

# DICKENS<sup>®</sup> ON THE STRAND

DECEMBER 5 & 6, 2009

## SPONSOR PROPOSAL

A Project of

GALVESTON  
HISTORICAL  
FOUNDATION

# HISTORY

**G**alveston Historical Foundation (GHF) in 1974 launched the "Old English Christmas and Hanukkah Party," a costumed, pot-luck supper for GHF members. The activities were so popular, the following year, it opened to the public as "Dickens's Evening on The Strand." In 1983, the festival expanded to a full weekend of activities and in 1984 was officially renamed Dickens on The Strand. The festival is always held the first full weekend in December and the theme evokes the spirit of Dickens' "A Christmas Carol".



In its early days, the festival's main purpose was to increase awareness of and attract investment to what is now The Strand National Historic Landmark District, one of the nation's most significant collections of Victorian commercial architecture. Although the area had been known as the "Wall Street of the Southwest" in its heyday in the 19th century, The Strand entered a steep decline in the 20th century. Many owners abandoned the buildings and weeds, literally, grew through the sidewalks.



During the original festivals, vendors were placed inside vacant buildings, which they lighted with kerosene lanterns. The event was held in the evening for two reasons: the lantern-lit buildings and costumed participants allowed visitors to encounter what the area was like in the 1800s and experience the allure of the historic area. As buildings in the district were restored, vendors moved outside and Dickens on The Strand evolved into a Victorian-themed street festival.



Now in its 36<sup>th</sup> year, Dickens on The Strand continues to attract visitors from across Texas, the nation and around the world and serves as GHF's largest fundraising event. With most of The Strand area's architecturally rich buildings now restored, Galveston's historic downtown provides the perfect backdrop for this internationally acclaimed family holiday event.

# FACT SHEET

- WHAT:** Dickens on The Strand  
One of America's Most Beloved Holiday Festivals
- WHEN:** December 5 & 6, 2009
- HOURS:** Saturday, December 5 10:00 a.m. to 7:00 p.m.  
Sunday, December 6 10:00 a.m. to 6:00 p.m.
- LOCATION:** The Strand National Historic Landmark District - Strand and Mechanic Streets between 20th and 25th Streets
- WHY:** GHF's largest fundraiser and the Island's main holiday event
- ATTENDANCE:** Average attendance 30,000 - 40,000
- ADMISSION:** Discounted Advance Tickets  
\$9.00 Adults, \$4.00 children ages 7 - 12,  
\$8.00 groups of 20 or more  
\$7.00 GHF members
- Days of the event  
\$12.00 Adults, \$6.00 children ages 7 - 12  
Anyone in Victorian-era costumes admitted half-price, Children under age 7, admitted free
- ATTRACTIONS:** Continuous entertainment on several stages, over 150 craft and food vendors, children's activities abound at Piccadilly Circus, 3 grand parades, Victorian wedding ceremony, London Wharf and the Official Tall Ship of Texas ELISSA, GHF Member's Club, Costume Contests, Scrooge's Scavenger Hunt and wonderful special events throughout the weekend
- ORGANIZATION:** Dickens on The Strand is a project of Galveston Historical Foundation, a 501 (c)(3) non-profit organization, whose mission is to preserve, revitalize and celebrate the architectural, cultural and maritime heritage of Galveston Island for the education and enrichment of all.



# WHAT YOU SHOULD KNOW

## DEMOGRAPHICS (2007):

- 74% of attendees are between 35 and 65
- More than 34% of festival goers earn more than \$75,000 annually
- 63% are female and 37% are male
- Almost 52% are college graduates or have advanced degrees
- More than 29% stayed overnight
- Almost 50% of those attending spent in excess of \$75 at the festival
- More than 30% attended related special events
- 86% have or would recommend the festival to others
- Over 32% attended the festival for the first time and on average, returning visitors have attended the festival for more than 7 years.



