

## About The 2008 Houston Pumpkin Festival And BBQ Cook Off

### **What is the Houston Pumpkin Festival And BBQ Cook Off?**

The Houston Pumpkin Festival And BBQ Cook Off is a three day event held annually the last weekend in October. The festival is held to celebrate the season and help support ASSIST THE OFFICER. This Award-winning event offers a wide variety of outdoor activities attractions and entertainment. Ranging from the barbecue cook off to continuous musical entertainment, children's activities, fabulous variety of foods, animal shows, clowns and specialty acts. The event provides a fun-filled weekend of activities for the whole family to enjoy the season.

### **When Is It?**

Friday, October 24<sup>th</sup>  
3:00 p.m. to Midnight

Saturday October 25<sup>th</sup>  
10:00 a.m. to Midnight

Sunday October 26<sup>th</sup>  
10:00 a.m. to 6:00 p.m.

### **What Is he General Admission Charge?**

General Admission = \$10 each for Festival Only  
Children under 12 = \$5 each for Festival Only  
Children under 5 = free for Festival Only  
Senior Adults (55 +) = \$5 each for Festival Only

### **Where do the proceeds go?**

A portion of the proceeds go to support [AssistTheOfficer.com](http://AssistTheOfficer.com)

Assist The Officer is a non-profit organization providing short-term, immediate need financial assistance for officers critically injured or disabled in the line of duty. Assist The Officer symbolizes the appreciation for every officer's dedicated service and commitment to the safety of citizens.

Every day, peace officers risk their lives to serve and protect our communities. It is an unfortunate reality that our officers face challenges and risks with the potential for injury on a daily basis. When such an injury occurs, it can often times be financially catastrophic. During their time of recovery, the last thing an officer should have to worry about is how he or she will make ends meet while recuperating.

Founded in 1991, Assist the Officer is dedicated to assisting law enforcement officers in the Greater Houston area (those in Harris, Ft. Bend, Brazoria, Galveston, and Montgomery counties). We raise funds through corporate contributions and sponsorships, public donations through our membership program, Bequeathing, and through fund raising efforts.

Assist the Officer is a tax-exempt, non-profit organization under provisions of the Internal Revenue Code 501 (c) 3 and your donation may be tax deductible to the extent allowed by law.

## 2008 HOUSTON PUMPKIN FESTIVAL AND BBQ COOK OFF EVENTS & ACTIVITIES

October 24<sup>th</sup> -26<sup>th</sup>

The Houston Pumpkin Festival will have a variety of attractions and exhibits thought the three days of the festival. Here is a list of some of the attractions.

### BBQ Cook Off

Approximately 30 teams compete for the title of champion cooker in several categories.

### Main Stage Music

Enjoy local bands and performers throughout all three days of the festival.

### Petting Zoo

Feed and pet several animals from Sweetie Pies Petting Zoo

### Miniature Pony Rides

Ponies just the right size for the kids

### Trick Roping

Cow Boy BOB

### Pumpkin Pie Eating Contests

Kids and Adults

### Washer Pitching Tournament

Compete for bragging rights and a trophy

### Helicopter Rides

Check out the festival from the air

### Youth Boxing Tournament

Local boxing gym youths compete thought the day

HPD Boxing team showing their skills in exhibition matches

Martial arts demonstrations

See self defense demonstrations thought the day

Clown Shows for the kids

### Vendor Booths

Over 70 vendor booths selling a variety of things from food to trinkets

### New Car Give Away

Win a brand new car or truck in a raffle

### Pumpkin Patch

Take home your very own pumpkin from the patch

### Face Painting

# PARTNERSHIP PROGRAMS

The Houston Pumpkin Festival offers a broad range of partnership and event marketing opportunities. The Partnership Programs allow each partner to participate in a highly targeted marketing plan designed to meet the partner's specific needs.

**The Houston Pumpkin Festival Partnership Programs Offer:**

- Targeted Marketing
- Media enhancement for maximum exposure
- Product showcase through sampling and demonstrations
- Ability to impact consumer sales

**The Houston Pumpkin Festival Partnerships may include a combination of the following benefits:**

- Passes to The Houston Pumpkin Festival.
- Banner and Link on The Houston Pumpkin Festival Website.
- Entertainment Packages for clients and/or employees.
- Inclusion in The Houston Pumpkin Festival signage on designated activity or areas.
- Complimentary exhibit space, sampling and demonstration opportunities.

