

Buffalo Bayou Partnership

**2024 KIDS DAY
SPONSOR PACKAGE**



2024 KBR KIDS DAY
PRESENTED BY BUFFALO BAYOU PARTNERSHIP
SATURDAY, OCTOBER 19, 2024 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 19th 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.

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 we hope you will partner with us to present a day full of family fun to champion the children of our community.

Sincerely,

August Bishop

August Bishop | Membership and Special Events Manager
Buffalo Bayou Partnership

Sponsorship Opportunities

- We have three tiers of sponsorship:
\$1,000 | \$2,500 | \$5,000 each offering distinct benefits
- Deadline is Monday, September 9, 2024, for inclusion in marketing materials

2023 KIDS DAY RECAP

OCTOBER 21ST AT TONY MARRON PARK

STATS

On-site Activation

APPROXIMATELY 2,500 ATTENDEES

Social Media Followers

FACEBOOK: 26,033 | INSTAGRAM: 60,622

BBP Website traffic between September – October 2023

PAGE VIEWS: 5,993 | ACTIONS: 19,957

MEDIA COVERAGE

[365 Things to do in Houston](#)

[Houston Family Magazine](#)

[The Buzz Magazine](#)

[Kids Out and About](#)

[Mommy Poppins](#)



DIRECT BBP EMAILS

TYPE	RECIPIENTS	CLICK-THROUGHS	OPENS
SEPT ENEWS	51,531	2,895	32,444
OCT ENEWS	51,831	1,710	35,732
DEDICATED	31,569	1,453	41,865
TOTAL	134,931	20,317	110,041

2024 SPONSORSHIP OPPORTUNITIES

For more information or questions, contact August Bishop, BBP Membership and Special Events Manager
abishop@buffalobayou.org | 713.752.0314 ext. 305

\$5,000 Sponsors

Includes Patron benefits, plus:

- Premier logo placement on stage and entrance banners
- Logo inclusion in *Houston Family Magazine*
- Opportunity to host a volunteer workday at Buffalo Bayou Park
- Ten complimentary tickets to *Cistern Illuminated* seasonal light display in December
- 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 Patrons

Includes Partner benefits, plus:

- Logo included on stage and entrance banners
- Listing on BBP's website for 12 months
- Six complimentary tickets to *Cistern Illuminated* seasonal light display in December
- Inclusion in all media and marketing materials
- Logo included on 20,000 bilingual printed postcards
- Inclusion in "Explore Buffalo Bayou" handouts, distributed upon arrival

\$1,000 Partners

Includes:

- Option of booth/tent and opportunity to distribute promotional items
- Listing on stage and entrance banners
- Logo included on event listing on website and in BBP's dedicated event e-newsletters
- Listing in Buffalo Bayou Partnership's 2024 Annual Report





Buffalo Bayou Partnership

17TH ANNUAL KIDS DAY | SATURDAY, OCTOBER 19, 2024, 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 Monday, September 9, 2024, for inclusion in marketing materials.

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

- \$5,000 STAGE SPONSOR \$2,500 PATRON
- \$5,000 BIRDS OF PREY SPONSOR \$1,000 PARTNER

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): 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 AUGUST BISHOP, MEMBERSHIP AND SPECIAL
EVENTS MANAGER ABISHOP@BUFFALOBAYOU.ORG | 713.752.0314 EXT. 305