PARK TO PORT Bike Ride

HERMANN PARK CONSERVANCY

20-MILE BIKE RIDE BENEFITING HERMANN PARK CONSERVANCY

SPONSORSHIP OPPORTUNITIES

PARK TO PORT Bike Ride

20-MILE BIKE RIDE BENEFITING HERMANN PARK CONSERVANCY

HERMANN PARK CONSERVANCY

The *Park to Port* Bike Ride is a one-of-a-kind event that offers Houstonians a unique view of Houston while connecting them with Hermann Park, the Port of Houston and the Brays Bayou Greenway Trails.

5th annual *Park to Port* Bike Ride
Saturday, October 6, 2018
7:30 a.m. - 12 p.m.

ABOUT THE *PARK TO PORT* BIKE RIDE

The 20-mile ride begins and ends in Hermann Park's Bayou Parkland at the Bill Coats Bridge as riders travel along the Brays Bayou Greenway trail to the Port of Houston. For a shorter ride, participants can turn around at MacGregor Park.

Activities include:

- A turn-around party with snacks, music, and activities, sponsored by Port Houston at Hidalgo Park
- Post-Ride Party with music, food, drinks, activities with local organizations, and much more back at Hermann Park!
- Learn more at hermannpark.org/parktoport

ABOUT HERMANN PARK CONSERVANCY

Founded in 1992, Hermann Park Conservancy is a nonprofit citizens' organization dedicated to the stewardship and improvement of Hermann Park, one of Houston's largest and most loved urban parks, enjoyed by more than six million visitors each year. Through a public-private partnership with the Houston Parks and Recreation Department, the Conservancy has secured more than $121 million in funding for capital improvements for 100-year-old Hermann Park. Beyond raising funds to improve and maintain the Park, the Conservancy oversees strategic planning for Hermann Park's future as well as programs focused on visitor services, conservation and stewardship, tree care, and operations and maintenance of the McGovern Centennial Gardens. For more information on the Conservancy, visit hermannpark.org.

ABOUT HERMANN PARK

Founded in 1914 by Houston businessman and philanthropist, George Hermann, Hermann Park is a 445-acre greenspace in the heart of Houston's vibrant museum district and is one of the most visited and historic Parks in the City. The verdant greenspace features The Buddy Carruth Playground for All Children, a traditional Japanese Garden, the Hermann Park Railroad, numerous running trails, the stunning McGovern Centennial Gardens, and countless other points of interest that serve as the backdrop for many Houstonians' lifetime memories. The Park is also home to a number of cultural institutions including the Houston Zoo, Miller Outdoor Theatre, Houston Museum of Natural Science, and the Hermann Park Golf Course, all together bringing estimated six-million visitors annually.

PARK TO PORT Bike Ride

20-MILE BIKE RIDE BENEFITING HERMANN PARK CONSERVANCY

HERMANN PARK CONSERVANCY

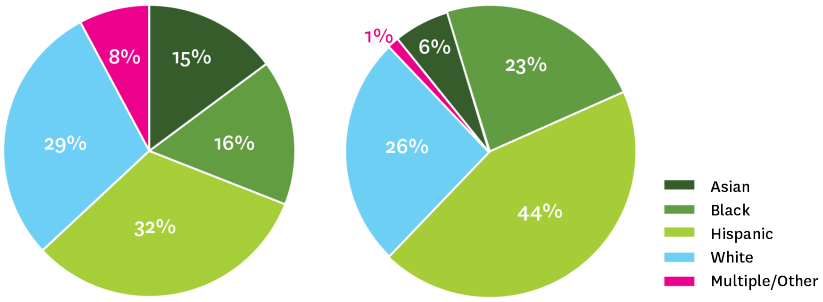
BENEFITS OF SPONSORSHIP

Since Hermann Park is a city park where no advertising is allowed, the *Park to Port* Bike Ride offers sponsors a unique opportunity to reach thousands of Hermann Park users through at-event and online recognition and promotion, while asserting their commitment to the community and a green cause. Sponsorships of all levels are available, including in-kind donations.

Your sponsorship supports Hermann Park Conservancy's stewardship and improvement initiatives and helps us to continue to bring community-based programming to Hermann Park, one of Houston's largest and most loved urban parks.