## PARTNERSHIP AGREEMENT

**YES!** Our company would like to support the 2008 Houston Pumpkin Festival.

In the amount of \$ \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

Name Of Contact Person: \_\_\_\_\_

\_\_\_\_\_  
Signature of authorized representative

\_\_\_\_\_  
Title

Payment Method

Company Check Is Enclosed  
Make check payable to: Holiday Entertainment

Send Invoice to above address

Visa  MasterCard  AMEX  DISCOVER

Card # \_\_\_\_\_ 3 digit security # \_\_\_\_\_

Name On Card: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**SUBMIT BY FAX OR MAIL**

Holiday Entertainment  
1500 ELTON ST.  
Houston, Texas 77034

Fax # 713-946-2611

# LEVEL #1

31 DAYS

## Joint sponsorship of Haunted Houses and The Houston Pumpkin Festival and BBQ Cook off

\$50,000

### What the advertiser gets in return.

31 days of advertisement at event.

Main entrance gate for festival and Haunted House. 1 - 8'X40' front lighted sign over head. Approximately 45,000 event goers will enter this gate. Numbers biased on previous years attendance and projected attendance to festival.

Main stage overhead 4'X30' sign.

On site sponsor P.A. mentions before each show on main stage and at awards ceremonies.

Company logo on every page of festival website. Approximately 25,000 web hits expected, totaling 150,000 page visits.

Company Logo on every page of Haunted House website. Approximately 30,000 to 50,000 web hits expected, totaling between 240,000 to 400,000 page visits. Numbers biased on previous years web hits.

Youtube internet commercial on haunted house website home page and the festival website home page. Approximately 70,000 expected to view the spot on both sites.

Company Logo on downloaded internet coupons to Haunted House. Approximately 5,000 expected to be downloaded.

Company Logo on festival event programs distributed to festival guests.

Complementary 15'X15' exhibit space.

Company Logo on all paid Haunted House T.V. advertisement.

Company Logo on all paid Festival T.V. advertisement.

30 Complementary festival tickets.

30 Complementary speed pass wrist bands for all 3 Haunted Houses (unlimited entry to all haunts and no waiting in line).

Company Logo on all Haunted House tickets sold. Approximately 30,000 to 50,000 tickets to be sold. Numbers biased on previous year individual tickets sold.

4 banners. 1 overhead in each line at all three Haunted Houses and 1 overhead at ticket windows.

Banners on 3 golf carts

1 - 9'X 40' sign on rear of building overhead.

# LEVEL #2

31 DAYS

## Sponsorship of Haunted Houses and The Houston Pumpkin Festival and BBQ Cook off

### NEW CAR CORRAL

\$25,000 or equivalent valued new vehicle. Vehicle will be given away Saturday October 31<sup>st</sup> at closing of Haunted House to a festival guest or haunted house guest in a drawing. Every Haunted House ticket will be an entry to the drawing and every festival ticket will be an entry. There will also be a free registration booth set up to enter the drawing at the new car corral.

#### What the advertiser gets in return.

31 days of advertisement at event.

The New Car Corral will have a premium spot at the entrance gate to the festival and the haunted house. Approximately 45,000 event goers will enter this gate and must walk through the new car corral. Numbers biased on previous years attendance and projected attendance to festival.

The New Car Corral space will be 90' X 50' to accommodate several demo cars to be viewed by festival and haunted house guests. The corral will also house the vehicle to be given away. The vehicle to be given away will be elevated on a ramp or platform surrounded by demo cars.

The New Car Corral will have 1 space 9' X 40' for a dealer sign.

The New Car Corral will have 2 spaces 9' X 22' for dealer signs.

The New Car Corral will have space available on apron of car platform for dealer signs.

On site sponsor P.A. mentions on main stage and at awards ceremonies.

Company logo on sponsor page of festival website. Approximately 25,000 web hits expected.

