

Fresh Air Friday



During the past seven years, more than 10,000 downtown Houston employees have gathered to celebrate the arrival of spring at **Fresh Air Friday**.

Following the success of last year's event, the **Houston-Galveston Area Council** and other special guests are already planning for the seventh annual **Fresh Air Friday: A Picnic on the Plaza** set for Friday, April 16, 2010, at Jones Plaza in downtown Houston.

Fresh Air Friday highlights clean air programs that promote the use of alternative fuels, clean-engine technology and commute alternatives. **It also showcases companies and organizations that are environmentally conscious and working to improve air quality and energy efficiency.**

As a sponsor of **Fresh Air Friday** you will experience many marketing benefits, including:

- Presenting your company and/or product to more than 1,500 downtown employees
- Highlighting your company's leadership and involvement in addressing two of the most important issues facing our region – air quality and transportation
- Gaining visibility among elected officials, policy-makers and industry leaders
- Receiving priceless promotional value through the event, media coverage and marketing promotions

Last year's event drew thousands of people from their offices and generated more than \$200,000 in publicity through the news media. This year's event promises to be bigger and more publicized than ever before.

Following is our sponsorship package that outlines the levels, costs and sponsorship benefits for you to review. Please consider joining us! Thank you in advance for your consideration. I look forward to speaking with you in the near future. Please feel free to contact Veronica Baxter-Lamb with any questions at 713-993-4573 or vlamb@h-gac.com.



Fresh Air Friday

Sponsorship Levels

Presenting Sponsor – \$8,000 (Exclusive)

- Recognition in print collateral and day-of event materials (company logo) including:
 - Event invitation to be e-mailed to at least 25,000 downtown employees
 - Pre-event signage in high-traffic areas of downtown Houston
 - Event fliers to be distributed to thousands of downtown workers
 - Day-of event signage
- Multiple announcements/recognition as “presenting sponsor” at event
- Table display at event (table provided, sponsor responsible for exhibit materials)
- Opportunity for inclusion of company name on event giveaways
- Opportunity to distribute company literature at event
- Recognition on H-GAC Web site (company name and logo)
- Company name will be recognized as a presenting sponsor in event press kit and all supporting media materials

Underwriter – \$3,000

- Recognition in print collateral and event materials (company name) including:
 - Event invitation to be e-mailed to at least 25,000 downtown employees
 - Event fliers to be distributed to thousands of downtown workers
- Announcement/recognition as an “underwriter” at event
- Table display at event (table provided, sponsor responsible for exhibit materials)
- Recognition on H-GAC Web site (company name and logo)

Food/Beverage – In kind contributions

- Tent and Table Display for distribution of food and beverage
- Recognition in print collateral and event materials (restaurant name) including:
 - Event invitation to be e-mailed to at least 25,000 downtown employees
 - Event fliers to be distributed to thousands of downtown workers
- Recognition at event
- Recognition on H-GAC Web site
- Responsible for providing food for 1,500 people. H-GAC will make a \$500 contribution and any expense more than \$500 will be the restaurant’s responsibility to override.

Exhibitor – \$1,000

- Table display at event (table provided, sponsor responsible for exhibit materials)
- Opportunity to distribute company literature/giveaways at event
- Recognition at event as an “exhibitor”
- Recognition on H-GAC Web site

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Non-Profit Exhibitor – \$150

- Table display at event (table, tent and chairs provided, sponsor responsible for exhibit materials)
- Opportunity to distribute company literature/giveaways at event

Prize Give-Away

- Recognition at event
- Recognition on H-GAC website

Make Check Payable to:

H-GAC Corporation for Regional Excellence and in the Notation Line of the check please add: Fresh Air Friday – LOC763. Mail Check to: Houston-Galveston Area Council, Attention: Ch'rese Jackson, P.O. Box 22777, Houston, Texas 77227-2777.

H-GAC Corporation for Regional Excellence is a 501(c) 3 non-profit organization. All sponsorships and prize donations are tax-deductible.

We Want to Work with You!

Above are just some of the opportunities available as part of this year's **Fresh Air Friday**. We would be happy to work with you to customize a sponsorship that best meets your company's needs and objectives.

Someone will be in contact with you soon, or you can contact us with any questions you might have at 713-993-4573 or vlamb@h-gac.com and 713-993-2487 or chrese.jackson@h-gac.com.

Fresh Air Friday is produced by the Houston-Galveston Area Council (H-GAC) in partnership with the City of Houston and Harris County. The Houston-Galveston Area Council is a voluntary association of local governments and elected officials from the 13-county Gulf Coast Planning Region — an area of 12,500 square miles with more than 5.7 million people. H-GAC is designated by the State of Texas as the region's Metropolitan Planning Organization for transportation planning for Brazoria, Chambers, Fort Bend, Galveston, Harris, Liberty, Montgomery and Waller counties. H-GAC focuses on several public issues, including air and water quality, transportation system improvements planning, homeland security, emergency preparedness and other significant areas of concern to local governments.

