



# 2026 KIDS DAY SPONSORSHIP PACKAGE

Buffalo Bayou  
Partnership



2026 KIDS DAY  
PRESENTED BY BUFFALO BAYOU PARTNERSHIP  
SUNDAY, OCTOBER 18, 2026  
AT THE WATER WORKS IN BUFFALO BAYOU PARK

## WHAT IS KIDS DAY?

Kids Day is Buffalo Bayou Partnership's annual family festival, transforming The Water Works in Buffalo Bayou Park into a vibrant destination for children and families from across the Houston region. This free community celebration features hands-on activities, live entertainment, arts and crafts, interactive exhibits, music, park performers, and the popular Birds of Prey demonstrations, creating a day filled with discovery, creativity, and fun.

For many families, Kids Day serves as an introduction to Buffalo Bayou and the countless recreational, educational, and cultural opportunities available along Houston's historic waterway. Attendees can explore activity booths hosted by local organizations, discover new resources within their community, and enjoy experiences designed to engage children of all ages.

Now entering its 19th year, Kids Day has grown into one of Houston's premier free family events, welcoming thousands of attendees annually. Through the support of generous sponsors and community partners, this beloved tradition continues to provide accessible, high-quality programming that encourages children to explore the outdoors, connect with their community, and create lasting memories with family and friends.

By sponsoring Kids Day, your organization will demonstrate its commitment to community, education, and family-friendly programming while supporting a cherished Houston tradition.

We hope you will consider joining us in presenting this year's Kids Day on Buffalo Bayou.



Mary Ann Baker | Annual Giving Manager  
Buffalo Bayou Partnership

# 2025 KIDS DAY RECAP

## OCTOBER 19TH AT BUFFALO BAYOU PARK

### STATS

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#### On-site Activation

APPROXIMATELY 2,000 ATTENDEES

#### Social Media Followers

FACEBOOK: 31,873 | INSTAGRAM: 71,160 | LINKEDIN: 3,314

#### BBP Website Traffic between September – October 2025

PAGE VIEWS: 20,519 | UNIQUE VISITORS: 10,287

### MEDIA COVERAGE

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[Axios Houston](#) | [365 Things To Do in Houston](#) | [Houston Press](#) | [Houston Moms](#) | [Houston on the Cheap](#) | [Visit Houston](#) | [Downtown Houston+](#) | [Happening Next](#) | [Houston Cultural Events Calendar](#) | [Melissa Richardson Banks](#)

### EMAIL MARKETING

- 6 Kids Day promotional emails distributed between August and October 2025
- 113,685 email opens generated across newsletters and dedicated event e-blasts
- 10,546 clicks to Kids Day content and event information

# 2026 SPONSORSHIP OPPORTUNITIES

We have three tiers of sponsorship:  
\$1,000 | \$2,500 | \$5,000 each offering distinct benefits

For more information or questions, contact:  
Mary Ann Baker, BBP Annual Giving Manager  
mbaker@buffalobayou.org | 713.752.0314 ext. 305

## **\$5,000 Sponsor**

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Includes Patron benefits, plus:

- Premier logo placement on stage and entrance banners\*
- Opportunity to host a volunteer workday at Buffalo Bayou Park
- Logo included in Houston Family Magazine event promotions\*
- Recognition in event social media promotions
- Exclusive opportunity to announce either the Costume Parade or Birds of Prey demonstrations and provide brief remarks from the stage

## **\$2,500 Patron**

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Includes Partner benefits, plus:

- Logo included on stage and entrance banners\*
- Listing on Buffalo Bayou Partnership's website for twelve months
- Inclusion in event marketing and media materials\*
- Logo included on 20,000 bilingual printed postcards distributed to 45 Houston-area schools and throughout the community\*

## **\$1,000 Partner**

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Includes:

- On-site booth/tent space with opportunity to engage directly with attendees and distribute promotional materials
- Logo included on the event webpage and in dedicated Kids Day e-newsletters
- Recognition in Buffalo Bayou Partnership's 2026 Annual Report

*\*Deadline is Friday, September 11, 2026, for inclusion in marketing materials*



Buffalo Bayou  
Partnership



SCAN TO  
PAY ONLINE  
OR  
[CLICK HERE](#)  
TO PAY ONLINE

## 19TH ANNUAL KIDS DAY

SUNDAY, OCTOBER 18, 2026 | 11 AM – 3 PM  
THE WATER WORKS IN BUFFALO BAYOU PARK (105 SABINE ST.)

## SPONSOR COMMITMENT FORM

Please return this form by Friday, September 11, 2026, for inclusion in marketing materials.

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

☐ \$5,000 SPONSOR

☐ \$1,000 PARTNER

☐ \$2,500 PATRON

☐ 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:  
MARY ANN BAKER, ANNUAL GIVING MANAGER  
MBAKER@BUFFALOBAYOU.ORG | 713.752.0314 EXT. 305

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