

**MCDONALD'S HOUSTON
CHILDREN'S FESTIVAL**
APRIL 4 & 5, 2020
DOWNTOWN HOUSTON

THE IMPACT OF ONE EVENT

BENEFITING
CHILD ADVOCATES



THE LARGEST CHILDREN'S FESTIVAL IN THE UNITED STATES





Festival Facts

THE LARGEST
CHILDREN'S FESTIVAL
IN THE UNITED STATES!



GENERAL INFORMATION

WHAT

McDonald's Houston Children's Festival 2020

BENEFITING

Child Advocates, Inc.

The Festival has now raised over \$5.6 million for Child Advocates, Inc

POSITIONING

The Largest Children's Festival in the United States

One of the World's 300 Unmissable Events

Frommer's Travel Guides

WHEN

April 4 & 5, 2020

10:30 am – 6:30 pm Saturday & Sunday

WHERE

Downtown Houston, Sam Houston Park,
both sides of Allen Parkway

ATTENDANCE

Expected attendance of 30,000 to over 50,000

ADMISSION

\$12 General Gate Admission

\$6 with a McDonald's Receipt (half-off)

\$6 Children age 7-12, Age 6 and under free

Games by coupon only, 9 coupons for \$10

2019 EVENT HIGHLIGHTS

5 Stages Of Music & Entertainment 14 Fun Family Adventure Areas Over 300 Activities

- McDonald's Dream Discovery Stage & Zone Plus featuring PAW Patrol and Anthony Gonzalez voice of Miguel from the movie CoCo
- Ashley Homestore Kids Gaming Lounge
- Circus Town & Stage
- Child Advocates Circus Midway
- KHOU Channel 11
- Power Crunch Zumba Stage
- SignatureCare Emergency Center Teddy Bear Clinic
- Green Mountain Energy World Zone
- Tile Painting
- SABIC Super Stage & Teenage Mutant Ninja Turtles
- NightLight Pediatric Urgent Care Diaper Derby
- Famous Idaho Potato Tour
- Metro by T-Mobile Robotics Academy
- Univision
- PBS Daniel the Tiger and Princess Presto
- Kids Directory Stage
- Texas Children's Health Plan Tag Your Tot
- The Center for Children and Women Stroller Parking & Diaper Changing Station

TOTAL
MEDIA
MARKET
VALUE
**OVER
\$3.56
MILLION**





Media Impact

THE LARGEST
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IN THE UNITED STATES!



The McDonald's Houston Children's Festival has the best and most current approach to its communication platform. Each year, it has resulted in a dramatic increase in exposure. The festival received support from over 100 corporate sponsors. Sponsors are on hand to showcase their product and services, along with using the festival to offer corporate volunteer value to their employees.



**OVER
36 MILLION**

TOTAL MARKETING IMPRESSIONS



**OVER
\$3.56 MILLION**

TOTAL MARKETING VALUE



30K-50K+

EXPECTED ATTENDANCE



PUBLIC RELATIONS

Over 11.2 Million Total Impressions

\$566,000 Total Value



MEDIA PARTNERS

Over 24.5 Million Total Impressions

\$928,000 Total Value



SOCIAL MEDIA

Over 1.74 Million Total Impressions

\$2.2 Million Total Value

92% SAID
THEY WOULD
**VISIT THE
FESTIVAL
AGAIN**



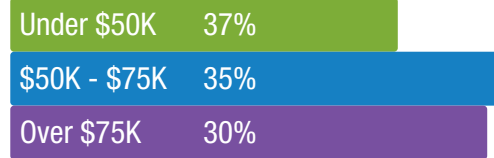


Demographics

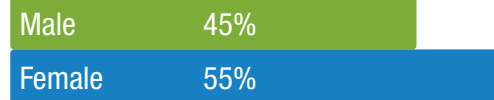
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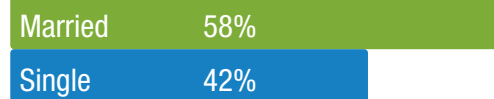
INCOME



