

33RD ANNUAL

HOUSTON ART CAR PARADE WEEKEND

POWERED BY THE ORANGE SHOW CENTER FOR VISIONARY ART



APRIL 16-19, 2020

SPONSORSHIP OPPORTUNITIES

THE HISTORY OF THE HOUSTON ART CAR PARADE

“A zany tribute to the automobile as anything but transportation”
- *The New York Times*

In 1984, Kit and Carl Detering donated a 1967 Ford Station Wagon to The Orange Show Foundation to be auctioned at the annual gala benefit. Houston artist Jackie Harris transformed the car into a mobile work of art with a budget of \$800 for paint and plastic fruit, creating the iconic “Fruitmobile.” The group of six who purchased it then donated the vehicle back to the foundation. Also in 1984, Houston arts leader Ann Harithas curated an exhibition called “Collision” at Lawndale Art Center that featured two art cars. All this activity resulted in a number of art cars being seen on Houston streets. In 1986, Rachel Hecker and Trish Herrera organized a New Music Parade in conjunction with the New Music America Festival. Some 20 artist floats and art cars paraded down Montrose Boulevard, ending at the dedication of the Museum of Fine Arts, Houston Sculpture Garden. A few months later, on June 29, 1986, Susanne Theis (nee Demchak) organized a “Road Show” at The Orange Show, with Lowrider demonstrations and children’s art bike workshops. 1,400 Houstonians came, along with WFAA-TV and National Public Radio.

In 1987, the Houston International Festival, the city’s official celebration of the arts, asked the Orange Show to organize a parade to build on the success of the New Music Parade, and they agreed. Roadside Attractions: The Art Car Parade was born in April of 1988 with a 40-car parade seen by an estimated 2,000. By the following year, the parade had doubled in size and the crowd swelled to tens of thousands. Another important milestone came in 1989, when Harrod Blank came from California with his art car “Oh My God.” On a quest to document America’s art cars, which eventually led to his two books and two films on art cars, Harrod told artists all over the nation about the Houston Art Car Parade and soon caravans of art cars began traveling thousands of miles to be in the annual event. Then in 1990, artist and educator Rebecca Bass and her students at Edison Middle School created the first school entry, “The Body Shop,” which went on to win major awards and was the catalyst for educators from across the city to see art car projects as tools to teach life skills and engage students with their community.

Today, the Houston Art Car Parade is the highlight of a four-day celebration of the “drive to create,” attracting 250+ vehicles and other entries from across North America, including Canada and Mexico. Participants in the parade are not just limited to automobiles, but can include anything on wheels from bikes and unicycles to lawn mowers, go-carts, roller skates, and so much more. Community groups, public and private schools, non-profits, corporations, and professional organizations have all become regular participants. Inspired by what they see, spectators create art cars of their own and often become future participants. Through a judging process, the Orange Show Center for Visionary Art awards of \$10,000 in prize money to artists, schools and individuals in various categories - a way to honor and give back to the artistic community what they have so generously given to us.



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MAIN STREET DRAG APRIL 16, 2020

With the focus on sharing the fun and art of the Art Car Parade to those individuals in our Houston community who cannot make it to the event, The Main Street Drag takes the Houston Art Car Parade to schools, nursing homes, development centers, and other institutions throughout the city. Five routes will showcase participating art cars to select institutions and over 10,000 people before settling at Discovery Green and preparing for the Sneak Peek later that evening.

ART CAR SNEAK PEEK APRIL 16, 2020

An opportunity for the public to get the first look at the many exciting entries each year, the Sneak Peek is a free evening filled with live music, food, drinks, and of course art cars! The whole family is invited to meet the artists, learn about their process, take up close photos of the vehicles, and see some of the brand new entries from schools, artists, and people across the globe.

AWARDS CEREMONY & BRUNCH APRIL 19, 2020

Each year the Orange Show, along with the help of our sponsors, is proud to award participants in the Houston Art Car Parade with monetary prizes for their unique and outstanding efforts. In 2019, in front of a huge crowd at The Orange Show, we gave over \$15,000 to the artists; money that will help them continue to be an inspiration to the community. In addition, we recognize schools and youth groups that have made incredible contributions to the parade weekend by creating outstanding Art Cars. Every participant is invited and brunch is served.

THE LEGENDARY ART CAR BALL APRIL 17, 2020

Over 3,000 people will don their craziest outfits and head out to the Legendary Art Car Ball. Art lovers, socialites, street performers, artists and your average Joes from all over the city will enjoy an evening of food, music, dancing and of course, Art Cars! Performances by top local musical acts will keep the party grooving as guests enjoy libations provided by long-time partner Saint Arnold Brewery, spirits from a variety of brands and bars, and food from local restaurants. The Legendary Art Car Ball is always considered one of the wildest and most colorful parties of the year. This is a ticketed event and all proceeds go toward producing Art Car Weekend.