HERMANN PARK USERS

Hermann Park is one of Houston's most vital public parks, drawing a diverse array of visitors from every Houston zip code in the Greater Houston area and from across the socioeconomic spectrum. Visitor demographics closely match Houston's overall demographics, making the Park a microcosm of the larger city. The Park also provides a geographical connection within Houston's Innovation Corridor and is within close proximity to many cultural institutions and business districts including the Museum District, the Texas Medical Center, Midtown, and Downtown.

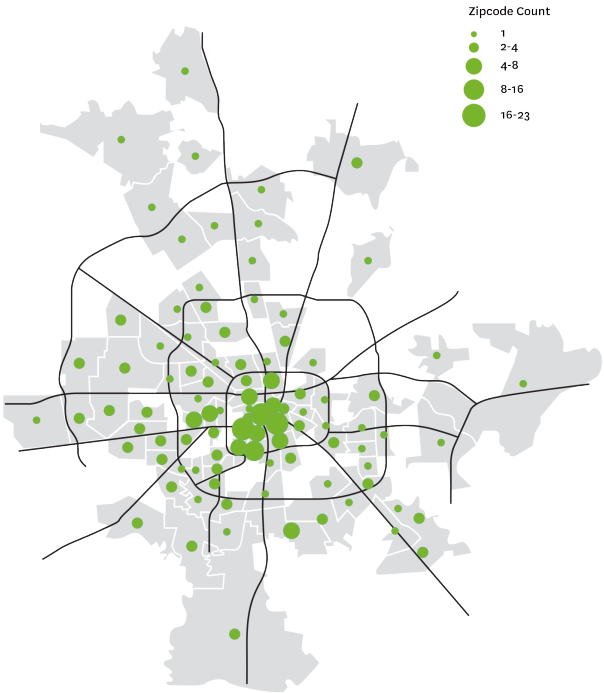


WHO USES THE PARK

The diagram shows the racial demographics of Hermann Park (Understanding Usership in Hermann Park, Rice University, 2016)

CITY OF HOUSTON DEMOGRAPHICS

The diagram shows the racial demographics of Houston, Texas (2015 American Community Survey 1-year Estimates, U.S. Census Bureau)



REGIONAL DISTRIBUTION OF PARK USERS

The diagram shows the number of park users per zip code (Understanding Usership in Hermann Park, Rice University, 2016)

DIGITAL REACH

@hermannpark

15,000+ page likes

4,600+ followers

6,800+ followers

hermannpark.org

796,057 page views

378,140 sessions

277,036 users

72.5% new visitors

27.5% returning visitors

**average monthly stats*

e-newsletter

11,800 subscribers

PARK TO PORT Bike Ride

20-MILE BIKE RIDE BENEFITING HERMANN PARK CONSERVANCY

HERMANN PARK CONSERVANCY

SPONSORSHIP BENEFITS AND DETAILS

	Presenting	Post-Ride Party	Water Station	Breakaway	Day Tripper	Commuter	Cruiser
	$10,000	**$7,500**	**$7,500**	**$5,000**	**$2,500**	**$1,000**	**$500**
	Recognition as the presenting sponsor in all communications and materials	Title sponsor of the Post-Ride Party	Title sponsor of the event's Water Station				
Promotion:							
Press Release mention	Company statement included	✓	✓	✓			
Social media mentions **all sponsors and partners will be tagged in the event Facebook page*	Tag in all posts mentioning event	Dedicated post detailing Post-Ride Party	Dedicated post detailing Water Station	Tag in at least one event post			
Promotional materials in participant packets	✓	✓	✓	✓	✓	✓	✓
Fliers/Posters	Prominent logo	Prominent logo	Prominent logo	Logo	Logo	Logo	Listing
Website recognition	Prominent logo	Prominent logo	Prominent logo	Logo	Logo	Logo	Listing
E-blasts	Prominent logo	Prominent logo	Prominent logo	Logo	Logo	Logo	Listing
Event signage	Prominent logo	Prominent logo	Prominent logo	Logo	Logo	Logo	Listing
Recognition in HPC annual report and winter *Parkside* newsletter	✓	✓	✓	✓	✓	✓	✓
Day of benefits:							
Speaking opportunity	✓	✓	✓				
Acknowledgement during event remarks	✓	✓	✓	✓			
Event presence	Tent with prime location	Tent with prime location	Tent with prime location	Tent	Tent	Tent	
Complimentary registrations	50 ($1,750 value)	40 ($1,400 value)	40 ($1,400 value)	30 ($1,050 value)	20 ($700 value)	15 ($525 value)	10 ($350 value)

PARK TO PORT Bike Ride

20-MILE BIKE RIDE BENEFITING HERMANN PARK CONSERVANCY

HERMANN PARK CONSERVANCY

IN-KIND PARTNERSHIP

In-kind partners donate goods or services rather than cash as their sponsorship offering. This option is a wonderful way to become a part of this unique event in Hermann Park.

