

Orange Show Center for Visionary Art presents



# 25th Annual Houston Art Car Parade Weekend

May 10-13, 2012



CORPORATE SPONSORSHIP OPPORTUNITIES

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# Houston Art Car Parade Weekend Schedule of Events



## ART CAR BALL - MAY 10, 2012

Over 1000 people will don their craziest outfits and head to Munger St. for the legendary Art Car Ball presented by The Orange Show. Art lovers, socialites, street performers, artists and your average Joes from all over the city will enjoy an evening of food, music, dancing and of course, Art Cars! Performances by top local musical acts will keep the party grooving as guests enjoy libation provided by long-time partner Saint Arnold's Brewery and food from local restaurants.

This is a ticketed event and all proceeds go toward producing the events throughout Art Car Weekend

## SNEAK PEEK AT DISCOVERY GREEN MAY 11, 2012

The Sneak Peek at Discovery Green kicks off the public's first viewing of the Art Cars. Free to the public, the evening event features live entertainment on the main stage, a disco lounge with local DJs spinning the hottest beats, up close and personal tours of participating Art Cars, and some amazing surprises!

Over 70 Art Cars park along the perimeter of the park, as well as within the walkways, making for a spectacular evening under the stars.





## HOUSTON ART CAR PARADE MAY 12, 2012

A crowd of 300,000 flock to Allen Parkway near downtown Houston to witness more than 250 rolling works of art and celebrate the artists in all of us. Deemed the world's oldest and largest Art Car Parade, the unique mobile masterpieces, bedazzled street performers, and decked out bike troupes roll from Allen Parkway & Taft Street and end at Montrose Blvd. after looping around the Heritage Society on Bagby. Local street food vendors and entertainment add to the atmosphere of this huge community event - the largest free public gathering in Houston.

Long-time donors and supporters of the parade get invited to the official party, the VIPit, which offers the best views, shaded bleacher seating, family activities, live entertainment, and a deluxe picnic lunch from Houston's best restaurants - it's definitely THE place to be on parade day.

The parade is free to the public. Tickets are available for shaded bleacher seating along the route, and for access to the VIPit Party.

## ART CAR AWARDS CEREMONY & BRUNCH MAY 13, 2012

Each year The Orange Show, along with the help of our sponsors, is proud to award participants in The Houston Art Car Parade with monetary prizes for their unique and outstanding efforts. In 2011, in front of a packed house at Sokol Hall, we gave back over \$17,000 to the artists; money that will help them continue to be an inspiration to the community.



## Title Sponsor Sneak Peek at Discovery Green



Over 12,000 guests attended this wonderful family event in 2011 to preview 70 showcase art cars that are on display along the streets and the promenade of Discovery Green. Entertainment included Houston Blues Society, interactive art events with IKEA, a huge foam party and flaming art cars. Del Monte Films also screened their trailer for "Art Car: The Movie," among other festivities.

In 2010 the title sponsor of Sneak Peek, Opportunity Houston hosted a catered event in the private glass party room on the 2nd floor of The Grove. This event, which featured food and flare from famous The Grove restaurant, offers up a behind the scenes look at the Orange Show Center for Visionary Art. Guests got a tree house view of Sneak Peek and given a private tour of the art car experience.

As the Title Sponsor for Sneak Peek at Discovery Green, we will work with you to customize a community environment that fits your brand and style. This year's Sneak Peek will take place on Friday, May 11th from 7pm - 10pm.

## \$30,000 SPONSORSHIP

### Sneak Peek at Discovery Green Title Sponsor Benefits

#### Parade Day - VIPit Party - May 12, 2012

##### Fifty (50) guests of sponsor will enjoy:

- Reserved area within VIPit with shaded bleacher seating / logo identified
- Catered lunch provided by some of Houston's best restaurants
- Beverage service: beer, wine, mimosas, soda, tea and water
- Staffed children's activity area featuring hands-on art workshops
- Live color commentary on parade entries as they pass
- Passes for free priority parking
- Security and VIP badges
- Private bathroom facilities
- Gift bags

##### Ride in an Art Car at the Parade

- Opportunity for four (4) sponsor employees to ride in an Art Car during the parade. The passes may be given away at sponsor's discretion, to be used as prizes in employee contents, raffle, etc.

