

HOWL-O-WEEN FEST



Between star-studded stage performances, parades of pooches on the runway and an assortment of crowd-and-canine approved activities, Bridgeland's seventh annual Howl-O-Ween Fest is sure to be a 'dog gone' good time. Last year, Howl-O-Ween Fest drew more than 8,000 visitors! As a sponsor, your company has a unique opportunity to generate positive publicity and name recognition. Marketing for the event will be targeted to over 4 million people in the Houston area. Advertising will include a mix of print placements, online banner ads, billboards, e-blasts, social media posts and potential TV appearances by our performers, including Todd Oliver and his "talking" dogs, who were semi-finalists on America's Got Talent and have been featured on the Late Show with David Letterman, The Tonight Show with Jay Leno and the Today Show.

BRIDGELAND®

bridgeland.com
#HowlFest15

7 TH ANNUAL HOWL-O-WEEN FEST



OCTOBER 24, 2015

Dear Potential Sponsor,

Bridgeland is busy planning its annual Howl-O-Ween Fest and we'd like to invite you to be a part of this paw-pular day! Last year's event drew over 8,000 attendees. With your help, we hope to make Howl-O-Ween Fest 2015 the best yet.

This year's event will feature fun outdoor activities & entertainment. Attractions include:

- Stage performances by three star-studded acts:
 - Todd Oliver, an America's Got Talent finalist
 - Panfilov, a group that has been featured on The Tonight Show with Jay Leno and performed with the Ringling Bros. and Barnum & Bailey
 - Popeye and Sailor, a dog act organized by the man that trained the "smartest dog in the world"
- High-flying routine by the Houston Canine Frisbee Disc Club
- Bridgeland's on-site church, The Foundry, will host a Fall Fest area with inflatables and ample festival-themed activities
- Competitive dock jumping from Splash Dogs
- Houston-area food trucks selling a variety of delicious cuisines
- Doggie fashion show hosted by Casey Curry with ABC-13
- Trick-or-treating for people and pets
- Booths featuring pet products and services, such as mobile vets and groomers, pooch boutiques, pet adoption agencies, pet photographers, organic animal food distributors and more
- Farmers market, pumpkin patch, pumpkin decorating and craft area
- Street performers and face painters

While most activities are free of charge, a few fetch a small donation. All proceeds will benefit participating animal rescue groups. Last year, more than \$4,000 was contributed to such organizations.

As you know, events like Howl-O-Ween Fest require a large budget and many hours of planning. We'd like to invite you to be one of our valued sponsors. In this packet, you will find a detailed list of sponsorship options and the benefits of contributing. With levels to accommodate every budget, we hope you'll consider being a part of this Fido-and-family event. For your reference, we've also enclosed the 2014 festival map.

Please feel free to contact our Marketing Coordinator, Martha Gros, at 281-213-1143 or via email at martha.gros@howardhughes.com. Thank you in advance for your consideration. We look forward to hearing from you soon!

Sincerely,



Lona Shipp
Bridgeland Marketing Manager

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SPONSORSHIP OPPORTUNITIES

TOP DOG SPONSOR - \$5,000
SOLD OUT

BEST IN SHOW SPONSOR- \$3,000
SOLD OUT

DOGGIE IN THE WINDOW PHOTO-OP SPONSOR – \$3,000
SOLD OUT

MAN'S BEST FRIEND SPONSOR - \$2,500 (Unlimited)

- Logoed banner, provided by Bridgeland, posted on the entertainment stage
- Name & logo published on various advertising materials
- Mentions in PR and social media efforts for the event
- Direct link to your website from Bridgeland.com and mention of sponsorship on event map
- Complimentary food vouchers to use at the food truck area (up to \$50)

3D CHALK ARTIST SPONSOR – \$2,000 (1 Available)

- Sponsor's logo will be incorporated into 3D chalk design
- Name & logo published on various advertising materials
- Mentions in PR and social media efforts for the event
- Direct link to your website from Bridgeland.com and mention of sponsorship on event map

For more information, call Bridgeland at
281-304-5588

or visit Bridgeland.com
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ADDITIONAL SPONSORSHIP OPPORTUNITIES

As a Howl-O-Ween Fest sponsor, your company's name will be included in print ads, flyers, social media posts and on the event's website. A sign with your company's logo will also be placed next to your sponsored activity.

Doggie Fashion Show Sponsor - \$1,000 (3 Available)

Face Painter Sponsor- \$1,000 (5 Available)

Magician Sponsor - \$1,000 (2 Available)

Sand Art Sponsor - \$1,000 (3 Available)

Frisbee Dog Performance Sponsor - \$500 (3 Available)

Pumpkin Decorating Sponsor - \$500 (4 Available)

Splash Dogs Sponsor - \$500 (2 Available)

Balloon Artist Sponsor - \$500 (2 Available)

Goodie Bag Stash Sponsor- \$250 (Unlimited)

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SPONSORSHIP APPLICATION

Company Name to be Published: _____

Address: _____

City, State, Zip Code: _____

Telephone: _____

Contact Person: _____

Email: _____

Website URL: _____

Please email your logo in .jpg format to martha.gros@howardhughes.com

PLEASE CHECK YOUR SPONSORSHIP LEVEL

- Top Dog/Title Sponsor - \$5,000 - (SOLD OUT)
- Best in Show Sponsor - \$3,000 (SOLD OUT)
- Doggie in the Window Photo Op Sponsor - \$3,000 - (SOLD OUT)
- Man's Best Friend Sponsor - \$2,500 (Unlimited)
- 3D Chalk Artist Sponsor - \$2,000 (SOLD OUT)
- Doggie Fashion Show Sponsor - \$1,000 (3 Available)
- Face Painter Sponsor - \$1,000 (5 Available)
- Magician Sponsor - \$1,000 (2 Available)
- Sand Art Sponsor - \$1,000 (3 Available)
- Frisbee Dog Performance Sponsor - \$500 (2 of 3 Available)
- Pumpkin Decorating Sponsor - \$500 (2 of 4 Available)
- Splash Dogs Sponsor - \$500 (2 Available)
- Balloon Artist Sponsor - \$500 (SOLD OUT)
- Goodie Bag Stash Sponsor - \$250 (Unlimited)

Please make checks payable to Bridgeland Development, LP

Return to:
Bridgeland
ATTN: Martha Gros
16919 North Bridgeland Lake Parkway
Cypress, TX 77433

Should you have any questions, please contact Martha Gros at 281-213-1143 or martha.gros@howardhughes.com