Help us gear up for *Park to Port* Bike Ride by donating a product or service that will add an exciting element to the event. Examples of in-kind support include but are not limited to:

- Donation of free concessions for event attendees
- Donation of event supplies, like tents, generators, and chairs
- Donation of professional event photography
- Donation of event signage

In-kind partners will receive:

- Listing on all *Park to Port* collateral, signage, and event webpage and e-blasts
- Recognition in annual report and winter Parkside newsletter
- 5 complimentary registrations for *Park to Port* ($175 value)
- Promotional material in participant packets

In-kind partners donating product or service valued at $500 or above will receive:

- Logo placement on all *Park to Port* collateral, signage, and event webpage and e-blasts
- Recognition in annual report and newsletter
- 10 complimentary registrations for *Park to Port* ($350 value)
- Tent at event to distribute promotional materials and interact with attendees
- Promotional material in participant packets

In-kind partnership is dynamic and can take many forms depending on the nature of the donation.

Those interested in in-kind partnership should contact mstitts@hermannpark.org for further information.

PARK TO PORT Bike Ride

20-MILE BIKE RIDE BENEFITING HERMANN PARK CONSERVANCY

SPONSORSHIP AGREEMENT

I would like to support the *Park to Port* Bike Ride as a sponsor with the following contribution:

- ☐ **$10,000** **Presenting**
- ☐ **$7,500** **Post-Ride Party**
- ☐ **$7,500** **Water Station**
- ☐ **$5,000** **Breakaway**
- ☐ **$2,500** **Day Tripper**
- ☐ **$1,000** **Commuter**
- ☐ **$500** **Cruiser**
- ☐ **Other/In-kind donation (See in-kind partnership page)**
  Please indicate donation & fair market value: _____

Sponsorship proposals can be customized to fit your company's specific needs! If none of these packages sound just right, contact mstitts@hermannpark.org to explore alternate possibilities.

Contact Information:

Contact name: _____

Company name: _____

Company name as you would like it to appear in materials: _____

Email: _____ Phone: _____ Fax: _____

Address: _____ City, State, ZIP: _____

Payment Information:

- ☐ Pay online at hermannpark.org/parktoport
- ☐ Call 713.360.1476 to pay by phone
- ☐ Enclosed is a check payable to Hermann Park Conservancy
- ☐ Please send me an invoice for $_____ during the month of _____2018

Kindly send this completed form to:
Hermann Park Conservancy
Attn: *Park to Port*
1700 Hermann Drive, Houston, TX 77004

HERMANN PARK CONSERVANCY

PARK TO PORT Bike Ride

20-MILE BIKE RIDE BENEFITING HERMANN PARK CONSERVANCY

HERMANN PARK CONSERVANCY

WAYS TO GET INVOLVED

The *Park to Port* Bike Ride brings together hundreds of Houstonians for a one-of-a-kind ride from two of Houston's most significant destinations, Hermann Park and the Port of Houston. There are many ways to get involved in this special event!

Community Partners

Hermann Park Conservancy's annual *Park to Port* Bike Ride is committed to fostering community connectivity while encouraging alternative transportation. We invite community partners to invigorate the Post-Ride Party with refreshments and interactive activities. If your organization is also passiponate about these goals we would love for you to join our event as a community partner.

Contact mstitts@hermannpark.org for more information or to be considered.

Team/Group Registration

Does your company or organization have a health and wellness program? Would you like to encourage your employees or group to participate in team building activities? Gather a group and create a team for the 5th annual *Park to Port* Bike Ride! Groups of ten participants or more receive discounts on registration.

Contact mstitts@hermannpark.org for more information or to register your team.

Volunteer

Volunteers are a key part of making Conservancy events happen! We're looking for volunteers to help with the ride's water station, Post-Ride Party and set-up and break-down.

To learn more about volunteer roles or to sign up, visit hermannpark.org/bikeride.

Have questions or ideas about getting your company or organization involved in the *Park to Port* Bike Ride? Contact mstitts@hermannpark.org.