## Sponsor Recognition and Promotional Opportunities

As the title sponsor of the 2012 Houston Art Car Sneak Peek you will be associated in all verbal, written and graphic representations of the event.

- The Orange Show will arrange for a selection of 3-5 "Star" Art Cars to appear at one sponsor corporate event in Spring 2012.
- Exclusive industry category at 2012 Art Car Weekend promotional and parade weekend events, including but not limited to parade route, VIP party, award ceremony, collateral, and thank you events.



### Television

The Orange Show and CW39 are partnering for the Houston Art Car Parade. As a result of this partnership, CW39 will make the following commitment:

- A minimum of 70 on-air announcements promoting the Houston Art Car Parade to air on CW39, April 9 - May 12. Promos will include sponsor logos.
- A minimum of 50 snipes promoting the parade to air on CW39, April 9 - May 12.
- A minimum of 50 on-air announcements promoting the Houston Art Car Parade to air on Antenna TV, April 9 - May 12, including sponsor logos.
- Event sponsor logos will appear on the Houston Art Car Parade web page at 39online.com
- Sponsor logos will be displayed on pre-roll video ads (up to 20 secs) in the media player on 39online.com
- Signage at outdoor promotional events, listing sponsor logos.
- Promotion via Facebook, Twitter and social media outlets.
- Live streaming video of the parade at 39online.com
- An exclusive one-hour broadcast of the Art Car Parade on Sunday, May 20 7pm - 8pm.
- News coverage of the Art Car Parade during the week leading up to the event.

### Print

- Top tier sponsor logo on all Art Car Weekend graphic representation, including:
- *Houston Chronicle* "Art Car Weekend" 4-page insert in Preview published Thursday, May 10th (daily readership: 1.2 million) plus 50,000 copies distributed May 22nd along the parade route
- Local television promotional spots valued in excess of \$50,000 (CW 39)
- Local radio promotional spots to be aired on multiple stations (KUHF, KTRU, KGLK)
- Web media partners with *Culturemap.com* and *29-95.com*
- Official weekend poster, postcards and other printed materials (approx. quantity 25,000)
- Orange Show website and social media sites

### Banner Recognition

Option to have sponsor banners / signage (to be provided by sponsor) at each of the following events:

- **Art Car Weekend Kick-off Party sponsored by TBD and Saint Arnold's Brewery**  
Date & Location TBD 6pm – 8pm (est. attendance: 400)
- **Art Car Weekend Volunteer Orientation 1**  
March 21, location to be determined, 6 – 8pm (est. attendance: 150)
- **Art Car Weekend Volunteer Orientation 2**  
April 18, 5pm-8pm, Whole Foods Montrose (est. attendance: 200)
- **Sneak Peek at Discovery Green presented by TBD**  
Friday, May 11th, 7 – 10pm (est. attendance: 5,000-8,000)

- **Houston Art Car Parade**  
Saturday, May 12th, banners along the parade route (est. attendance: 300,000)
- **VIPit Party at The Heritage Society**  
Saturday, May 12th, 11am – 3pm (attendance: 1,700)
- **Art Car Awards Brunch & Ceremony**  
Sunday, May 13th, 11:00 am-2:00 pm, Location TBD (attendance: 200+)

### Opportunity for expanded presence at all Art Car Weekend lead-in events, including

- Kick-off Party, and Volunteer Recruitment and Orientation sessions. To be used at sponsors discretion for soliciting new customers, hosting promotions, etc.
- Opportunity for sponsor representatives to promote products and services at Sneak Peek and/or along parade route
- Opportunity to include sponsor marketing materials in gift bags distributed to 1,700 VIPit Party attendees
- Opportunity for sponsor employees to support the Volunteer One Program by joining 350 others in contributing to their community and volunteering during Art Car Weekend.