GENDER



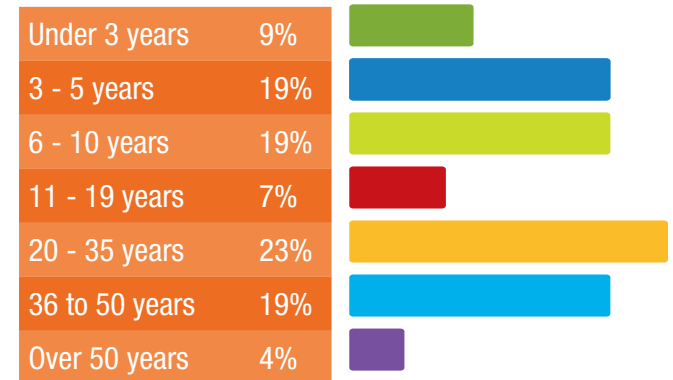
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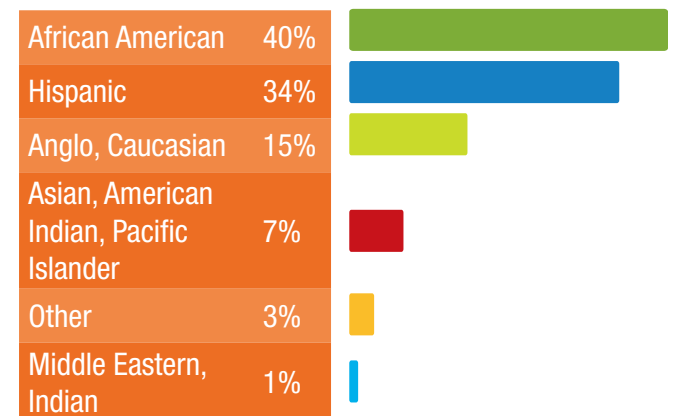
AVERAGE TIME AT THE FESTIVAL



AGE PROFILE



ETHNIC BACKGROUND





Sponsorship Opportunities

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APRIL 4 & 5, 2020
10:30AM - 6:30PM
DOWNTOWN HOUSTON

THE IMPACT OF ONE EVENT

All sponsorships are custom-designed to meet sponsor's marketing and budgeting needs

OVER \$5.6 MILLION

The McDonald's Houston Children's Festival has now raised over \$5.6 million for CHILD ADVOCATES

CONTACT

KELLY ST. MARY
Sponsorship Director
713.377.1161
kstmary@spectrumfcs.com
www.HoustonChildrensFestival.com

McDonald's Houston Children's Festival
P.O. Box 7130
The Woodlands, Texas 77387

SPONSORSHIP LEVEL	SITE BENEFITS	FACE-TO-FACE MARKETING			BRANDING									TICKETS	
		On-site Sampling	Exit Sampling	Database Collection	Name Listing in Event Guide	Logo in Event Guide	Website	Social Media	Logo in Event Print Ads	Radio Name Mentions	Dedicated Radio schedule	TV Mentions	Cross Promo Opportunities	VIP Sponsor Hospitality	General Admission
\$3,500	10’ X 10’ Covered Promotional Booth: includes 1 table, 2 chairs. Opportunity to provide signage and promote with premiums & giveaways.			yes	yes		listing							8	20
\$5,000	10’ X 20’ Covered Promotional Booth: includes 2 tables, 4 chairs. Opportunity to provide signage and promote with samples, premiums & giveaways.	yes		yes	yes	yes	listing							12	30
\$7,500	20’ X 20’ or 10’ X 30’ Covered Promotional Booth: includes 6 tables and 8 chairs. Opportunity to provide signage and promote with samples, premiums & giveaways.	yes	yes	yes	yes	yes	logo	yes						16	50
\$10,000 - \$15,000	20’ X 30’ or 10’ X 40’ Covered Promotional Booth: includes 8 tables and 12 Chairs OR Space for promotion vehicle. Opportunity for on-site promotion. Opportunity to provide signage and promote with samples, premiums & giveaways.	yes	yes	yes	yes	yes	logo	yes						24	75
\$25,000 +	Area or Zone Sponsorship custom-designed to meet sponsors marketing objectives: includes tents, tables, chairs as needed and signage. Opportunity for on-site or pre-event promotion. Opportunity to promote with samples, premiums or giveaways.	yes	yes	yes	yes prominent placement	yes prominent placement	logo & link on home page	yes photos & logos	yes	in all :30 recorded aired radio spots & video streaming spots	yes	yes	yes	40	125





Customized Sponsorships

CUSTOM-DESIGNED SPONSORSHIPS

To meet your marketing & budgeting needs. If you can think it or dream it – we can make it happen!



