

# 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