### Announcements to Guests

Sponsor recognition by announcers at:

- Thursday, May 10th Art Car Ball at the Orange Show Center, 2402 Munger
- Friday, May 11th Sneak Peek at Discovery Green
- Saturday, May 12th VIPit Party at the Heritage Society
- Sunday, May 13th Awards Ceremony location TBD

# Title Sponsor Kid Zone at Houston Art Car Parade



As the city's largest free public art event, the Houston Art Car Parade has long been a magnet for families seeking exciting entertainment at a price that won't break their wallet. Add to the festive atmosphere of the Houston Art Car Parade by creating a branded Kid Zone area for children and families. This year, the Houston Art Car Parade will take place on Saturday May 12, 2012.

## \$30,000 SPONSORSHIP

The Kid Zone features a variety of family friendly amenities and activities including:

### Hands-on Art Workshops

- Making miniature Art Cars (ages 6+)
- Finger-painting on car-shaped activity sheets (ages 5 and under)
- Chance for kids to paint on an actual car – creating an Art Car (to be donated to a local children's charity)

### Entertainment on the Kid Zone stage by the International House of Blues

- Family friendly musical acts
- Kids characters and/or puppet show
- Live parade commentary

### Parade Viewing

Free shaded and open bleacher seating available to the public with priority given to families

### Vending & Restrooms

Located nearby

### Optional Activities & Play Areas

South Padre Island Sand Castle Building Area

### Additional Branding Opportunities

- Free balloons
- Signage throughout Kid Zone

*All activities in the Kid Zone will be staffed by Orange Show volunteers. Sponsor employees and families are welcome to participate.*

## Houston Art Car Parade Kid Zone Title Sponsor Benefits

### Parade Day - VIPit Party - May 12, 2012

#### Fifty (50) guests of sponsor will enjoy:

- Reserved area within VIPit, with shaded bleacher seating/ Logo Identified
- Catered lunch provided by a variety of Houston's best restaurants
- Beverage service: beer, wine, mimosas, soda, tea and water
- Staffed children's activity area featuring hands-on art workshops
- Live color commentary on parade entries as they pass
- Passes for free priority parking
- Security and VIP badges
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- Gift bags

#### Ride in Art Car at Parade

- Opportunity for four (4) sponsor employees to ride in an Art Car during the parade. The passes may be given away at sponsor's discretion, to be used as prizes in employee contests, raffle, etc.

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## Print

Top tier sponsor logo on all Art Car Weekend graphic representation, including:

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# Title Sponsor VIPit Party at Houston Art Car Parade



Over 1,700 guests attend this VIP event at the Art Car Parade each year. The beautiful grounds of the Houston Heritage Society are transformed into the VIPit where over 24 corporate and donor bleacher suites provide art car supporters a great atmosphere to enjoy the parade in the shade as they sip ice-cold beverages and taste treats from some of Houston's favorite restaurants.

Funds raised from the VIPit Party help defray parade production costs and keep the parade free to all along the route. This year, the Houston Art Car Parade will take place on Saturday May 12, 2012.

## \$30,000 SPONSORSHIP

### VIPit Party at Houston Art Car Parade Title Sponsor Benefits

#### Parade Day - VIPit Party - May 12, 2012

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# Title Sponsor Art Car Ball



The legendary Art Car Ball is one of the most talked about parties of the year. The ball brings together art car artists, performers and the fans that love them to celebrate the fantastic, whimsical energy of all things Art Car. The guests enjoy live music, spirits aplenty and delicious gourmet fare. The event draws between 1500-2000 guests and will take place Thursday, May 10th from 7pm-11pm

## Art Car Ball

- Title sponsor of event
- Sponsor may have tented booth at event and distribute promotional information or samples.
- Sponsor will be given fifty (50) tickets to the Art Car Ball to distribute as they wish (facebook promotion, etc.)

## \$15,000 SPONSORSHIP

### Art Car Ball Title Sponsor Benefits

#### Parade Day - VIPit Party - May 12, 2012

##### Twenty-Five (25) guests of sponsor will enjoy:

- Reserved area within VIPit, with shaded bleacher seating/ Logo Identified
- Catered lunch provided by a variety of Houston's best restaurants
- Beverage service: beer, wine, mimosas, soda, tea and water
- Staffed children's activity area featuring hands-on art workshops
- Live color commentary on parade entries as they pass
- Passes for free priority parking
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## Ride in Art Car at Parade

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- **Sneak Peek at Discovery Green presented by TBD**  
Friday, May 11th, 7 – 10pm (est. attendance: 5,000-8,000)

# Title Sponsor Main Street Drag



In this much-loved community outreach event, mini Art Car carvans fan out across the city, visiting schools, community centers and hospitals. In a single day, this program reaches 30,000 children and patients who might otherwise not get to experience the fun and awe of Art Cars. It is a key element of our year-round art car outreach and arts-incubator programs, and inspires school participation in the Art Car Parade.

