



HERMANN PARK CONSERVANCY  
**PARK TO PORT**  
**Bike Ride 2019**

# Sponsorship Opportunities



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.

6th Annual Park to Port Bike Ride  
 Saturday, November 16, 2019



### 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
- A Post-Ride Party back at Hermann Park with music, food, drinks, activities with local organizations, and much more

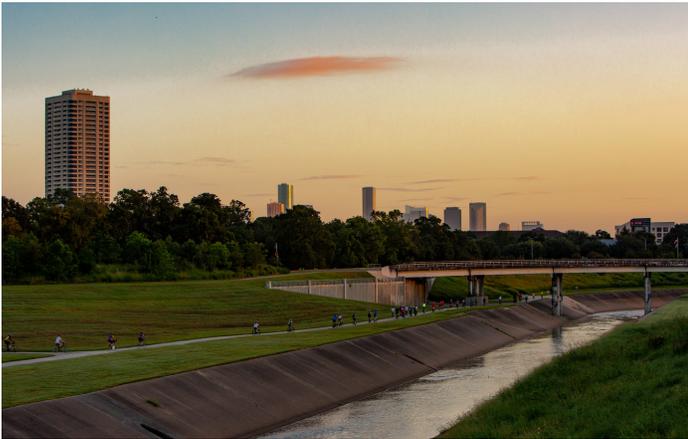
Learn more at [hermannpark.org/parktoport](http://hermannpark.org/parktoport)

### 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](http://hermannpark.org).

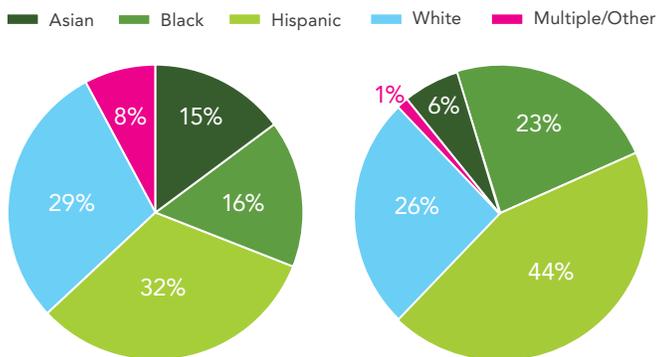
### ABOUT HERMANN PARK

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.



### 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.



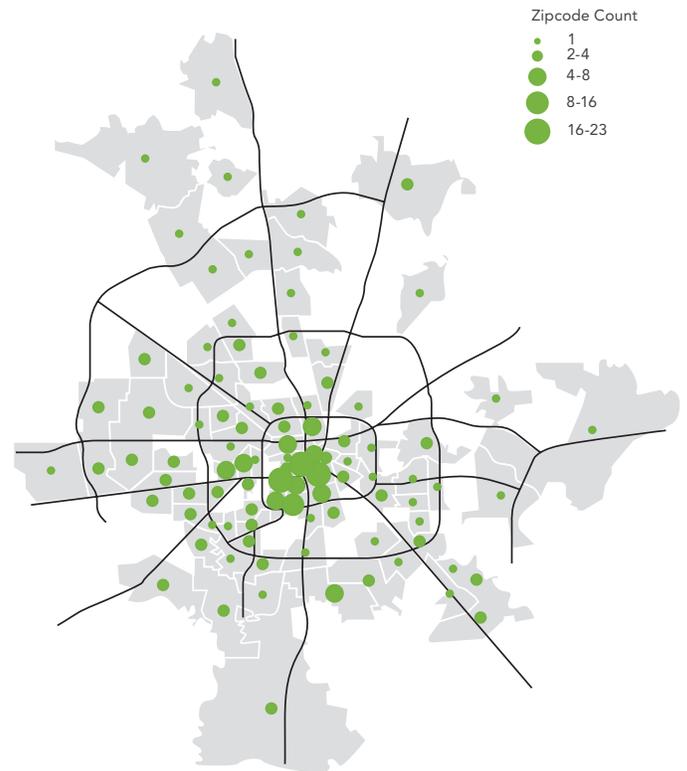
**WHO USES THE PARK**  
 The diagram shows the racial demographics of Hermann Park (Understanding Usership in Hermann Park, Rice University, 2016)

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

### 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.



**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

-  16K+ page likes
-  5K+ followers
-  10K+ 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

-  15K+ subscribers

	Presenting	Post-Ride Party	Bayou City Cyclor	Commuter	Cruiser
	<b>\$10,000</b> Recognition as the presenting sponsor in all communications and materials	<b>\$7,500</b> Title sponsor of the Post-Ride Party	<b>\$5,000</b>	<b>\$2,500</b>	<b>\$1,000</b>
<b>Promotion:</b>					
Press Release mention	Company statement included	✓			
Social media mentions <small>* all sponsors and partners will be tagged in the event social media</small>	Tag in all posts mentioning event	Dedicated post detailing Post-Ride Party	Tag in at least one event post		
Opportunity to provide materials in participant packets	✓	✓	✓	✓	✓
Recognition as official sponsor in press materials	Prominent logo	Prominent logo	Logo	Logo	Logo
Website recognition	Prominent logo	Prominent logo	Logo	Logo	Logo
E-blasts	Prominent logo	Prominent logo	Logo	Logo	Logo
Event Logo Placement	Prominent logo	Prominent logo	Logo	Logo	Logo
Recognition in HPC annual report and winter Parkside newsletter	✓	✓	✓	✓	✓
<b>Day of benefits:</b>					
Speaking opportunity	✓	✓			
Acknowledgment during event remarks	✓	✓	✓		
Event presence	Tent with prime location	Tent with prime location	Tent	Tent	
Complimentary registrations	50 (\$1,750 value)	40 (\$1,400 value)	30 (\$1,050 value)	20 (\$700 value)	15 (\$525 value)

**DON'T SEE WHAT YOU'RE LOOKING FOR?**

Partnerships are customizable and can be discussed to fit the nature of your company and contribution. Please contact Emily Chambers at [echambers@hermannpark.org](mailto:echambers@hermannpark.org) for further information. We would love to find a way to partner with you!

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
- \$5,000 Bayou City Cyclers
- \$2,500 Commuter
- \$1,000 Cruiser

Sponsorship proposals can be customized to fit your company's specific needs! If none of these packages sound just right, contact Monique at [mstitts@hermannpark.org](mailto: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](http://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 \_\_\_\_\_ 2019.

Kindly send this completed form to:  
Hermann Park Conservancy  
Attn: Park to Port  
1700 Hermann Drive, Houston, TX 77004  
Fax: 713-514-5887