks and Recreation Leisure and Activities Guide, and PATRONS event notices in Bellaire's citywide utility bill inserts
- 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 inside the Bellaire Parks and Recreation Center with countertop display
- Annual permanent flyer rack reserved within Bellaire Recreation center for placement of business flyer/infocard
- 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
- Ability for sponsor to host branded table at no charge with onsite banner at 3 of the monthly Party at the Pavilion community concerts
- Sponsor name engraved permanently in a ½ 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 PATRONS-branded annual video posted online on PATRONS website and all social media assets
- 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 one year
- Placement of sponsor's choice of up to :30 sec video ad or static advertisement on PATRONS website, social media assets and eblasts
- Sponsor logo displayed in one Patrons Photo Booth strip at citywide event
- Ability for sponsor to provide branded giveaways for PATRONS tables at community events that include a PATRONS presence
- Ability for sponsor to host their own table at the community July 4th and Holiday in the Park festivals

\$15,000 ANNUAL COMMITMENT

- Sponsor logo incorporated into PATRONS quarterly advertisements in Bellaire Parks and Recreation Leisure and Activities Guide, and PATRONS event notices in Bellaire's citywide utility bill inserts
- 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
- Ability for sponsor to host branded table at no charge with onsite banner at 1 of the monthly Party at the Pavilion community concerts
- 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 PATRONS-branded annual video posted online on PATRONS website and all social media assets
- Sponsor logo displayed on permanent footer on PATRONS website
- Sponsor logo displayed in permanent footer on all PATRONS e-blasts for one year.
- Sponsor logo displayed in one Patrons Photo Booth strip at citywide event
- Ability for sponsor to provide branded giveaways for PATRONS tables at community events that include a PATRONS presence
- Ability for sponsor to host their own table at the community July 4th and Holiday in the Park festivals

\$10,000 ANNUAL COMMITMENT

- Sponsor logo incorporated into PATRONS quarterly advertisements in Bellaire Parks and Recreation Leisure and Activities Guide, and PATRONS event notices in Bellaire's citywide utility bill inserts
- 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
- Ability for sponsor to host branded table at no charge with onsite banner at 1 of the annual Party at the Pavilion community concerts
- 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 name displayed on PATRONS Annual Partner page in PATRONS event programs for Wine and Tapas and Tents in Town
- Sponsor logo displayed on PATRONS-branded annual video posted online on PATRONS website and all social media assets
- Sponsor logo displayed on permanent footer on PATRONS website
- Sponsor logo displayed in permanent footer on all PATRONS e-blasts for one year.
- Ability for sponsor to provide branded giveaways for PATRONS tables at community events that include a PATRONS presence

\$5,000 ANNUAL COMMITMENT

- Sponsor name incorporated into official PATRONS stationery and signage as part of annual brand graphic standards to be utilized in communications including letterhead, press releases, PATRONS quarterly advertisements in Bellaire Parks and Recreation Leisure and Activities Guide, and PATRONS utility bill inserts
- 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
- Most prominent sponsor logo displayed on PATRONS-branded annual video posted online on PATRONS website and all social media assets
- Sponsor logo displayed on permanent footer on PATRONS website
- Sponsor logo displayed in permanent footer on all PATRONS e-blasts for one year.

ADDED VALUE RECOGNITION COMPARISON BY TOTAL DONATION LEVEL

Added Value Recognition	\$20,000 Partner	\$15,000 Partner	\$10,000 Partner	\$5,000 Partner
Sponsor logo incorporated into PATRONS quarterly advertisements in Bellaire Parks and Recreation Leisure and Activities Guide, and PATRONS event notices in Bellaire's citywide utility bill inserts	YES	YES	YES	YES
Sponsor logo incorporated into one annual PATRONS advertisement noting annual partners in Bellaire Parks and Recreation Leisure and Activities Guide	YES	YES	YES	YES
Annual branded presence incorporated within permanent PATRONS display located directly inside the Bellaire Parks and Recreation Center with countertop display	YES	YES	YES	YES
Annual permanent flyer rack reserved within Bellaire Recreation center for placement of business flyer/infocard	YES	NO	NO	NO
Sponsor logo displayed in two bi-annual PATRONS boosted social media advertisements noting annual partners (logo display sized will be in relation to annual partner level)	YES	YES	YES	YES
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 (logo display sized will be in relation to annual partner level)	YES	YES	YES	YES
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 (logo display sized will be in relation to annual partner level)	YES	YES	YES	YES
Ability for sponsor to host branded table at no charge with onsite banner at the monthly Party at the Pavilion community concerts (est. attendance per concert is 250)	YES- Choice of 3 concerts	YES- Choice of 1 concert	NO	NO
Sponsor name engraved permanently at the Donor Plaza in Bellaire Town Square	1/2 Wall Brick	18x18 Paver	18x18 Paver	12x12 Paver
Verbal recognition of donor at all PATRONS-sponsored events	YES	YES	YES	YES
Sponsor logo displayed on PATRONS Annual Partner page in PATRONS event programs for Wine and Tapas and Tents in Town (logo display sized will be in relation to annual partner level)	YES	YES	YES	YES
Sponsor logo displayed on PATRONS-branded annual video posted online on PATRONS website and all social media assets (logo display sized will be in relation to annual partner level)	YES	YES	YES	YES
Sponsor logo displayed on permanent footer on PATRONS website (logo display sized will be in relation to annual partner level)	YES	YES	YES	YES
Sponsor logo displayed with hyperlink included in permanent footer on all PATRONS e-blasts for one year (logo display sized will be in relation to annual partner level)	YES	YES	YES	YES
Placement of sponsor's choice of up to :30 sec video ad or static advertisement on PATRONS website, social media assets and eblasts	YES	NO	NO	NO
Sponsor logo displayed in one Patrons Photo Booth strip at citywide event	YES	YES	NO	NO
Ability for sponsor to provide branded giveaways for PATRONS tables at community events that include a PATRONS presence	YES	YES	YES	NO
Ability for sponsor to host their own table at the community July 4th and Holiday in the Park festivals	YES	YES	NO	NO

PATRONS FOR BELLAIRE PARKS 2019-2020 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 LEVEL 1
- ☐ \$2,500 LEVEL 2
- ☐ \$1,000 LEVEL 3
- ☐ \$500 LEVEL 4

DIVE-IN MOVIE NIGHT

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

TENTS IN TOWN

- ☐ \$10,000 LEVEL 1
- ☐ \$5,000 LEVEL 2
- ☐ \$3,000 LEVEL 3
- ☐ \$1,500 LEVEL 4
- ☐ \$1,000 LEVEL ACTIVITY UNDERWRITER
- ☐ \$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 2019-2020 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 contact patronsforbellaireparks@gmail.com for more information.

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 patronsforbellaireparks@gmail.com.



CONTACT:

PATRONS for Bellaire Parks
P.O. Box 3228, Bellaire, TX 77402-3228
713.661.PARK (7275)
Email: patronsforbellaireparks@gmail.com.