The Main Street Drag will take place Friday, May 11th from 8am - 12pm.

## Main Street Drag

- Title sponsor of event
- Sponsor may have up to 12 guests ride in the Main Street Drag
- Sponsor may distribute promotional information at selected stops

# \$15,000 SPONSORSHIP

## Main Street Drag Title Sponsor Benefits

### Parade Day - VIPit Party - May 12, 2012

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# Title Sponsor

## Starting Line Party at Houston Art Car Parade



Experience the thrill of the Starting line and see the cars up close before the parade begins. Enjoy the Beer Garden and free public bleacher seating generously donated by your sponsorship. As the sponsor of the Starting Line Party you will get your message to approximately 250,000 on parade day.

This year, the Houston Art Car Parade will take place on Saturday May 12, 2012.

### Houston Art Car Parade Starting Line Party

- Sponsor to receive signage throughout the starting line area
- 250 seats of bleacher seating with sponsor branding
- Exciting entertainment by art cars and musical performances.
- Title mention for Starting Line event.

## \$15,000 SPONSORSHIP

### Houston Art Car Starting Line Party Title Sponsor Benefits

#### Parade Day - VIPit Party - May 12, 2012

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- Reserved area within VIPit, with shaded bleacher seating/ Logo Identified
- Catered lunch provided by a variety of Houston's best restaurants
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- Exclusive industry category at 2012 Art Car Weekend promotional and parade weekend events, including but not limited to parade route, VIP party, award ceremony, collateral, and thank you events.



#### Television

The Orange Show and CW39 are partnering for the Houston Art Car Parade. As a result of this partnership, CW39 will make the following commitment:

- A minimum of 70 on-air announcements promoting the Houston Art Car Parade to air on CW39, April 9 - May 12. Promos will include sponsor logos.
- A minimum of 50 snipes promoting the parade to air on CW39, April 9 - May 12.
- A minimum of 50 on-air announcements promoting the Houston Art Car Parade to air on Antenna TV, April 9 - May 12, including sponsor logos.
- Event sponsor logos will appear on the Houston Art Car Parade web page at 39online.com
- Sponsor logos will be displayed on pre-roll video ads (up to 20 secs) in the media player on 39online.com
- Signage at outdoor promotional events, listing sponsor logos.
- Promotion via Facebook, Twitter and social media outlets.
- Live streaming video of the parade at 39online.com
- An exclusive one-hour broadcast of the Art Car Parade on Sunday, May 20 7pm - 8pm.
- News coverage of the Art Car Parade during the week leading up to the event.

#### Print

Top tier sponsor logo on all Art Car Weekend graphic representation, including:

- *Houston Chronicle* "Art Car Weekend" 4-page insert in Preview published Thursday, May 10th (daily readership: 1.2 million) plus an additional 50,000 copies distributed May 12th along the parade route
- Local television promotional spots valued in excess of \$50,000 (CW 39, KTRK)
- Local radio promotional spots to be aired on multiple stations (KUHF, KTRU, KGLK)
- Web media partners with *Culturemap.com* and *29-95.com*
- Official weekend poster, postcards and other printed materials (approx. quantity 25,000)
- Orange Show website and social media sites: Facebook, Twitter and Foursquare.