33RD ANNUAL HOUSTON ART CAR PARADE

APRIL 18, 2020

The Houston Art Car Parade is a special and unique Houston tradition. A crowd of 300,000 flocks to Downtown Houston along Smith Street to witness 250 rolling works of art and celebrate the artists in all of us. Deemed the world's largest and oldest Art Car Parade, the unique mobile masterpieces, bedazzled street performers, and decked out bike troupes roll down Smith, loop around the City Hall, and make their way down Allen Parkway. Local street food vendors and entertainment add to the atmosphere of this huge community event - the largest free public gathering in Houston all year.



2018 Mayor's Cup winner "Hippysaurus" by The Waters Family rolls down Smith Street

PRESENTING SPONSOR HOUSTON ART CAR PARADE WEEKEND

The Houston Art Car Parade has a rich history, filled with countless creatives, many who have gone on to produce some of our great modern art, and many who have helped to create the Houston we have today - a diverse, culturally relevant, and growing world-class city. 33 years for any artistic event in Houston is a huge milestone, and The Houston Art Car Parade is no exception. Its ethos of celebrating the artist in everyone is deeply ingrained in Houstonians' daily lives, and we take pride in living in a city that celebrates such an unusual form of art, often seeing art cars driving the streets throughout the year.

As the Presenting Sponsor for the 33rd Annual Houston Art Car Parade, your company will be front and center during all aspects of parade weekend. From the Main Street Drag, to the Sneak Peek at Discovery Green, the Legendary Art Car Ball, the Awards Ceremony, the VIPit Experience, and of course the main event - your in-person audience reach will exceed 300,000 individuals, with the opportunities for much broader exposure through advertising, media relations, and TV broadcast coverage.

ORANGE SHOW/COMPANY PARTNERSHIP BENEFITS THROUGHOUT THE CALENDAR YEAR INCLUDING

- Promotion through Orange Show and Houston Art Car websites and social media sites
- Two (2) Orange Show / Art Car events specially created for your employees and guests at your Houston location or at select Orange Show Center locations

PROMOTION UP TO AND THROUGH THE ART CAR WEEKEND:

- Company logo and/or name inclusion within the 33rd Houston Art Car Parade Logo
- Prominent logo placement on signage on all Houston Art Car Parade weekend events including, but not limited to, the Kickoff Party, Main Street Drag, Sneak Peek, VIPit Experience, Starting Line Party, Kids Zone, along the Parade Route, and at the Awards Ceremony.
- Two (2) Branded vehicles in the Art Car Parade Lineup
- Company logo/name Inclusion in print advertisements and write-ups within media partners.



NASA Astronaut Jeannette Epps rides as Grand Marshal in Jim Robertson's "Jet Car" in the 2018 Houston Art Car Parade



Houston Mayor Sylvester Turner waves to fans at The 2018 Houston Art Car Parade

\$150,000



- Reserved 20'X40' space in prime location along parade route to set up activation or use for company promotion
- Company logo/name Inclusion in Official weekend poster, postcards and any other printed material for promoting the Parade weekend (25,000 copies) as well as on T-shirts, hats and other merchandise that is created for sale to the public.
- Two full page ads in the Houston Art Car Parade program (10,000 copies)
- Include company's promotional material in swag bags for artists and VIP tent guests (2000 count)
- Three (3) spotlight promotions to e-subscriber database of 15,000
- Four (4) dedicated social media posts on Instagram and Facebook
- Rights to Houston Art Car Parade marks and logos

A SPECIAL EXPERIENCE AT THE ART CAR PARADE AND WEEKEND

- Opportunity for four (4) guests to ride in an art car during the Houston Art Car Parade
- Access for fifty (50) guests to enjoy the VIPit Experience (for complete details see page 21)
 - VIP area shaded bleacher seating in reserved area for your guests (special seating arrangements may be arranged but may require additional cost)
 - Four guests can ride in an art car in the Houston Art Car Parade
 - Meet and greet and have photos taken with artists and other celebrities
 - Catered lunch from over a dozen of Houston's best restaurants and beverage service
 - Staffed children's activity area featuring hands-on art workshops
 - Passes for free priority parking
 - Gift bags for Art Car Parade guests
- Fifty (50) Tickets to the Legendary Art Car Ball on Friday 4/17
 - Access to VIP seating area at the Art Car Ball



A crowd of nearly 300,000 gathers in Downtown Houston for the 2017 Houston Art Car Parade

TITLE SPONSOR VIPit EXPERIENCE AT THE HOUSTON ART CAR PARADE

Nearly 2,000 guests attend this VIP event at the Art Car Parade each year, where corporate and donor bleacher suites provide art car supporters and their families a great atmosphere to enjoy the parade in the shade as they sip ice-cold beverages and taste treats from some of Houston's favorite restaurants. Local newscasters and personalities announce the parade entries from within the VIPit Party, allowing for opportunities for sponsor shout-outs and various announcements throughout the day.