## ACCLAMATIONS AND AWARDS:

- Winner of 11 International Festival and Events Association (IFEA) Pinnacle Awards. The Pinnacle Awards recognize outstanding examples of quality and creativity in the promotional programs and materials produced by festivals and events around the world and are the most prestigious awards in the special events industry.
- In 2006, *Houston Chronicle* readers named Dickens on The Strand as the Ultimate holiday special event in the Houston area.
- In 1997, 2004 and 2008 the festival was named one of the top 100 events in north America by the American Bus Association.
- Winner of 12 Texas Festival and Events Association (TFEA) Marketing Awards. The TFEA Marketing Awards program recognizes and encourages excellence in festival promotional campaigns.
- Named one of the top ten events in the state by *Texas Highways Magazine*.
- Selected as an “Unique Travel Gem” in AAA’s *Travel Treasures Homes and Away, Mid-America’s Leisure and Lifestyle Magazine*.
- Named Among the “100 Most Fun Places to be in the world” in Alan Davis’ *The Fun Also Rises, Travel guide North America*.
- Selected as Texas’ Top December Event (2007) by Texas Monthly Magazine
- 2003 Historic Downtown Strand Partnership’s Downtown Renaissance Hall of Fame Award



# 2007 IN REVIEW

## “THE NUMBERS”

### MARKETING EFFORT:

- \$ 205,457 Total television publicity including all major Houston stations
  - \$ 502,741 Total print publicity in 65 publications in the Houston/Galveston Metro area, throughout Texas including Austin, Beaumont, Corpus Christi, San Antonio, El Paso and Dallas and out of state in Louisiana and Oklahoma
  - \$ 80,684 Total print trade advertising through 64 publications in the greater Houston/Galveston metroplex
  - \$ 11,002 Total print paid advertising
  - \$ 42,810 Total radio trade advertising through 42 affiliates in Texas, Oklahoma and Louisiana
  - \$ 110,829 Total Media Sponsorship through the support of 11 partnerships
- \$ 953,523 TOTAL MEDIA CAMPAIGN VALUE!

### WEBSITE ANALYSIS - WWW.DICKENSONTHESTRAND.ORG:

- 176,496 Total Pageviews
- 111,383 Total Unique Pageviews

### ESTIMATED ECONOMIC IMPACT:

- \$ 5,463,809 to Galveston Island, based upon an economic impact model developed through extensive research by the International Festival and Events Association (IFEA).

### ATTENDANCE:

- |          |              |       |            |
|----------|--------------|-------|------------|
| • 32,313 | Patrons      | • 886 | Volunteers |
| • 1,322  | Entertainers | • 140 | Vendors    |

### SPONSORSHIP:

- 98% Percentage of returning sponsors of the 52 total sponsors for the 2007 event.

### HIGHLIGHTS:

- First in America to feature artifacts exhibit from Charles Dickens Museum in London.
- Introduced Henry Dickens Hawksley, great, great grandson of Charles Dickens to festival.
- Streamlined on-line ticket sales through ClicknPrint Ticketing system.



# SPONSORSHIP OPTIONS

## PRESENTING SPONSOR

\$ 50,000 - 1 AVAILABLE AT THIS LEVEL

Enjoy the highest level of visibility and exposure as the presenting sponsor of this award-winning festival. At this level, your name will be incorporated into the nameplate of the event and in all pre-event multi-media marketing and promotional efforts, as well as to the tens of thousands who attend the festival.

## OFFICIAL SPONSOR

\$ 25,000 - UNLIMITED

Benefit from category exclusivity and exceptional branding efforts as an Official Sponsor. Your product or service will be strongly associated with our marketing and PR campaign. Also, sponsors at this level are afforded the opportunity to include this "official" status in their own marketing and advertising efforts.

## PARADE SPONSOR

\$ 7,500 - 3 AVAILABLE AT THIS LEVEL

A definite highlight and crowd pleaser of Dickens on The Strand are the three enchanting parades that process through the festival grounds. The daily Queen's Parades and Saturday evening's Pickwick's Lantern Light Parade will expose your brand to the thousands of onlookers, and hundreds of participants, with your name prominently leading the way.