\$20,000 - \$40,000

- Feature Entertainment (Celebrity) Sponsor & Stage
- STEM Zone & Stage
- Family Fitness Zone & Stage
- Giant Lego Zone
- Monster Math Zone
- Scholarship Treasure Hunt
- Super Science Zone
- Recycling Zone Sponsor
- Get Up and Dance Kids' Stage
- Teddy Bear Clinic

\$10,000 - \$18,000

- Art Park
- Admission Gates Sponsor
- Coupon Sponsor
- City Chill Lounge
- Giant Diaper Derby
- Giant Selfie Frames throughout Festival
- Official Cup Sponsor
- Minute to Win It! Games for Kids
- Jumbotron Video Sponsor
- Tot Spot & Mini Stage
- Tag Your Tot Sponsorship
- Tile Painting Zone
- Safe ID Kit Sponsor
- Silly String Zone
- Sports Alley
- Young Engineers Zone
- Zumba Stage

\$7,500 - \$10,000

- Bubble Land
- Can Stacking Contests
- Games Sponsor
- Karaoke Sponsor
- Trash Can Sponsor
- VIP Area Sponsor

\$3,500 - \$5,000

- Booth Sponsorships
- Sampling Sponsorships

2019 Marketing Material

THE LARGEST
CHILDREN'S FESTIVAL
IN THE UNITED STATES!



Newspaper & Magazine Ads

MARCH 30 & 31
10:30AM-6:30PM
DOWNTOWN HOUSTON

THE LARGEST CHILDREN'S FESTIVAL
IN THE UNITED STATES!

5 STAGES OF MUSIC & ENTERTAINMENT
14 BIG FAMILY ADVENTURE AREAS
OVER 300 ACTIVITIES

GET YOUR TICKETS TODAY AT
HOUSTONCHILDRENSFESTIVAL.COM

Sponsors: McDonald's, Metro, Ashley, Power Crunch, and others.

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McDonald's In-Store Poster (In ALL stores)

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Festival Guide

CELEBRITY CONNECTION

SPECIAL THANKS TO OUR 2019 SPONSOR PARTNERS

WELCOME TO THE LARGEST CHILDREN'S FESTIVAL IN THE UNITED STATES

2019 FESTIVAL GUIDE

chiladvocates

2019 EVENT SCHEDULE | THE LARGEST CHILDREN'S FESTIVAL IN THE UNITED STATES

SATURDAY - MARCH 30

SUNDAY - MARCH 31

BIG FAMILY ADVENTURE AREAS | HOUSTON'S OFFICIAL FAMILY CELEBRATION

Area 1 - HANSHU STREET
Area 2 - CITY HALL
Area 3 - CITY HALL
Area 4 - MONDAY STREET
Area 5 - MONDAY STREET
Area 6 - MONDAY STREET
Area 7 - MONDAY STREET
Area 8 - MONDAY STREET
Area 9 - MONDAY STREET
Area 10 - MONDAY STREET



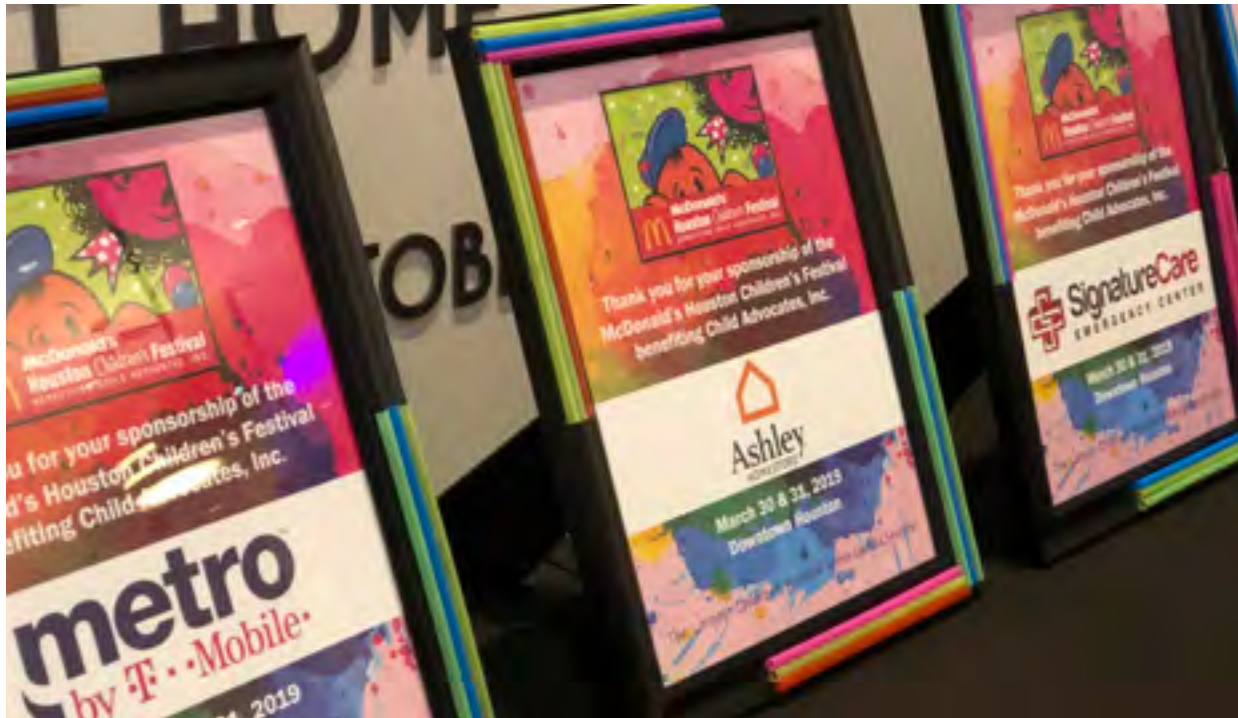
COME JOIN
THE FUN
WITH
**A GREAT
PARTNERSHIP**





