

Buffalo Bayou Partnership

**2023 KIDS DAY
SPONSOR PACKAGE**



2023 BUFFALO BAYOU PARTNERSHIP KIDS DAY
PRESENTED BY KBR
SATURDAY, OCTOBER 21, 2023 AT TONY MARRON PARK

What is Kids Day?

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 21st 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 2,500 Houstonians of all ages attend this annual event to enjoy hands-on environmental education activities, music, 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 5, 2023, for inclusion in marketing materials



2022 KIDS DAY RECAP

OCTOBER 28TH AT TONY MARRON PARK

STATS

On-site Activation

APPROXIMATELY 2,500 ATTENDEES

Social Media Followers

FACEBOOK: 27,438 | INSTAGRAM: 57,616 | TWITTER: 9,749

BBP Website traffic between September – October 2022

PAGE VIEWS: 179,306 | KIDS DAY DIRECT LINK: 3,860

MEDIA COVERAGE

[365 Things to do in Houston](#)

[KHOU Channel 11](#)

[The Buzz Magazine](#)

[Houston Family Magazine](#)

[Macaroni KID \ CertifiKID](#)

[Mommy Poppins](#)



DIRECT BBP EMAILS

DATE	RECIPIENTS	CLICK-THROUGHS	OPENS
SEPTEMBER	~45,406	1,112	17,828
OCTOBER	~109,310	1,263	47,947
TOTAL	~154,716	2,375	65,775

2023 SPONSORSHIP OPPORTUNITIES

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

\$5,000 Sponsors

Includes Patron benefits, plus:

- Logo prominently displayed on stage
- Logo inclusion in *Houston Family Magazine*
- Mention in social media posts
 - **STAGE SPONSOR**
Opportunity to have representative announce Costume Parade
 - **BIRDS OF PREY SPONSOR**
Opportunity to have representative announce Birds of Prey shows

\$2,500 Zone Patrons

Includes Partner benefits, plus:

- Logo inclusion on selected zone banner
- Inclusion in all media and marketing materials
- Logo included on 20,000 bilingual printed postcards
- Inclusion in "Explore Buffalo Bayou" handouts, distributed upon arrival

ZONES

- Arts & Culture Zone Patron
- Clean & Green Zone Patron
- Health & Wellness Zone Patron
- Flora & Fauna Zone Patron
- Pumpkin Patch Zone Patron

\$1,000 Partners

Includes:

- Option of booth/tent and opportunity to distribute promotional items
- Logo included on event listing on website and in BBP's dedicated event e-newsletters
- Listing in Buffalo Bayou Partnership's 2023 Annual Report





Buffalo Bayou Partnership

16TH ANNUAL KIDS DAY | SATURDAY, OCTOBER 21, 2023, 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 5, 2023, for inclusion in marketing materials.

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

- \$5,000 STAGE SPONSOR
- \$2,500 ARTS & CULTURE ZONE PATRON
- \$2,500 FLORA & FAUNA ZONE PATRON
- \$2,500 PUMPKIN PATCH ZONE PATRON
- We are/I am unable to attend but wish to support Buffalo Bayou Partnership with a fully tax-deductible donation of \$_____.
- \$5,000 BIRDS OF PREY SPONSOR
- \$2,500 CLEAN & GREEN ZONE PATRON
- \$2,500 HEALTH & WELLNESS ZONE PATRON
- \$1,000 PARTNER

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): AMEX MASTERCARD VISA

NAME (AS IT APPEARS ON CARD)

CARD NUMBER

EXPIRATION DATE (MM/YY)

BUFFALO BAYOU PARTNERSHIP, 1019 COMMERCE STREET, SUITE 200, HOUSTON, TX 77002
FOR INFORMATION OR QUESTIONS, CONTACT TRUDI SMITH, BBP DIRECTOR OF PROGRAMMING
TSMITH@BUFFALOBAYOU.ORG | 713.752.0314 EXT. 103