

Hermann Park Conservancy's *Kite Festival* is a free, public event that brings families and the greater Houston community together to enjoy a day in Hermann Park.

Hermann Park Conservancy *Kite Festival*
Sunday, March 26, 2023

10 am - 1 pm



ABOUT KITE FESTIVAL

Born from Hermann Park's centennial celebrations in 2014, *Kite Festival* was so popular that it has become an annual community event. Each year, the festival brings nearly 10,000 kite flyers to Houston's historic Hermann Park to enjoy a day of friendly kite-flying, arts and crafts, music, activities and more—all free and open to the public.

Activities include:

- Live music, a DJ, and student performances
- Friendly kite-flying and kite crafts
- Interactive games and activities
- Partnerships with local organizations, and much more!

Learn more at hermannpark.org/kitefestival

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 \$125 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

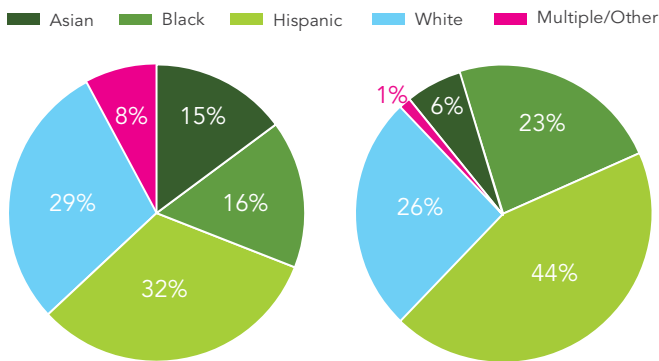
Founded in 1914 by Houston businessman and philanthropist, George Hermann, Hermann Park is a 445-acre greenspace in the heart of Houston's vibrant museum district and is one of the most visited and historic Parks in the City. The verdant greenspace features a traditional Japanese Garden, the Hermann 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.



Sponsorships of all levels are available for this day of kite flying and fun in Hermann Park. Your sponsorship supports Hermann Park Conservancy's stewardship and improvement initiatives and helps us 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.

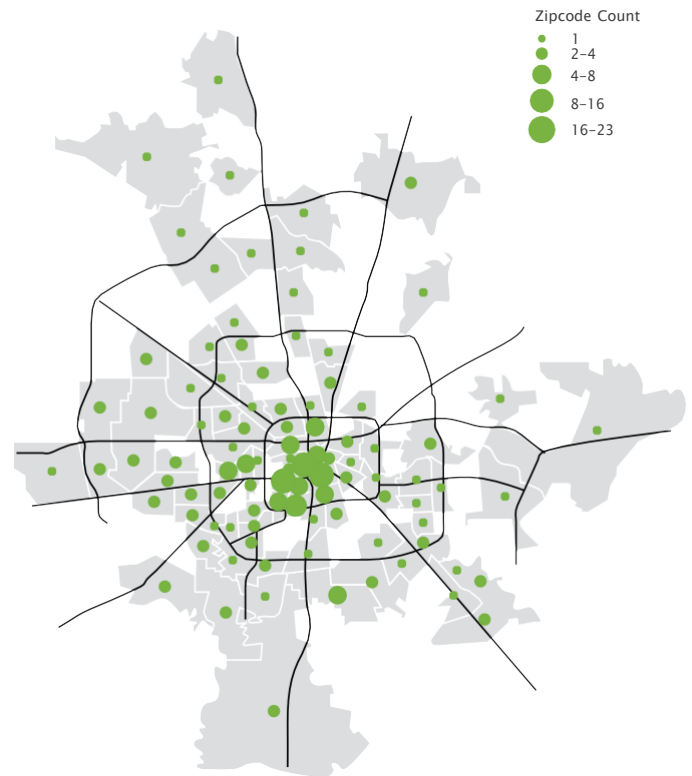


WHO USES THE PARK

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)

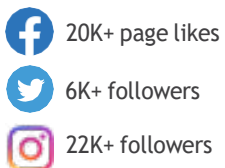


REGIONAL DISTRIBUTION OF PARK USERS

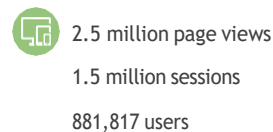
The diagram shows the number of park users per zip code (Understanding Usership in Hermann Park, Rice University, 2016)

DIGITAL REACH

@hermannpark



hermannpark.org



e-newsletter



77.9% new visitors
22.1% returning visitors
*average monthly stats

	Presenting	Performance Stage	Kids' Zone	Anchor	High Flier
	\$25,000 Recognition as the presenting sponsor in all communications and materials	\$15,000 Title sponsor of the main performance stage	\$10,000 Title sponsor of the Kids' Zone	\$5,000	\$2,500
Promotion:					
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 Performance Stage	Dedicated post detailing Kids' Zone	Tag in at least one event post	Tag in at least one event post
Opportunity to provide materials in participant packets	✓	✓	✓	✓	✓
Website recognition	Prominent logo	Prominent logo	Prominent logo	Logo	Logo
E-blasts	Prominent logo	Prominent logo	Prominent logo	Logo	Logo
Event Logo Placement	Prominent logo	Prominent logo	Prominent logo	Logo	Logo
Recognition in HPC annual report and winter Parkside newsletter	✓	✓	✓	✓	✓
Day of benefits:					
Speaking opportunity	✓	✓			
Display of company banner/signage	✓	✓	✓		
Acknowledgment during event remarks	✓	✓	✓	✓	
Access to Sponsor Appreciation tent	✓	✓	✓	✓	
Event presence	Tent with prime location	Tent with prime location	Tent with prime location	Tent	

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 Michele Andrews at mandrews@hermannpark.org for further information. We would love to find a way to partner with you!

I would like to support Hermann Park Conservancy Kite Festival as a sponsor with the following contribution:

- \$25,000 Presenting
- \$15,000 Performance Stage
- \$10,000 Kids' Zone
- \$5,000 Anchor
- \$2,500 High Flier

Sponsorship proposals can be customized to fit your company's specific needs! If none of these packages sound just right, contact Michele at mandrews@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
- Call 713.360.1470 to pay by phone
- Enclosed is a check payable to Hermann Park Conservancy.
- Please send me an invoice in January or February (circle one) 2023.

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