

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. In-Kind donors that pledge a fair market value of support equal to or greater than \$3,500 will receive all event-specific benefits with the exception of event tickets.*

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: 200 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



16,675

Potential
Audience
Impressions