Guests to the VIPit Experience include a mix of business owners, c-level executives, entrepreneurs, artists and young professionals - each bringing their friends and families out to enjoy the fun. Funds raised from the VIPit Party help defray parade production costs and keep the parade free to all along the route. This year, the Houston Art Car Parade and the VIPit Party will take place on Saturday April 18, 2020 from noon-5pm.

In addition, Title Sponsor of the VIPit Experience will be able to integrate an interactive activation within the space, allowing the opportunity for maximum exposure. Ideas include demos, shuttling guests from reserved parking lot to event site in branded vehicles, audio/visual displays, and more. We will work with you to customize a community environment that fits your brand and style.

PROMOTION UP TO AND THROUGH THE ART CAR WEEKEND:

- Company logo and/or name inclusion on all marketing material for the weekend including official weekend poster, postcards and any other printed materials for promoting parade weekend
- One (1) Branded vehicle to roll in the Art Car Parade
- 20'x20' Booth space and/or area to set up activation for use for company promotion at parade.
- Brand activation opportunity at all pre-parade weekend activities.
- Company logo/name Inclusion in print advertisements and write-ups within media partners.
- One (1) full page in the Houston Art Car Parade program
- Include company's promotional material in swag bags for artists and VIP tent guests.
- Two (2) Spotlights to Houston Art Car Parade e-subscriber database of 15,000
- Two (2) dedicated social media posts on Instagram & Facebook
- Rights to Houston Art Car Parade marks and logos



Tom Koch and Chauncey Glover from ABC KTRK-13 commentate at the parade at the VIPit Experience



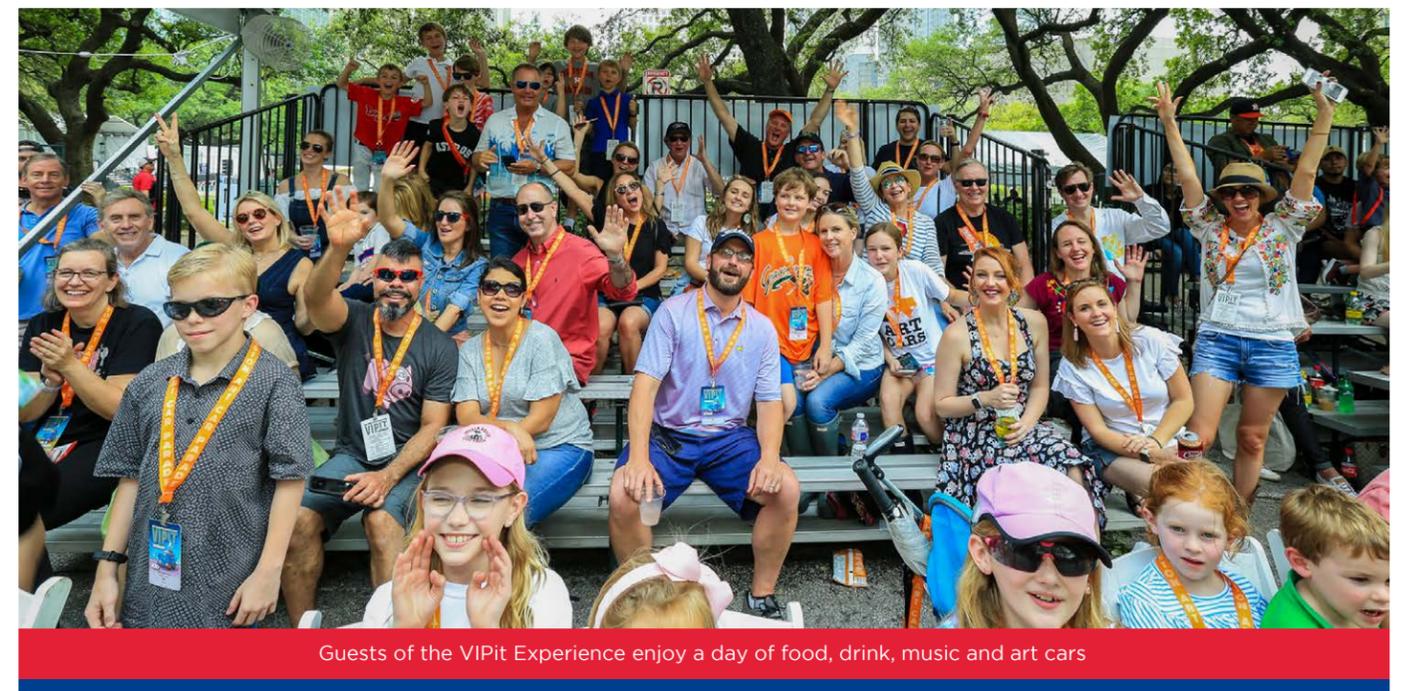
Over 20 local restaurants provide a variety of food for guests of the VIPit Experience