## LONDON WHARF OR PICCADILLY CIRCUS SPONSOR

\$ 5,000 - 2 AVAILABLE AT THIS LEVEL

Two of the favorite venues of the festival are London Wharf and Piccadilly Circus. The Texas Seaport Museum and Texas' Official Tall Ship ELISSA take on the charm of London's waterfront from the time that Britannia ruled the waves. Piccadilly Circus is the hub of activity for kids of all ages. Elephant and pony rides, petting zoo and a variety of children's crafts come together to create a magical corner of the festival. Either of these two choice settings offer an attractive opportunity to showcase your brand.

## QUEEN'S CHRISTMAS TREE OR DICKENS BED RACE SPONSOR

\$ 3,000 - 2 AVAILABLE AT THIS LEVEL

The Queen's Christmas Tree, located in the center of activity and a great photo opportunity, is the official Christmas tree of The Strand National Historic Landmark District. New this year are the Dickens Bed Races, where teams will compete for the fastest time and best dressed beds. All entries will be on display and will partake in Sunday's Queens Parade, both great "vehicles" to exhibit your brand.

"YOUR NAME OR BRAND HERE"  
PRESENTS

**DICKENS  
ON THE  
STRAND**



OFFICIAL AIRLINE OF DICKENS ON THE STRAND



# SPONSORSHIP OPTIONS

## STAGE SPONSOR

\$ 2,500 - 5 AVAILABLE AT THIS LEVEL

Continuous entertainment abounds on all five stages within the festival grounds. Westminster Abbey, Windsor Castle, Crystal Palace, Marble Arch and the Strand Theatre each host a variety of performing acts during all festival hours. A captive audience awaits your brand at each of these performance venues.



## SPECIAL ATTRACTIONS AND EVENTS SPONSOR

\$ 1,000 - 9 AVAILABLE AT THIS LEVEL

Special attractions and events flourish during the event, both on and off site. Special events include Handbell concerts in the restored 1859 St. Joseph's Church, holiday tours of the Michel B. Menard House and The Bishop's Palace, authentic Dickens Feast, and visitors can begin their day with a hearty English Country Breakfast at the grand 1859 Ashton Villa. Drawing hundreds of onlookers are the ever popular Costume Contest and Royal Victorian Wedding Ceremony, both held on the Westminster Abbey Stage. Scrooge's Scavenger Hunt leads kids throughout the festival, searching for clues. One of the most popular and visible attractions is Snow on The Strand, where children frolic in the only guaranteed snow of the year.



## PUB, GATE OR INFORMATION BOOTH SPONSOR

\$ 500 - 17 AVAILABLE AT THIS LEVEL

Thousands of visitors pass through seven entry/exit gates surrounding the festival and inquiring patrons visit three information booths for everything Dickens. Always popular and a valuable fundraising aspect of the event are the seven beer, wine and/or coffee pubs. Lloyd's Coffeehouse, Angel of Islington, Blue Dragon, Six Jolly Fellowship, Bear & Ragged Staff, George & Vulture and Ye Olde Cheshire Cheese Pubs all provide a unique locale for exposure to your business.



## SUPPORTING AND MEDIA SPONSORS

Dickens on The Strand would not be possible without the assistance of its valued in-kind sponsors. Property usage, hotel accommodations, prop construction, radio giveaways and promotional exposure are just a few examples of cherished support GHF has received. Your support will be prominently acknowledged in pre-event and on-site promotions. For more information, please contact GHF and we will work to customize a beneficial package.



# SPONSORSHIP HIGHLIGHTS

## MARKETING

There really is nothing like the opportunity to promote your product or service to a desirable audience. We provide the opportunity to place your product, image or service in the hands of thousands of potential and desirable customers. Dependable studies conclude that festivals have a measurable impact on consumer sales and brand awareness. Join us today and start taking advantage of these opportunities:

- High traffic locations within the nationally recognized Strand Historic Landmark District
- Sampling
- Visible signage/banners
- Use of corporate logo in product promotion
- Cross promotions
- Networking
- Naming Rights

## IMPRESSIONS

Depending on your level of investment, your message will be seen during the festival's promotional periods as well as on site. We target just about every demographic through a variety of media.

- Magazine, newspaper, broadcast and signage advertising
- Website
- Brochures
- Postcards
- Flyers and posters
- Direct mail
- News releases
- Media kits
- E-Blasts
- Onsite signage
- Official Program Guide

## NAME ASSOCIATION

Positive brand awareness comes from associating your brand and product or service with a respected and celebrated festival. Dickens on The Strand is known both locally and internationally and is the largest festival of its kind in the nation.