Sponsorship Luncheon

THE LARGEST
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SPONSORSHIP BENEFIT

You will receive invitations to our annual Sponsorship Appreciation Luncheon held at the DoubleTree by Hilton Houston Downtown. In addition to enjoying a fantastic lunch, sponsors enjoy the opportunity to mingle with other sponsor partners, hear from special guests, as well as a testimonial from Child Advocates. And at the end of the luncheon, we have fantastic door prizes to give away.



Mayor Sylvester Turner

*Designated as the
Mayor's Official Family Celebration*

**FANTASTIC
OPPORTUNITY
TO CONNECT
WITH
YOUNG
PEOPLE
AND THEIR
FAMILIES**





Sponsorship Benefits

THE LARGEST
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EXPERIENCE THE IMPACT OF ONE EVENT

The McDonald's Houston Children's Festival is The Largest Children's Festival in the United States, delivering a high quality family event and an exceptional return on investment for sponsors. Offering direct access to the family market, this is an outstanding venue for sponsor branding, marketing, cross-promotion, product or service showcase and sampling, as well as a powerful vehicle for positive community influence.

Whatever your branding and marketing goals...we deliver results.

- Comprehensive 360° Bilingual Media Plan
- Fantastic Return on Investment
- Direct Access to the Family Market
- Customized Partnership
- Creative Pre-event & On-site Branding
- Showcase for Product or Services
- Sampling and Cross-promotion
- Powerful Community Influence
- Company Employee Volunteer Opportunities

Partnering to maximize your sponsor dollars.

CONTACT

KELLY ST. MARY

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McDonald's Houston Children's Festival

P.O. Box 7130

The Woodlands, Texas 77387

Benefiting:
childadvocates

MISSION

Child Advocates, Inc. mobilizes court appointed volunteers to break the vicious cycle of child abuse. We speak up for abused children who are lost in the system and guide them into safe environments where they can thrive.



2019 Sponsors

Benefiting:
childadvocates®



Mayor Sylvester Turner



Adventure Kids Playcare
Alert 360
The Artz Cre8ting Your Imagination
ASCE Houston Branch
Backstage Online
Best Brain Learning Center
Best Buy
Breath of Hope
Camp Gladiator

Circles of Care
City of Houston Corral the Grease
Collaborative for Children
Creative Consumer Research
Delta Dental
El Venezolano
Fire Museum of Houston
Fitness Connection
Girl Scouts of San Jacinto

Good Read Houston Goya Foods
Harris County Protective Services
Houston Dynamo/Houston Dash
Houston Money Week
Houston Museum of Natural Science
Houston Public Library
Houston Rockets
Houston SPCA
Houston Texans

Houston Zoo
iT'Z
Judah Brown Project
K-12
Kid's Directory
Kids Out & About
Kroger's
La Subasta
Lasik Vision/TLC Laser Eye Centers

Macaroni Kid
MD Kids Pediatrics/Clinicas Mi Doctor
MD Medical Group
Missing Link
Moody Gardens
Power Home Remodeling Group
Que Onda
Riot Creative Imaging
Safe Kids

ShIPLEY Do-Nuts
Shriner's Hospital
Sports Clips
Topgolf
Voice of Asia
Woodlands Mommy
Xfinity
YMCA of Greater Houston