\$30,000



A SPECIAL EXPERIENCE AT HOUSTON ART CAR WEEKEND

- Company name prominent on VIPit Experience Tents
- Opportunity to have activation space(s) within the VIPit Experience
- One Hundred (100) VIPit Experience tickets (for complete details see page 23)
 - VIP area shaded bleacher seating in reserved area for your guests (special seating arrangements may be arranged but may require additional cost)
 - Four (4) guests can ride in the Art Car Parade
 - Catered lunch from a dozen of Houston's best restaurants and beverage service
 - Staffed children's activity area featuring hands-on art workshops
 - Passes for free priority parking
 - Gift bags for Art Car Parade guests
- Twenty-Five (25) Tickets to the Legendary Art Car Ball on 4/17



Guests of the VIPit Experience enjoy a day of food, drink, music and art cars

TITLE SPONSOR THE LEGENDARY ART CAR BALL

For decades, The Legendary Art Car Ball has been deemed one of, if not THE wildest, most colorful party of the year. Drawing a crowd of over 3,000, the event attracts a wide variety of individuals every year - from artists and arts patrons to doctors, lawyers, politicians, students, socialites, millennials, and everyone in between, all gathered to celebrate the eve of the Houston Art Car Parade.

A highly curated selection of musical and performance art acts each year add to the unique atmosphere, while all the “illuminated” art cars that participate in the weekend’s events are invited to show off their evening looks, ultimately providing the decor. Bites from local restaurants and specialty cocktails from a selection of Houston’s best bars get the crowd going, and the annual Art Car Ball Costume Pageant encourages attendees to dress in their most outrageous attire. It’s a no-holds-barred competition to see who can out-wow each other.

The Legendary Art Car Ball will be held on Friday, April 17th from 6-11PM.

PROMOTION UP TO AND THROUGH THE ART CAR WEEKEND:

- Company logo and/or name inclusion on all marketing material for the weekend including official weekend poster, postcards and any other printed materials for promoting parade weekend
- One (1) Branded vehicle to roll in the Art Car Parade
- 20’x20’ Booth space and/or area to set up activation for use for company promotion at parade.
- Brand activation opportunity at all pre-parade weekend activities.
- Company logo/name Inclusion in print advertisements and write-ups within media partners.
- One (1) full page in the Houston Art Car Parade program
- Include company’s promotional material in swag bags for artists and VIP tent guests.
- Two (2) Spotlights to Houston Art Car Parade e-subscriber database of 15,000
- Two (2) dedicated social media posts on Instagram & Facebook
- Rights to Houston Art Car Parade marks and logos
- Booth and/or area to set up activation or use for company promotion at Art Car Ball
- Opportunity to make announcements at the Ball and recognition on the projections



Hermann Square at City Hall played host to the 2019 Legendary Art Car Ball



Austin-based Calliope Musicals headlined the 2017 Legendary Art Car Ball



\$30,000

A SPECIAL EXPERIENCE AT HOUSTON ART CAR WEEKEND

- One Hundred (100) Tickets to the Legendary Art Car Ball
 - Access to VIP seating area at the Art Car Ball
- Twenty-Five (25) VIPit Experience tickets to the Art Car Parade (for complete details see page 23)
 - VIP area shaded bleacher seating in reserved area for your guests (special seating arrangements may be arranged but may require additional cost)
 - Four (4) guests can ride in the Houston Art Car Parade
 - Catered lunch from a dozen of Houston’s best restaurants and beverage service
 - Staffed children’s activity area featuring hands-on art workshops
 - Passes for free priority parking
 - Gift bags for Art Car Parade guests



Fire twirlers light up the reflection pond in front of Houston City Hall during the 2018 Legendary Art Car Ball

TITLE SPONSOR

KID AT HEART AT THE KIDS ZONE

\$20,000

As the city's largest free public art event, the Houston Art Car Parade has long been a magnet for families seeking exciting entertainment at a price that won't break the bank - ITS FREE!

The Kid Zone features a variety of family friendly amenities and activities including:

- Hands-on Art Workshops
- Shaded bleacher seating with priority given to families
- Musical entertainment

In addition to sponsoring the Kids Zone at the Houston Art Car Parade, you'll also be a recognized sponsor of the Orange Show Art Program. The Orange Show Center for Visionary Art's Art Program takes art education to the streets. The Art Program provides art education to local elementary and middle schools who have a need for art classes. The semester-long curriculum challenges students to express themselves through visual art while learning how art reflects as well as shapes culture and society.