A vertical poster for the Dickens on the Strand festival. At the top, it reads "GALVESTON HISTORICAL FOUNDATION PRESENTS The Thirty-Fourth Annual". Below this is the title "DICKENS ON THE STRAND" in a large, ornate, green font. A circular inset photograph shows three people in period costumes. Below the photo, the text says "ONE OF AMERICA'S MOST BELOVED HOLIDAY FESTIVALS". It lists "Special Events: November 30" and "Festival: December 1 & 2". The location is "In The Strand National Historic Landmark District, Galveston Island". It lists activities: "MORE THAN 150 SPECIALTY CRAFT AND FOOD VENDORS", "CONTINUOUS ENTERTAINMENT", "SPELLBINDING PARADES", "SNOW YARD AND ELEPHANT RIDES", and "LONDON WHARF AND THE ELISSA". Ticket information: "To purchase tickets go to www.dickensonthestrand.org or call ClicknPrint Tickets at 1-877-772-5425". At the bottom, there are logos for Galveston.com & Company, Houston Chronicle, Southwest.com, Sand Dollar Gallery, and others.



A vertical poster for the Dickens on the Strand festival, identical to the one above. It features the same text and layout, including the title "DICKENS ON THE STRAND", the festival dates, location, activities, and ticket information. The logos at the bottom are also the same.

# BENEFIT DETAILS

THE FOLLOWING IS A PARTIAL LIST OF BENEFITS AVAILABLE TO SPONSORS. TO SEE WHAT BENEFITS YOU WILL RECEIVE AT EACH LEVEL, PLEASE REFER TO BENEFITS AT-A-GLANCE ON THE NEXT PAGE.

## NAMING RIGHTS AND EXCLUSIVITY

Attach your company name or brand to the festival or specialty areas within the event. Depending on your level of investment, your company name or brand will enjoy freedom from competitors.

## WEBSITE

Listing or brand on [www.dickensonthestrand.org](http://www.dickensonthestrand.org) with hyperlink to company website. Festival website featured on all promotional materials and advertising and on numerous sites such as [ifea.com](http://ifea.com), [galveston.com](http://galveston.com), [traveltex.com](http://traveltex.com), [chron.com](http://chron.com), and more.

## PRINTED MATERIALS

Poster - 1,000 posters distributed throughout greater Galveston/Houston metroplex

Brochure - 150,000 brochures distributed throughout Texas and Southern Louisiana, including 30,000 direct mailed

Official Program Guide - 80,000 guides, distributed through the *Galveston County Daily News* to its readers, at the festival's three information booths and at all entry gates.

## ADVERTISING

Radio - Broad cross-section of promotional support from area media partners.

Print - Logo inclusion on extensive paid and trade advertising campaign.

## BOOTH SPACE

On-site booth space to market and promote your product or brand.

## ON-SITE RECOGNITION

Banners - Depending on your level of investment, banners placed within the festival grounds at the popular Member's Club and preceding each of the parades.

Signage - Your brand will be prominently displayed on professionally designed sandwich boards or signs, at special events, attractions and venues.

Stage Announcements - Additional exposure is provided to certain levels of sponsorship with main stage announcements during the festival hours.