#### Banner Recognition

Option to have sponsor banners / signage (to be provided by sponsor) at each of the following events:

- **Art Car Weekend Kick-off Party sponsored by TBD and Saint Arnold's Brewery**  
Date & Location TBD 6pm - 8pm (est. attendance: 400)
- **Art Car Weekend Volunteer Orientation 1**

- March 21, location to be determined, 6 – 8pm (est. attendance: 150)
- **Art Car Weekend Volunteer Orientation 2**  
April 18, 5pm-8pm, Whole Foods Montrose (est. attendance: 200)
- **Sneak Peek at Discovery Green presented by TBD**  
Friday, May 11th, 7 – 10pm (est. attendance: 5,000-8,000)
- **Houston Art Car Parade**  
Saturday, May 12th, banners along the parade route (est. attendance: 300,000)

**Opportunity for expanded presence at all Art Car Weekend lead-in events, including**

- Kick-off Party, and Volunteer Recruitment and Orientation sessions. To be used at sponsors discretion for soliciting new customers, hosting promotions, etc.
- Opportunity for sponsor representatives to promote products and services at Sneak Peek and/or along parade route
- Opportunity to include sponsor marketing materials in gift bags distributed to 1,700 VIPit Party attendees
- Opportunity for sponsor employees to support the Volunteer One Program by joining 350 others in contributing to their community and volunteering during Art Car Weekend.

**Announcements to Guests**

Sponsor recognition by announcers at:

- Thursday, May 10th Art Car Ball at the Orange Show Center, 2402 Munger
- Friday, May 11th Sneak Peek at Discovery Green
- Saturday, May 12th VIPit Party at the Heritage Society
- Sunday, May 13th Awards Ceremony, Location TBD



On Sunday following the parade, art car artists and fans gather to celebrate the winners of more than \$17,000 in prize money. The ceremony is the official thank you to all the artists and “see you next year.” The awards are the highlight of the day which also includes musical entertainment, al fresco brunch, art cars and artists selling their creations.

The Houston Art Car Parade Awards Ceremony & Brunch will take place this year on Sunday May 13, 2012

**Houston Art Car Parade Awards Ceremony & Brunch**

- Sponsor to receive signage throughout the event venue
- Opportunity for restaurant / caterer to sponsor event and provide food
- Opportunity for presence during event including providing giveaways, gift bags, etc.
- Title mention during Awards Ceremony

**\$15,000 SPONSORSHIP**

**Houston Art Car Awards Ceremony & Brunch Sponsor Benefits**

**Parade Day - VIPit Party - May 12, 2012**

**Twenty-Five (25) guests of sponsor will enjoy:**

- Reserved area within VIPit, with shaded bleacher seating/ Logo Identified
- Catered lunch provided by a variety of Houston's best restaurants
- Beverage service: beer, wine, mimosas, soda, tea and water
- Staffed children's activity area featuring hands-on art workshops
- Live color commentary on parade entries as they pass
- Passes for free priority parking
- Security and VIP badges
- Private bathroom facilities
- Gift bags

### Ride in Art Car at Parade

- Opportunity for one (1) sponsor employees to ride in an Art Car during the parade. The passes may be given away at sponsor's discretion, to be used as prizes in employee contests, raffle, etc.

### Sponsor Recognition and Promotional Opportunities

As the presenting sponsor of the 2012 Houston Art Car Parade Kid Zone, sponsor will be associated in all verbal, written and graphic representations of the event.



### Television

The Orange Show and CW39 are partnering for the Houston Art Car Parade. As a result of this partnership, CW39 will make the following commitment:

- A minimum of 70 on-air announcements promoting the Houston Art Car Parade to air on CW39, April 9 - May 12. Promos will include sponsor logos.
- A minimum of 50 snipes promoting the parade to air on CW39, April 9 - May 12.
- A minimum of 50 on-air announcements promoting the Houston Art Car Parade to air on Antenna TV, April 9 - May 12, including sponsor logos.
- Event sponsor logos will appear on the Houston Art Car Parade web page at 39online.com
- Sponsor logos will be displayed on pre-roll video ads (up to 20 secs) in the media player on 39online.com
- Signage at outdoor promotional events, listing sponsor logos.
- Promotion via Facebook, Twitter and social media outlets.
- Live streaming video of the parade at 39online.com
- An exclusive one-hour broadcast of the Art Car Parade on Sunday, May 20 7pm - 8pm.
- News coverage of the Art Car Parade during the week leading up to the event.