RECOGNITION

- Referred to as the "(Sponsor Name) Kid at heART Kids Zone" within any and all materials, both print and online.
- Signage within the Kids Zone at The Houston Art Car Parade.
- Opportunity to deploy street team within the Houston Art Car Parade Kids Zone
- Opportunity to include one (1) branded vehicle within the Houston Art Car Parade lineup.
Sponsor may choose to collaborate with school or youth group on creation of entry, through Orange Show Center for Visionary Art facilitation.
- Logo and recognition within all Orange Show Art Program materials and outreach.
- One (1) Spotlight to e-subscriber database of 15,000.
- Category exclusivity over all aspects of the four days.
- Rights to Houston Art Car Parade marks & logos.



Kids and adults alike get an opportunity to check out the art cars up close and personal during Houston Art Car Parade Weekend



Students from Jefferson Davis High School, under the instruction of Rebecca Bass, present their winning art car during the 2015 Houston Art Car Parade



ADVERTISING & PROMOTION

- Title Sponsor logo on all items relating to the Kids Zone. Graphic representation including:
 - Print advertisements within media partners
 - Official weekend poster, postcards and other printed materials (25,000)
- One (1) full-page ad in Houston Art Car Parade program (10,000)
- Promotion through Orange Show and Houston Art Car Parade websites
- Two (2) dedicated social media posts on Instagram and Facebook
- One (1) spotlight promotion within Houston Art Car Parade e-Newsletter (15,000 subscribers)

EVENT & HOSPITALITY EXPERIENCE

- Access for Twenty-Five (25) guests to the VIPit Experience (for complete details see page 23)
 - VIP area shaded bleacher seating in reserved area for your guests (special seating arrangements may be arranged but may require additional cost)
 - Meet and greet and have photos taken with artists and other celebrities
 - Catered lunch from over a dozen of Houston's best restaurants and beverage service
 - Staffed children's activity area featuring hands-on art workshops
 - Passes for free priority parking
 - Gift bags for Art Car Parade guests
- Opportunity for four (4) guests to ride in an Art Car during the parade.
- Reserved 20'x10' space along parade route for additional activation opportunity or company promotion
- Forty (40) tickets to the Legendary Art Car Ball on 4/17.



Kids of all ages not only come to see the parade, but ride in various entries

PRESENTING SPONSOR START OF THE ART AT THE STARTING LINE PARTY

\$25,000

On Saturday, April 18th, as many as 50,000 will attend the Starting Line Party at the Houston Art Car Parade, an incredible place to experience the thrill of over 250 outrageous mobile masterpieces lined up, getting ready to roll through the streets of downtown Houston. Attendees, many of whom are families, get to see the cars up close, talk to the artists, enjoy live music and entertainment, and get ready for the parade of the year!

Included in the festivities is a stage featuring local bands, DJs and live parade commentary from colorful personalities, while beverage booths and beer gardens help to make a lively and fun atmosphere for all. As the crowds start to arrive and spectators take their spots along the parade route, the Starting Line Party becomes one of the most lively sections of the parade - perfect for a consumer-driven brand to promote their product or service.

The Starting Line Party at the Houston Art Car Parade begins at 10am on Saturday, April 18th.

RECOGNITION

- Ownership of the first 200 feet of the Houston Art Car Parade route for activations, brand recognition, etc.
- Referred to as Presenting Sponsor of the The Starting Line Party at The 33rd Annual Houston Art Car Parade
- Signage on stage area and in the the surrounding Starting Line Party area.
- Opportunity for sponsor representatives to make announcements on stage prior to and during parade.
- Brand activation opportunities at all pre-parade weekend activities.
- One (1) branded vehicle within the Houston Art Car Parade lineup.
- Rights to Houston Art Car Parade marks & logos.



Rebecca Bass and her students at Heights High School present their award-winning "It's Only Rock 'n Roll But I Like It" tribute to The Rolling Stones



Artist Amber Eagle drives "Our Lady of Transportation" in the 2018 Houston Art Car Parade, one of the most iconic entries over the past 32 years.

ADVERTISING & PROMOTION

- Presenting Sponsor logo on select Houston Art Car Parade Weekend graphic representation including:
 - Print advertisements within media partners
 - Official weekend poster, postcards and other printed marketing materials (25,000)
- One (1) full-page ad in Houston Art Car Parade program (10,000)
- Two (2) dedicated social media posts through Instagram and Facebook
- One (1) spotlight promotion within Houston Art Car Parade e-Newsletter (sent to 15,000)

EVENT & HOSPITALITY EXPERIENCE

- Access for Twenty-Five (25) guests to the VIPit Experience (for complete details see page 23)
 - VIP area shaded bleacher seating in reserved area for your guests (special seating arrangements may be arranged but may require additional cost)
 - Meet and greet and have photos taken with artists and other celebrities
 - Catered lunch from over a dozen of Houston's best restaurants and beverage service
 - Staffed children's activity area featuring hands-on art workshops
 - Passes for free priority parking
 - Gift bags for Art Car Parade guests
- Opportunity for four (4) guests to ride in an Art Car during the parade.
- Forty (40) tickets to the Legendary Art Car Ball on 4/17.



