



**BUFFALO BAYOU PARTNERSHIP
PRESENTS**

2022 KIDS DAY SPONSOR PACKAGE



**BUFFALO BAYOU
PARTNERSHIP**

2022 KBR Kids Day
presented by Buffalo Bayou Partnership
Saturday, October 22, 2022 at Tony Marron Park

WHAT IS KIDS DAY?

KBR Kids Day is one of Buffalo Bayou Partnership's signature events, and we invite you to join us for this year's festivities on October 22nd at Tony Marron Park in the East End!

Buffalo Bayou Partnership (BBP) is the non-profit creating and stewarding a dynamic network of welcoming public spaces along Houston's historic waterway. We believe everyone should have access to vibrant, safe, and inclusive spaces that offer both natural areas and provide for the recreational and cultural needs of citizens. In addition to developing and maintaining parks and trails, BBP's ongoing transformation of Buffalo Bayou is also focused on activating this natural amenity.

Recognizing the positive impact nature has on the wellbeing of children, our organization presents Kids Day each year—a free, community day for children and their families to experience the outdoors. Over 3,000 Houstonians of all ages attend this annual event to enjoy hands-on environmental education activities, music, boat rides, park performers, and a birds of prey show. Connecting children to nature offers them a space to develop social skills and learn about their own environment and community, in turn creating a thriving, more sustainable Houston.

Never has there been a more important time than now to engage children with nature and their community, and we hope you will partner with us to present a day full of family fun to champion the children of our community.

Sincerely,



Trudi Smith | Director of Programming
Buffalo Bayou Partnership

SPONSORSHIP OPPORTUNITIES

- We have three tiers of sponsorship:
\$1,000 | \$2,500 | \$5,000 each offering distinct benefits
- Deadline is Tuesday, September 6, 2022, for inclusion in marketing materials



2021 KBR KIDS DAY RECAP

Stats

On-site, Online & Social Media

On-site Activation
Between 3,000 – 5,000 Attendees

Social Media Followers (as of October 28, 2021)

Facebook: 22,649 | Twitter: 9,627 | Instagram: 53,148

BBP Website traffic between Sept – October 2021

Page Views: 236,347 // Kids Day Direct Link: 3,968

Direct BBP Emails

Date	Recipients	Click-Throughs	Opens
September	~36,000	850	5,801
October	~47,000	1,139	10,931
Total	~83,000	1,989	16,732

Press Coverage

[365 Things to do in Houston](#)

[KHOU Channel 11](#)

[The Buzz Magazine](#)

[Houston Family Magazine](#)

[Macaroni KID \ CertifiKID](#)



SPONSORSHIP OPPORTUNITIES

For information or questions contact Trudi Smith, BBP Director of Programming
tsmith@buffalobayou.org | 713.752.0314 ext. 103



\$5,000 Sponsor Opportunities

includes Patron benefits, plus:

- Logo prominently displayed on stage.
- Logo inclusion in Houston Family Magazine.

STAGE SPONSOR

- Opportunity to have representative announce the start of the Costume Parade.

BIRDS OF PREY SPONSOR

- Opportunity to have representative announce the Birds of Prey shows.

\$2,500 Patron Opportunities

includes Partner benefits, plus:

- Inclusion in all media and marketing materials.
- Logo included on 30,000 bilingual printed postcards.
- Mention in social media posts.

DIA DE LOS MUERTOS FACE PAINTING PATRON

- Banner displayed near Face Painting tent.

PONTOON BOAT TOUR PATRON

- Banner displayed on the boat.

PUMPKIN PATCH PATRON

- Banner displayed near Pumpkin Patch.

SPORTS ZONE PATRON

- Banner displayed near the Sports Zone including a rock-climbing wall, pool kicks and soccer activities.



\$1,000 Partner Opportunity

includes:

- Option of booth/tent and opportunity to distribute promotional items.
- Inclusion in KBR Kids Day Passport, distributed upon arrival.
- Logo included on event listing on website and in BBP's dedicated event e-newsletters.
- Listing in Buffalo Bayou Partnership's 2022 Annual Report.



15th Annual KBR Kids Day | Saturday, October 22, 2022, 11 AM – 3 PM
Tony Marron Park in the East End | 808 North York, Houston, TX 77003

SPONSOR COMMITMENT FORM

Please return this form by Tuesday, September 6, 2022, for inclusion in marketing materials.

I/WE WOULD LIKE TO PARTICIPATE AT THE FOLLOWING LEVEL:

- | | |
|--|---|
| <input type="checkbox"/> \$5,000 Birds of Prey Sponsor | <input type="checkbox"/> \$5,000 Stage Sponsor |
| <input type="checkbox"/> \$2,500 Dia de Los Muertos Face Painting Patron | <input type="checkbox"/> \$2,500 Pumpkin Patch Patron |
| <input type="checkbox"/> \$2,500 Pontoon Boat Tour Patron | <input type="checkbox"/> \$2,500 Sports Zone Patron |
| <input type="checkbox"/> \$1,000 Partner | <input type="checkbox"/> We are/I am unable to attend but wish to support Buffalo Bayou Partnership with a fully tax-deductible donation of \$ _____. |

Name/Company/Organization (as you would like it to appear on promotional materials)

Contact Person

Address

City

State

Zip

Phone

Email

Payment Options:

- ☐ Check made payable to Buffalo Bayou Partnership
- ☐ Credit Card (please select one): ☐ American Express ☐ Master Card ☐ Visa

Name (as it appears on card)

Card Number

Expiration Date (MM/YY)

Buffalo Bayou Partnership, 1019 Commerce Street, Suite 200, Houston, TX 77002
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