### Print

Top tier sponsor logo on all Art Car Weekend graphic representation, including:

- *Houston Chronicle* "Art Car Weekend" 4-page insert in Preview published Thursday, May 10th (daily readership: 1.2 million) plus an additional 50,000 copies distributed May 12th along the parade route
- Local television promotional spots valued in excess of \$50,000 (CW 39, KTRK)
- Local radio promotional spots to be aired on multiple stations (KUHF, KTRU, KGLK)
- Web media partners with *Culturemap.com* and *29-95.com*
- Official weekend poster, postcards and other printed materials (approx. quantity 25,000)
- Orange Show website and social media sites: Facebook, Twitter and Foursquare.

### Banner Recognition

Option to have sponsor banners / signage (to be provided by sponsor) at each of the following events:

- **Art Car Weekend Kick-off Party sponsored by TBD and Saint Arnold's Brewery**  
Date & Location TBD 6pm – 8pm (est. attendance: 400)
- **Art Car Weekend Volunteer Orientation 1**  
March 21, location to be determined, 6 – 8pm (est. attendance: 150)
- **Art Car Weekend Volunteer Orientation 2**  
April 18, 5pm-8pm, Whole Foods Montrose (est. attendance: 200)
- **Sneak Peek at Discovery Green presented by TBD**  
Friday, May 11th, 7 – 10pm (est. attendance: 5,000-8,000)
- **Houston Art Car Parade**  
Saturday, May 12th, banners along the parade route (est. attendance: 300,000)

### Announcements to Guests

Sponsor recognition by announcers at:

- Thursday, May 10th Art Car Ball at the Orange Show Center, 2402 Munger
- Friday, May 11th Sneak Peek at Discovery Green
- Saturday, May 12th VIPit Party at the Heritage Society

# Sponsor "Vroom with a View"



Each year the Art Car Parade draws close to 300,000 attendees, each finding a spot along Allen Parkway to hang out and watch the vehicles roll by. The middle of May is often sweltering in Houston, so this is a perfect time for your company to host a public hospitality tent and let these individuals and families get a break from the sun and test out your product!

## Parade Route Hospitality Suite

- Reserved 10' x 20' space in prime location along Allen Parkway to set up suite.
- Corporate signage, lounge area, furniture, etc. to be provided by Sponsor (Orange Show can assist with event rental needs)
- Opportunity to give away product / test product within suite
- Sponsor must staff suite.

## \$10,000 SPONSORSHIP

### Sponsor Recognition and Promotional Opportunities

As a Vroom with a View sponsor, you will be associated in all verbal, written and graphic representations of the event.

#### Print

Top tier sponsor logo on all Art Car Weekend graphic representation, including:

- *Houston Chronicle* "Art Car Weekend" 4-page insert in Preview published Thursday, May 10th (daily readership: 1.2 million) plus an additional 50,000 copies distributed May 12th along the parade route
- Local television promotional spots valued in excess of \$50,000 (CW 39, KTRK)
- Local radio promotional spots to be aired on multiple stations (KUHF, KTRU, KGLK)
- Web media partners with *Culturemap.com* and *29-95.com*
- Official weekend poster, postcards and other printed materials (approx. quantity 25,000)
- Orange Show website and social media sites: Facebook, Twitter and Foursquare.

#### Banner Recognition

Option to have sponsor banners / signage (to be provided by sponsor) at each of the following events:

- **Art Car Weekend Kick-off Party sponsored by TBD and Saint Arnold's Brewery**  
Date & Location TBD 6pm – 8pm (est. attendance: 400)
- **Art Car Weekend Volunteer Orientation 1**  
March 21, location to be determined, 6 – 8pm (est. attendance: 150)
- **Art Car Weekend Volunteer Orientation 2**  
April 18, 5pm-8pm, Whole Foods Montrose (est. attendance: 200)
- **Sneak Peek at Discovery Green presented by TBD**  
Friday, May 11th, 7 – 10pm (est. attendance: 5,000-8,000)
- **Houston Art Car Parade**  
Saturday, May 12th, banners along the parade route (est. attendance: 300,000)

#### Announcements to Guests

Sponsor recognition by announcers at:

- Thursday, May 10th Art Car Ball at the Orange Show Center, 2402 Munger
- Friday, May 11th Sneak Peek at Discovery Green
- Saturday, May 12th VIPit Party at the Heritage Society

## Sponsor Corporate Entry - Branded Art Car



Having a branded Art Car is a wonderful way to promote your company to the community and have some fun at the same time. You must have your own promotional vehicle, or you may sponsor a national award winning art car to come to Houston and be in the Houston parade. The entry can be small or large, single rider or a party bus.