Actor, Author and Art Collector Cheech Marin rides in the 2017 Houston Art Car Parade

PRESENTING SPONSOR \$15,000 MAIN STREET DRAG

Join us as we take the parade to the people during the Main Street Drag! A perfect opportunity to have your company's name proudly displayed on art cars as nearly 80 participating entries roll through the streets of Houston the Thursday before parade day, visiting schools, nursing homes, developmental centers, and more, bringing joy and smiles to the entire city!

RECOGNITION & PROMOTION

- Referred to as the Main Street Drag Presenting Sponsor within any and all materials, both print and online.
- Company logo and/or name inclusion on all marketing material for the weekend including official weekend poster, postcards and any other printed materials for promoting parade weekend
- One (1) Dedicated post on Facebook & Instagram
- Sponsor logo/name in print advertisement within media partners
- Promotion through Orange Show and Houston Art Car Parade websites and social media sites.

EVENT & HOSPITALITY EXPERIENCE

- Opportunity to have a 10'x10' booth along the parade route for sponsor activation
- Access for Ten (10) guests to the VIPit Experience *(for complete details about the VIPit Experience see page 23)*
- Opportunity to enter one (1) branded car into the Houston Art Car Parade.
- Opportunity for two (2) guests to ride in an Art Car during the parade.
- Twenty (20) tickets to The Legendary Art Car Ball on 4/17.

PRESENTING SPONSOR \$15,000 AWARDS CEREMONY & BRUNCH

On Sunday April 19th, the day after the parade, art car artists and fans gather at The Orange Show to celebrate the winners of more than \$15,000 in prize money. The ceremony is the official thank you to all the artists and "see you next year." The awards are the highlight of the day which also includes musical entertainment, al fresco brunch, art cars, and artists selling their creations.

RECOGNITION & PROMOTION

- Referred to as the Awards Ceremony Presenting Sponsor within any and all materials, both print and online.
- Company logo and/or name inclusion on all marketing material for the weekend including official weekend poster, postcards and any other printed materials for promoting parade weekend
- One (1) Dedicated post on Facebook & Instagram
- Sponsor logo/name in print advertisement within media partners
- Promotion through Orange Show and Houston Art Car Parade websites and social media sites.

EVENT & HOSPITALITY EXPERIENCE

- Opportunity to have a 10'x10' booth along the parade route for sponsor activation
- Access for Ten (10) guests to the VIPit Experience
- Opportunity to enter one (1) branded car into the Houston Art Car Parade.
- Opportunity for two (2) guests to ride in an Art Car during the parade.
- Twenty (20) tickets to The Legendary Art Car Ball on 4/17.

RAID THE ROUTE AT THE HOUSTON ART CAR PARADE

\$10,000

Take ownership of a 50 ft. section of the parade route on Houston Art Car Parade Day! The parade offers a captive audience as onlookers anticipate the passing of each rolling creation. Raid the route provides the opportunity to capitalize on their undivided attention.

RECOGNITION

- Recognition on Houston Art Car Parade Route Map inside the Houston Art Car Parade Program and on the Houston Art Car Parade Website
- Branding of 50 ft. section of the street along parade route and opportunity to set up activations along all 50 ft.
- Opportunity to bring street team for promotions along your section
- One (1) dedicated post on Facebook & Instagram
- Rights to Houston Art Car Parade marks & logos

ADVERTISING & PROMOTION

- Logo inclusion within print advertisements with media partners.
- Company logo and/or name inclusion on all marketing material for the weekend including official weekend poster, postcards and any other printed materials for promoting parade weekend
- Promotion through Orange Show and Houston Art Car Parade websites and social media sites.

EVENT & HOSPITALITY EXPERIENCE

- Access for Four (4) guests to the VIPit Experience *(for complete details about the VIPit Experience see page 23)*
- Opportunity for two (2) guests to ride in an Art Car during the parade on 4/18.



CORPORATE ENTRY BRANDED ART CAR



\$5,000

Having a branded Art Car is a wonderful way to promote your company to the community and have some fun at the same time. You must have your own promotional vehicle, or you may sponsor a national award winning art car to come to Houston and be in the Houston Art Car Parade. Your branded Art Car creates a valuable tool for networking and team-building opportunities.

Recruit employees to help in the creation or commission a local artist or school to create a one-of-a-kind work that embodies the spirit of your company. Form lasting relationships with the artist(s) and the community. You may even want to give away spots to ride in the parade - something very few people get to do!

RECOGNITION

- Sponsor vehicle places in a prominent position during Sneak Peek.
- Opportunity to display vehicle during all aspects of Houston Art Car Weekend.
- Sponsor vehicle to be part of the lineup for the 33rd Annual Houston Art Car Parade.
- Sponsor vehicle to be included in the 2020 Houston Art Car Parade Program.

EVENT & HOSPITALITY EXPERIENCE

- Four (4) VIPit Experience passes for sponsor use (*for complete details see page 23*)
- Ten (10) tickets to The Legendary Art Car Ball on 4/17.



