



January 2012

Art in the Park is a fine art festival featuring local and regional artists selling their original creations along a quarter mile walking path that meanders through Elizabeth Baldwin Park. Towering oak trees, picnic and game tables, signature Midtown benches, a children's playground and a Heritage Gazebo make this festival a unique urban event. Patrons enjoy the opportunity to stroll along shaded paths lined with artists showing their original works. Midtown a burgeoning urban community in the heart of Houston; is home to 20,000 residents and over 500 businesses; Midtown offers artists patrons with buying power.

The whole community is coming out to welcome visitors to Midtown. We are anticipating a minimum of 3,000 new visitors to the area on that day. Wouldn't you like to opportunity to reach out to that many new customers in one day? By sponsoring a small portion of the event we will provide to you numerous publicity opportunities associated with **Art in the Park**.

Stage Sponsor \$5,000 (when check is received)

- Banner placement at the event site.
- Publicity in the Midtown Paper - *Circulation 15,000 throughout the Houston area.*
- Inclusion with company logo and link recognition in 3 upcoming Midtown e-newsletters. *2,000 + members strong!*
- Company logo and link recognition on the Midtown Art in the Park website.
- Acknowledged as Stage Sponsor on event publicity and collateral media.
- We will provide you with a tent/tables and chairs. Bring your promotional items to distribute at the event.

Festival sponsorship \$3,000 (when check is received)

- Banner placement at the event.
- Company logo recognition in 2 future Midtown e-newsletters *2,000 + members strong!*
- Company logo recognition on the Midtown Art in the Park website.
- Acknowledged as Major Sponsor on event publicity.
- Bring out your tent and your promotional items to distribute at the event.

Demonstration sponsorship \$2,000 (when check is received)

- Company logo recognition in 1 Midtown e-newsletters 2,000+ members strong!
- Company logo recognition on the Midtown Art in the Park website
- Announced as demonstration sponsor on the day of the event.

Let Houstonians know that you are an integral part of Houston's premier urban community.



Sponsorship

Name of Business: _____

Contact person: _____

Address: _____

Phone: _____ E-mail: _____

Stage Sponsor (\$5,000) _____

Please send via e-mail a jpg format logo to cynthiiaa@houstonmidtown.com

Festival Sponsor (\$3,000) _____

Please send via e-mail a jpg format logo to cynthiiaa@houstonmidtown.com

Demonstration Sponsor (\$2,000) _____

Please send via e-mail a jpg format logo to cynthiiaa@houstonmidtown.com

The sooner you respond with a check the longer your advertising opportunity is available to you.

Midtown's 6th Annual Art in the Park

Saturday, April 14, 2012 from 10:00AM to 6:00PM

Elizabeth Baldwin Park 1702 Elgin @ Chenevert

Cynthia Alvarado – Managing Director cynthiiaa@houstonmidtown.com

Please make checks payable to:

Midtown Management District
410 Pierce, Suite 355 Houston TX 77002
713-526-7577 office 713-526-7519 fax

www.midtownartinthepark.com

Face Book <http://www.facebook.com/midtownartinthepark>