Many companies that enter branded Art Cars into the parade use this as both a networking and employee team-building opportunity. For example, some companies recruit employees to help in the creation of their Art Car. Depending on the size of your entry, you can give away spots to ride in the parade - something that very few people get the chance to do!

## \$5,000 SPONSORSHIP - BRANDED ART CAR ENTRY

### Houston Art Car Parade Corporate Entry Sponsor Benefits

- Sponsor vehicle placed in a prominent position at **Sneak Peek at Discovery Green Park** - May 11th, 2012, 7PM - 10PM & in the **Houston Art Car Parade** on Saturday, May 12th.
- Sponsor logo in "Art Car Weekend" 4-page insert in *Houston Chronicle* Preview published Thursday May 10th, plus an additional 50,000 copies distributed May 12th along the parade route.
- Sponsor logo in full-page advertisement in April 2012 *Texas Monthly*.
- Four (4) **VIPit passes** for four guests at the Heritage Society on May 12th, 2012 11AM - 3PM
- Eight (8) guests at **Art Car Weekend Kick-Off Party** - location & date TBD

## Sponsor Corporate Entry - Customized Art Car



An additional opportunity to enter a corporate vehicle into the Art Car Parade is by commissioning an artist or school to create a one of a kind work that embodies the spirit of your company. Past entries have gone on to receive national recognition as models for the development of sustainable school arts programs, as well as garner media attention.

Customized Art Car budgets will be handled on a case by case basis, as your scope and vision will determine the cost of materials and man power. If you do not already have a branded corporate vehicle, we highly recommend choosing this option as it will allow you to form lasting relationships with the artist(s) and the arts community.

## \$10,000 SPONSORSHIP - CUSTOMIZED ART CAR ENTRY

### Houston Art Car Parade Corporate Entry Sponsor Benefits

- Sponsor vehicle placed in a prominent position at **Sneak Peek at Discovery Green Park** - May 11th, 2012, 7PM - 10PM & in the **Houston Art Car Parade** on Saturday, May 12th.
- Sponsor logo in "Art Car Weekend" 4-page insert in *Houston Chronicle* Preview published Thursday May 10th, plus an additional 50,000 copies distributed May 12th along the parade route.
- Sponsor logo in full-page advertisement in April 2012 *Texas Monthly*.
- Four (4) **VIPit passes** for four guests at the Heritage Society on May 12th, 2012 11AM - 3PM
- Eight (8) guests at **Art Car Weekend Kick-Off Party** - location & date TBD

## Sponsor VIPit Star Tent



Over 1700 guests attend this VIP event at the Art Car Parade each year. The beautiful grounds of the Houston Heritage Society are transformed into the VIPit where over 24 corporate and donor bleacher suites provide art car supporters a great atmosphere to enjoy the parade in the shade as they sip ice-cold beverages and taste treats from some of Houston's favorite restaurants. Funds raised from the VIPit Party help defray parade production costs and keep the parade free to all along the route.

## \$4,000 SPONSORSHIP

### Houston Art Car Parade VIPit Star Tent Sponsor Benefits

#### Parade Day - VIPit Party - May 12, 2012

##### Twenty-Five (25) guests of sponsor will enjoy:

- Reserved area within VIPit with shaded bleacher seating / logo identified
- Catered lunch provided by a variety of Houston's best restaurants
- Beverage service: Beer, wine, mimosas, soda, tea and water
- Staffed children's activity area featuring hands-on art workshops
- Live color commentary on parade entries as they pass
- Passes for free priority parking
- Security and VIP badges
- Private bathroom facilities
- Gift bags

## Sponsor Customized Sponsorships



Your sponsorship level and contribution may be customized to fit your promotional goals. Offerings at the different levels may be used to create additional opportunities.

