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

McDonald's Houston Children's Festival | Benefiting Child Advocates, Inc.

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 Partol 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 Childrens Health Plan Tag Your Tot
- The Center for Children and Women Stroller Parking & Diaper Changing Station

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

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Media Impact

THE LARGEST CHILDREN'S FESTIVAL 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

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Demographics

THE LARGEST CHILDREN'S FESTIVAL IN THE UNITED STATES!

INCOME

Under $50K	37%
$50K - $75K	35%
Over $75K	30%

GENDER

Male	45%
Female	55%

MARITAL STATUS

Married	58%
Single	42%

AVERAGE TIME AT THE FESTIVAL

3.7 Hours
96% of attendees spent at least two hours at the festival

AGE PROFILE

Under 3 years	9%
3 - 5 years	19%
6 - 10 years	19%
11 - 19 years	7%
20 - 35 years	23%
36 to 50 years	19%
Over 50 years	4%

ETHNIC BACKGROUND

African American	40%
Hispanic	34%
Anglo, Caucasian	15%
Asian, American Indian, Pacific Islander	7%
Other	3%
Middle Eastern, Indian	1%

Sponsorship Opportunities

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

SPONSORSHIP LEVEL	SITE BENEFITS	FACE-TO-FACE MARKETING			
		On-site Sampling	Exit Sampling	Database Collection	Name Listing in Event Guide
$3,500	10' X 10' Covered Promotional Booth: includes 1 table, 2 chairs. Opportunity to provide signage and promote with premiums & giveaways.			yes	yes
$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
$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
$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
$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

BRANDING								TICKETS	
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
	listing							8	20
yes	listing							12	30
yes	logo	yes						16	50
yes	logo	yes						24	75
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	$10,000 - $18,000	$7,500 - $10,000	$3,500 - $5,000
• 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	• 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	• Bubble Land • Can Stacking Contests • Games Sponsor • Karaoke Sponsor • Trash Can Sponsor • VIP Area Sponsor	• Booth Sponsorships • Sampling Sponsorships

2019 Marketing Material

THE LARGEST CHILDREN'S FESTIVAL IN THE UNITED STATES!

Newspaper & Magazine Ads

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

Festival Guide

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

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Sponsorship Luncheon

THE LARGEST CHILDREN'S FESTIVAL IN THE UNITED STATES!

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

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Sponsorship Benefits

THE LARGEST CHILDREN'S FESTIVAL IN THE UNITED STATES!

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 360º 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

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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

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