

Buffalo Bayou Partnership

**2025 KIDS DAY
SPONSOR PACKAGE**

2025 KBR KIDS DAY
PRESENTED BY BUFFALO BAYOU PARTNERSHIP
SUNDAY, OCTOBER 19, 2025
AT THE WATER WORKS IN BUFFALO BAYOU PARK

WHAT IS KIDS DAY?

Kids Day is one of Buffalo Bayou Partnership's signature events, and this year, we're excited to return to The Water Works in Buffalo Bayou Park on October 19! With its sweeping views of the downtown skyline and expansive lawn, it's the perfect setting to celebrate the park's 10-year anniversary with a day full of family fun.

Buffalo Bayou Partnership (BBP) is the nonprofit 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 1,500 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



2024 KIDS DAY RECAP

OCTOBER 19TH AT TONY MARRON PARK

STATS

On-site Activation

APPROXIMATELY 1,500 ATTENDEES

Social Media Followers

FACEBOOK: 26,270 | INSTAGRAM: 65,851 | LINKEDIN: 2,741

BBP Website Traffic between September – October 2024

PAGE VIEWS: 7,677

MEDIA COVERAGE

[Air Alliance Houston](#)

[The Buzz Magazine](#)

[East End Houston](#)

[Houston Family Magazine](#)

[Macaroni Kid](#)

[Stay Happening](#)

[Weekend Houston](#)

BBP EMAIL MARKETING

TYPE	RECIPIENTS	CLICKS	OPENS
OCT ENEWS	52,395	2,309	19,785
DEDICATED 1	52,316	1,400	24,136
DEDICATED 2	52,094	2,526	23,106
TOTAL	156,805	6,235	67,027

2025 SPONSORSHIP OPPORTUNITIES

We have three tiers of sponsorship:

\$1,000 | \$2,500 | \$5,000 each offering distinct benefits

For more information or questions, contact:

August Bishop, BBP Membership and Special Events Manager

abishop@buffalobayou.org | 713.752.0314 ext. 305

\$5,000 Sponsor

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 Partner

Includes Partner benefits, plus:

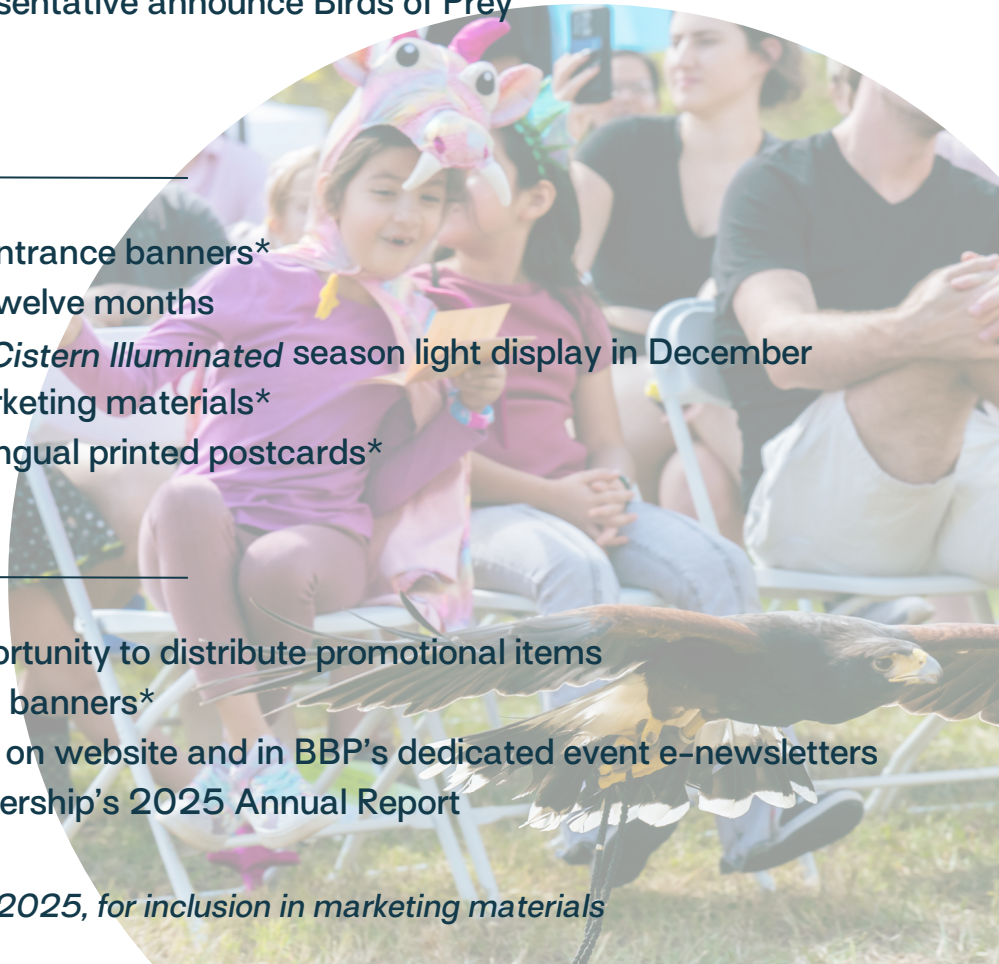
- Logo included on stage and entrance banners*
- Listing on BBP's website for twelve months
- Six complimentary tickets to *Cistern Illuminated* season light display in December
- Inclusion in all media and marketing materials*
- Logo included on 20,000 bilingual printed postcards*

\$1,000 Partner

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 2025 Annual Report

**Deadline is Monday, September 8, 2025, for inclusion in marketing materials*





Buffalo Bayou
Partnership

18TH ANNUAL KIDS DAY

SUNDAY, OCTOBER 19, 2025 | 11 AM – 3 PM
THE WATER WORKS IN BUFFALO BAYOU PARK (105 SABINE ST.)

SPONSOR COMMITMENT FORM

Please return this form by Monday, September 8, 2025, 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)

FOR INFORMATION OR QUESTIONS, CONTACT:
AUGUST BISHOP, MEMBERSHIP AND SPECIAL EVENTS MANAGER
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