## \$2,500 - \$5,000 SPONSORSHIP

### Examples Include:

#### Volunteer T-Shirts

Your company can show its support of the 350 volunteers who help make the Houston Art Car Parade happen. Your logo and tagline will be featured on brightly colored volunteer t-shirts worn on parade day.

**Additional Sponsorship Cost: \$5,000**

#### Branded Napkins in VIPit

Get your brand in everyone's hand with customized napkins at the VIPit. Your logo will be distributed to over 1700 people as they enjoy delicious food and drink while watching the parade roll by.

**Additional Sponsorship Cost: \$2,500**

#### Hand Fans

Company-branded hand fans will curry favor with thousands of parade goers. Ten thousand of these 8"x8" fans will be distributed along the route and to guests at the VIPit party. Fans will feature a design provided by your company.

**Additional Sponsorship Cost: \$5,000**

#### Branded Tape along Parade Route

Your company can reach hundreds of thousands of spectators by marking the parade route via branded "police line" tape. The colorful vinyl tape with your logo will stretch nearly three miles along both sides of Allen Parkway, designating areas for pedestrians, spectators, and vehicles.

**Additional Sponsorship Cost: \$5,000**

## Sponsor VIPit Angel



Over 1700 guests attend this VIP event at the Art Car Parade each year. The beautiful grounds of the Houston Heritage Society are transformed into the VIPit where over 24 corporate and donor bleacher suites provide art car supporters a great atmosphere to enjoy the parade in the shade as they sip ice-cold beverages and taste treats from some of Houston's favorite restaurants. Funds raised from the VIPit Party help defray parade production costs and keep the parade free to all along the route.

## \$1,250 SPONSORSHIP

### Angel Reserved Bleacher Seating in the VIPit Party

#### Ten (10) guests of sponsor will enjoy:

- Reserved area within VIPit, with shaded bleacher seating/ logo identified
- Catered lunch provided by a variety of Houston's best restaurants
- Beverage service: beer, wine, mimosas, soda, tea and water
- Staffed children's activity area featuring hands-on art workshops
- Live color commentary on parade entries as they pass
- Passes for free priority parking
- Security and VIP badges
- Private bathroom facilities
- Gift bags

# ORANGE SHOW CENTER FOR VISIONARY ART



2402 Munger Street  
Houston, TX 77023  
713.926.6368  
orangeshow.org



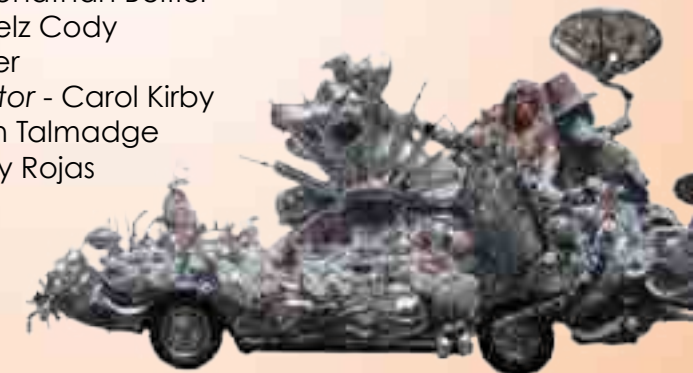
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Executive Director - Lynette Wallace  
Director of Development & Sponsorship - Elaine Dillard  
Development & Administration Manager - Wendy Schroell  
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Marketing & Media Relations - Jonathan Beitler  
Art Car Artist Liason - Jewelz Cody  
Grants - Sara Kellner  
Group Tours & Docent Coordinator - Carol Kirby  
Administrative Support - Jenn Talmadge  
Art Car Logistics - Johnny Rojas



For more information regarding these and other sponsorship opportunities for the 2012 Houston Art Car Parade, contact:

Elaine Dillard, Director of Development  
elaine@orangeshow.org  
713.926.6368 - office  
713.819.1423 - cell



# Orange Show Center for Visionary Art

## *Mission Statement*

The Center preserves,  
promotes and documents  
visionary art environments,  
provides opportunities for the  
expression of personal artistic  
vision and creates a community  
where that expression  
is valued.