Stella Artois art car entry in the Houston Art Car Parade

DANCE PARTNER AT THE LEGENDARY ART CAR BALL



**\$2,500 -
\$5,000**

The Legendary Art Car Ball is one of the most talked about parties of the year. The Ball brings together art car artists, performers and the fans that love them to celebrate the fantastic, whimsical energy of all things Art Car. It's the ultimate kickoff for the most exciting weekend of the year! The guests enjoy spirits aplenty and delicious gourmet fare while partying amongst over 100 spectacular Art Cars and grooving to a stellar lineup of local and regional bands. The event draws between 2000-3000 guests and will take place on Friday, April 17, 2020.

RECOGNITION

As a Dance Partner of the Legendary Art Car Ball, we will work with you to customize a community environment that fits your brand and carves out a space for your presence at the event.

Suggestions include:

- Having your liquor brand included at the event
- Sponsorship of event photos/photo booth
- Presentation of select Art Cars
- Entertainment Stage and DJ Table Sponsor.
- Activation area to give away promotional items.



Desi Love-Blake and Kara Dion
host the 2019 Legendary Art Car Ball



Outrageous costumes are a staple at
The Legendary Art Car Ball

ART CAR STAR & ART CAR STAR² AT THE VIPit EXPERIENCE

ART CAR ANGEL AT THE VIPit EXPERIENCE

**\$4,500 &
\$9,000**

\$1,750

Nearly 2,000 guests attend this VIP event at the Art Car Parade each year, where corporate and donor bleacher suites provide art car supporters and their families a great atmosphere to enjoy the parade in the shade as they sip ice-cold beverages and taste treats from some of Houston's favorite restaurants. Local newscasters and personalities announce the parade entries from within the VIPit Party, allowing for opportunities for sponsor shout-outs and various announcements throughout the day.

Nearly 2,000 guests attend this VIP event at the Art Car Parade each year, where corporate and donor bleacher suites provide art car supporters and their families a great atmosphere to enjoy the parade in the shade as they sip ice-cold beverages and taste treats from some of Houston's favorite restaurants. Local newscasters and personalities announce the parade entries from within the VIPit Party, allowing for opportunities for sponsor shout-outs and various announcements throughout the day.

BENEFITS

- **STARS (Twenty-Five) and STAR² (Fifty)** guests of sponsor will enjoy:
 - Reserved area within VIPit with **shaded** bleacher seating / logo identified
 - Catered lunch provided by a variety of Houston's best restaurants
 - Beverage service and **personal server**
 - Staffed children's activity area featuring hands-on art workshops
 - Live commentary on parade entries as they pass
 - Passes for free priority parking
 - Security and VIP badges
 - Private, air-conditioned bathroom facilities
 - Gift bags

BENEFITS

- **Ten (10)** guests of sponsor will enjoy:
 - Reserved area within VIPit with bleacher seating / logo identified
 - Catered lunch provided by a variety of Houston's best restaurants
 - Beverage service
 - Staffed children's activity area featuring hands-on art workshops
 - Live commentary on parade entries as they pass
 - Passes for free priority parking
 - Security and VIP badges
 - Private, air conditioned bathroom facilities
 - Gift bags



Orange Show Board Member Don Mafrige, Jr. and 2016 Houston Art Car Parade Chairman Curry Glassell



2017 Houston Art Car Parade Chairman Glen and Tracy Lerner with Galen and Stephen Reckling



KTRK's Katherine Whaley and KHOU's Lily Jang announce parade entries in the VIPit Experience



Marilyn Oshman, Houston Mayor Sylvester Turner, Cheech Marin, and Natasha Marin

MEDIA PARTNERS & VALUES

2019 HOUSTON ART CAR PARADE

The Houston Art Car Parade is promoted as a major regional event through print, online, television and radio advertising, as well as through a regional, national and international media relations campaign.

2018 Pre-Parade Weekend press coverage included feature placements within the following publications:

Print: *Houston Chronicle, Houston Press, Austin Chronicle, Austin American-Statesman, Houstonia Magazine, Texas Highways Magazine, Houston CityBook, Downtown Magazine, Houston Modern Luxury*

Online: *Houston Chronicle, Houston Press, Houstonia, Culturemap, 365 Things to Do in Houston, Houston Public Media, Free Press Houston*

TV: *KTRK, KPRC, KHOU, KRIV, NEWSFIX-CW39, Houston Public Media*

Radio: *Houston Public Media, KPFT, KHMx, KRBE, KGLK, KTRU*

2018 HOUSTON ART CAR PARADE MEDIA STATS

CIRCULATION IMPRESSIONS WORLDWIDE (TV+PRINT+RADIO+WEB)	36,324,550
MEDIA VALUE	\$498,113
PUBLICITY VALUE	\$4,211,014
ESTIMATED ATTENDANCE AT PARADE	300,000
ESTIMATED OUT OF TOWN VISITORS (100+ miles)	30,300
FLYERS/POSTERS/PROGRAMS DISTRIBUTED	35,000