Company Logo on sponsor page of Haunted House website. Approximately 30,000 to 50,000 web hits expected, totaling between 240,000 to 400,000 page visits. Numbers biased on previous years web hits.

Youtube internet commercial about the dealer and vehicle to be given away on the home page of the haunted house website and the festival website. Approximately 70,000 expected to view the spot on both sites.

Company Logo on all paid Haunted House T.V. advertisement.

Company Logo on all paid Festival T.V. advertisement.

Company Logo on festival event programs distributed to festival guests.

20 Complementary festival tickets.

20 Complementary speed pass wrist bands for all 3 Haunted Houses (unlimited entry to all haunts and no waiting in line).

Company Logo on all Haunted House tickets sold. Approximately 30,000 to 50,000 tickets to be sold. Numbers biased on previous year individual tickets sold.

# **LEVEL #3**

## **Sponsorship of The Houston Pumpkin Festival and BBQ Cook off**

\$10,000

Main stage towers (2 sides available). Approximately 15' X 20' signs.

20 complementary festival tickets.

20 Complementary speed pass wrist bands for all 3 Haunted Houses (unlimited entry to all haunts and no waiting in line).

Company Logo on festival event programs distributed to festival guests.

Company logo on sponsor page of festival website. Approximately 25,000 web hits expected.

Complementary 15' X 15' exhibit space.

On site sponsor P.A. mentions on main stage and at awards ceremonies.

4' X 20' sign over entrance to kids area. (petting zoo, miniature horse ride, inflatable bouncers, rock wall, gyro, kiddy rides, Etc).

# **LEVEL #4**

## **Sponsorship of The Houston Pumpkin Festival and BBQ Cook off**

\$8,000

2 Available

1 - 9'X 40' sign on side of building overhead.

10 complementary festival tickets.

10 Complementary speed pass wrist bands for all 3 Haunted Houses (unlimited entry to all haunts and no waiting in line).

Company Logo on festival event programs distributed to festival guests.

Company logo on sponsor page of festival website. Approximately 25,000 web hits expected.

Complementary 15'X15' exhibit space.

On site sponsor P.A. mentions on main stage and at awards ceremonies.

3' X 30' Sign on apron of main stage.

# **LEVEL #5**

## **Sponsorship of The Houston Pumpkin Festival and BBQ Cook off**

\$5,000

2 Available

2 - signs on two opposite sides of the apron on the boxing ring.

10 complementary festival tickets.

10 Complementary speed pass wrist bands for all 3 Haunted Houses (unlimited entry to all haunts and no waiting in line).

Company Logo on festival event programs distributed to festival guests.

Company Logo on sponsor page of festival website. Approximately 25,000 web hits expected.

Complementary 15' X15' exhibit space.

On site sponsor P.A. mentions on main stage and at awards ceremonies.

# **LEVEL #6**

## **Sponsorship of The Houston Pumpkin Festival and BBQ Cook off**

\$2,000

2 - signs on two opposite corner pads of the boxing ring.

5 complementary festival tickets.

5 Complementary speed pass wrist bands for all 3 Haunted Houses (unlimited entry to all haunts and no waiting in line).

Company Logo on festival event programs distributed to festival guests.

Company Logo on sponsor page of festival website. Approximately 25,000 web hits expected.

Complementary 15' X15' exhibit space.

On site sponsor P.A. mentions on main stage and at awards ceremonies.

# **LEVEL #7**

## **Sponsorship of The Houston Pumpkin Festival and BBQ Cook off**

\$1,000

5 complementary festival tickets.

5 Complementary speed pass wrist bands for all 3 Haunted Houses (unlimited entry to all haunts and no waiting in line).

Company Logo on festival event programs distributed to festival guests.

Company Logo on sponsor page of festival website. Approximately 25,000 web hits expected.

On site sponsor P.A. mentions on main stage and at awards ceremonies.

## **LEVEL #8**

### **Sponsorship of The Houston Pumpkin Festival and BBQ Cook off**

\$500.

5 complementary festival tickets.

Company name on festival event programs distributed to festival guests.

Company name on sponsor page of festival website. Approximately 25,000 web hits expected.