



HOT RODS & HIGH HEELS FESTIVAL 3.23.24

**BENEFITING
BARRIO DOGS**

CORPORATE SPONSORSHIP KIT

Segovia
STUDIOS

A SEGOVIA STUDIOS, LLC. PRODUCTION



FESTIVAL 2023 SPONSORSHIP OPPORTUNITIES

3.23.24





IN THE HOUSTON EAST END DISTRICT
12PM - 8PM





BENEFITING **BARRIO DOGS**

Barrio Dogs is a 501c3 non-profit animal welfare organization that has been working in Houston's East End for nearly 14 years to create a better future for our pets and the community.



To Help make a difference
please visit BarrioDogs.org
and donate today.



FESTIVAL 2024 SPONSORSHIP OPPORTUNITIES

3.23.24

Focus on Family, Diversity and Community.

Official Sponsorship Opportunities include, but not limited to the following:

- Sponsor Logo on all event collaterals materials
- Integrated Social Media campaign inclusion
- Logo inclusion in Media Partners campaign
- Live mentions throughout the duration of the event (Sponsor to provide copy points)
- Exhibitor Space - Sponsor banners, flags, signage, allowed within reason, and must comply to the theme of the event and safety regulations (all to be provided and installed by sponsor).
- Sampling/Pouring Rights (must secure Permit by the City of Houston)
- Sponsor Branded Barricade Banners (provided by sponsor, installed by Event organizers)
- Podium opportunities, pre launch/pre event press conference
- Official use of the Hot Rod and High Heels Logo

Other promotional opportunities as made available.

Naming Rights Opportunities:

Naming Rights: Parade & Festival

- Event to be officially coined the "Hot Rod and High Heels Festival, Presented by XYZ" in all communications.
- All above mentioned sponsorship opportunities.
- Logo lock with event official Logo.

Main Stage:

- Producers of the event aim to construct a grand center stage for all event performers, announcements, and for remarks from invited guests.
- The stage will be officially named by the sponsor, and will be noted as so in all communications and collateral materials. The stage to be fully branded by the sponsor.

Sponsor VIP Hospitality:

- All Official Sponsor to also receive VIP Hospitality Accommodations to include, but not limited to the following:
- Private VIP Parking
- Private fully catered amenities with full hospitality accommodations.
- Meet-n-Greet Festival celebrities, event talent and invited community, civic and elected leaders.
- Allotment of tickets/credentials for invited guests to be determined based on sponsorship level.





Sponsorship Levels/Fees:

(Negotiable and customized to sponsor specifications)

Festival and Event Naming Rights:	\$10,000
Official Sponsor: Industry Exclusivity	\$7,500
Non-Exclusivity	\$5,000
Main Stage:	\$5,000
VIP Hospitality Area:	\$2,500

All to include first right of refusal for 2024.

**Media Campaign Inclusion:
Official Media Sponsors**

Available for only Official Sponsors as noted

Official Sponsors will also be showcased in an allotment of available media opportunities that include, print, digital, social media.