THEHOUSTONARTCARPARADE.COM

UNIQUE VISITORS: 545,692
PAGE VIEWS: 4,365,543
AVG. TIME SPENT ON WEBSITE: 5.2 MINUTES

SOCIAL MEDIA

FACEBOOK: 30,065 Followers **TWITTER: 5,795 Followers** **INSTA: 1,364 Followers**

MEDIA PARTNERS

ABC13-KTRK
TEXAS MONTHLY
HOUSTON PUBLIC MEDIA
OUTFRONT MEDIA
90.1 KPFT

PAPERCITY MAGAZINE
HOUSTON CHRONICLE
BYLINE HOUSTON
YELP

DEMOGRAPHICS

2019 HOUSTON ART CAR PARADE

With more than 2.2 million residents, Houston attracts visitors and transplants with a wonderful mix of world-class arts, booming businesses, pro sports, and award-winning cuisine. As the rest of the country discovers what locals have known all along, Houston is finally enjoying the recognition it deserves. Just last year, the city landed on several "best of" lists, including the *Travel + Leisure* roundup of America's Favorite Cities and the Hotwire.com index of most affordable US vacation destinations.

In addition, Houston is now considered America's most diverse city. The *Los Angeles Times* posits that, by 2050, America will look a lot like Houston does today. That would mean that America would be a mix of white, Latino, African America, Vietnamese, and many other immigrants sharing space. 51 percent of Houstonians under the age of 20 are Latinos, and 19 percent are African Americans.

As one of the largest free public events in Houston all year, The Houston Art Car Parade attracts an extremely diverse crowd of people interested in celebrating the artist in all of us.

2019 HOUSTON ART CAR PARADE DEMOGRAPHICS

ETHNICITY

Asian - 3.1%	Hawaiian/Pacific Islander - .4%
African American - 12.2%	White - 57.5%
Hispanic - 21.4%	Other - 5.4%

ANNUAL HOUSEHOLD INCOME

< \$20K - 13.2%
\$20K - \$50K - 21.3%
\$50K - \$100K - 36%
\$100K - \$200K - 20.1%
> \$200K - 9.4%

AGE

11-15 - 1.3%	25-34 - 29.8%	55-64 - 13.4%
16-19 - 4.6%	35-44 - 21.5%	65-80 - 7.3%
20-24 - 4.6%	45-54 - 17.4%	80+ - .2%

THE ORANGE SHOW CENTER FOR VISIONARY ART

THEHOUSTONARTCARPARADE.COM
ORANGESHOW.ORG

OFFICE

2334 Gulf Terminal Drive
Houston, TX 77023
713.926.6368

MAILING ADDRESS

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Houston, TX 77223

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For more information regarding these and other sponsorship opportunities for the 2020 Houston Art Car Parade, contact:

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THE ORANGE SHOW CENTER FOR VISIONARY ART

In 1980, Houston arts patron and business leader Marilyn Oshman formed a non-profit foundation to preserve the then fragile and deteriorating Orange Show Monument. She reached out to 21 well-known members of the community representing a diverse cross-section of Houston - Dominique de Menil, Nina Cullinan, members of ZZ Top, and others - to assist in the purchase and restoration of the site. In 1982, the Orange Show Monument opened back up to the public and the newly hired staff began to integrate the Orange Show Center for Visionary Art into Houston's cultural life through a wide variety of programs.

Now in its 38th year, the Orange Show Center for Visionary Art focuses on the ability to make basic elements of art tangible and accessible to the public. Through the acquisition in 2001 of The Beer Can House, another Houston landmark, as well as being the producer for the past 33 years of one of Houston's most beloved annual events, The Houston Art Car Parade, the Orange Show Center for Visionary Art has become Houston's hub of folk art activity. Recently, the organization also added another piece to their portfolio - Smither Park - Houston's first folk art-inspired green space. Smither Park exemplifies the Orange Show Center for Visionary Art's mission by utilizing local artists and individuals in the community to create a lasting, sustainable creative space that will allow people from across Houston and beyond to be inspired and gain a greater understanding of visionary art.

In addition, the organization provides opportunities for at-risk youth to engage in enriching art projects such as mural painting and Art Car building, and also holds a series of cultural expeditions called Eyeopener Tours that explore amazing art environments throughout the city and beyond.

The Orange Show Center for Visionary Art is a publicly funded non-profit 501(c)3 organization. Funding is provided in part by grants from the City of Houston through the Houston Arts Alliance, Texas Commission on the Arts, National Endowment for the Arts, Brown Foundation, Houston Endowment, Wortham Foundation, and Silver Eagle Distributors, as well as private contributions, in-kind support, and volunteer assistance.