# BENEFITS AT-A-GLANCE

BENEFITS	PRESENTING SPONSOR \$50,000	OFFICIAL SPONSOR \$25,000	PARADE SPONSOR \$7,500	LONDON WHARF OR PICCADILLY CIRCUS SPONSOR \$5,000	QUEEN CHRISTMAS TREE OR BED RACE SPONSOR \$3,000	STAGE SPONSOR \$2,500	SPECIAL ATTRACTIONS AND EVENTS SPONSOR \$1,000	PUB, GATE OR INFORMATION BOOTH SPONSOR \$500
EXCLUSIVITY	X							
PAID AND TRADE ADVERTISING	LOGO	LOGO						
TICKET	LOGO	LOGO						
ADVERTISING POSTER	LOGO	LOGO						
DICKENS FEAST TICKETS	10	4						
MEMBER'S CLUB - SPONSOR SUPPLIED BANNER	X	X						
RIGHTS TO USE DICKENS ON THE STRAND LOGO	X	X	X					
EXHIBITOR/VENDOR SPACE	X	X	X					
STAGE ANNOUNCEMENTS	X	X				X		
OFFICIAL GUIDE - CENTER PULL-OUT MAP/SCHEDULES	LOGO	LOGO	NAME			NAME		
BUSINESS MEMBERSHIP	PACE SETTER	PACE SETTER	LEADER	LEADER	PARTNER	PARTNER	MEMBER	
BROCHURE	LOGO	LOGO	LOGO	LOGO	LOGO	NAME	NAME	
WEBSITE WITH (W) OR WITHOUT (W/O) HYPERLINK	LOGO (w)	LOGO (w)	LOGO (w)	LOGO (w)	LOGO (w)	LOGO (w)	NAME (w/o)	
OFFICIAL EVENT PROGRAM GUIDE	LOGO	LOGO	LOGO	LOGO	LOGO	LOGO	NAME	NAME
SIGNAGE (S)/BANNER (B) AT VENUE	LOGO (S) (B)	LOGO (S) (B)	LOGO (B)	LOGO (S)	LOGO (S)	LOGO (S)	LOGO (S)	LOGO (S)
FESTIVAL TICKETS	200	75	40	30	20	16	10	6
VIP PASSES	100	40	30	20	10	6	4	2

FOR SUPPORTING AND MEDIA SPONSORS, THIS CHART CAN BE USED AS A GUIDE FOR BENEFITS. HOWEVER, CONTACT GHF FOR SPECIFIC BENEFITS & FOR MORE INFORMATION.

# CONTACT INFORMATION

Galveston Historical Foundation  
502 20th Street  
Galveston, Texas 77550-2014  
On The Web: [www.galvestonhistory.org](http://www.galvestonhistory.org) & [www.dickensonthestrand.org](http://www.dickensonthestrand.org)

## EXECUTIVE DIRECTOR:

Dwayne Jones  
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## DIRECTOR OF EVENTS:

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## EVENT STAFF:

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Michael Bowery  
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## DIRECTOR OF MARKETING AND PUBLIC RELATIONS:

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Email: [molly.dannenmaier@galvestonhistory.org](mailto:molly.dannenmaier@galvestonhistory.org)

# FOR MORE INFORMATION

Please feel free to share this information with other likely sponsors. For more information, please fill out the information below and fax to (409) 765-6831, or simply respond by email or phone and we will contact you immediately.

Contact: \_\_\_\_\_ Title: \_\_\_\_\_

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

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_ Phone: \_\_\_\_\_

\_\_\_\_\_ Yes, I am interested in participation at the \_\_\_\_\_ level.  
Please complete the information below and an agreement will be sent to you.

\_\_\_\_\_ Yes, I would like further information about sponsorship opportunities for Dickens on  
The Strand.

\_\_\_\_\_ No, I am not interested at this time but please contact me next year before  
\_\_\_\_\_ (date)

Thank you,



Clay Wade  
Director of Events  
Galveston Historical Foundation

**YES!** OUR COMPANY WOULD LIKE TO SUPPORT THE 2009 DICKENS ON THE STRAND FESTIVAL. I HAVE INDICIATED  
OUR LEVEL OF SPONSORSHIP ABOVE.

\_\_\_\_\_  
*SIGNATURE OF AUTHORIZED REPRESENTATIVE*

\_\_\_\_\_  
*DATE*

METHOD OF PAYMENT:  COMPANY CHECK IS ENCLOSED  
MADE PAYABLE TO GHF

SEND INVOICE TO ADDRESS ABOVE  CREDIT CARD

\_\_\_\_\_  
CREDIT CARD TYPE

\_\_\_\_\_  
ACCOUNT NUMBER

\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
EXPIRATION DATE

FOR YOUR RECORDS: GALVESTON HISTORICAL FOUNDATION IS A 501 (C)(3) NON-PROFIT CORPORATION. TAX ID# 74-1487824