



LONE STAR ICED TEA FESTIVAL 2016

INFORMATION

OUR HISTORY

The first annual Lone Star Iced Tea Festival was held in Downtown Houston, Texas on Sunday, August 9, 2015 and featured a Victorian/Edwardian theme. There were over 25 exhibitors (including Starbucks, Steeped Tea and Tea2Go), 6 speakers, 7 performers, 20 volunteers, and over 300 attendees. Sponsors included Texas Tea and Travel, Houston Press, 365 Things to Do in Houston, Centerpoint Body Mind & Spirit, Tea2Go Sugar Land, The Tea Mistress LLC, and It's an Affair of the Heart. Radio outreach included an appearance by our festival director (Amanda Vermillion) and performer Staci Butler on the Outlaw Dave Radio Show (KPRC 950AM). Festival reviews were overwhelmingly positive and emphasized the wealth of talent onstage, variety of exhibitors, and excellence of the talks. Several participants stated that this was the best-organized first-year festival they had ever attended.

The first annual Houston Tea Festival was held in Houston, Texas (Clear Lake area) on Saturday, February 20 and Sunday, February 21, 2016 and featured an Alice in Wonderland theme. Over 1000 people attended on Saturday and almost 800 on Sunday. Attendees came from all over Texas, Louisiana, and even Chicago! Sponsors included Waterfall Teas/ITI, *TeaTime Magazine*, *Fresh Cup*, *The TeaHouse Times*, PlumDeluxe, *The Greensheet*, and The Tea Mistress, LLC. Keynote speaker was the legendary James Norwood Pratt, and other nationally known "Celebri-tea" speakers were featured, including Noli Ergas (Sugimoto), Rie Tulali and Michael Petersen (Tealet), Lorna Reeves (TeaTime Magazine) and the late Devan Shah (Waterfall Teas/ITI). There were over 40 vendors/exhibitors (many of whom reported phenomenal sales), music and dance entertainment, a Japanese tea ceremony, a Lolita fashion show, a Mad Hatter Murder Mystery dinner. There was even a special screening of the documentary film *All In This Tea* presented by Waterfall Teas, followed by a reception and panel discussion of tea experts (James Norwood Pratt, Devan Shah, Michael Petersen, Marzi Pecen) moderated by Adrian Hernandez of The Drink Station. The festival was covered by several media outlets, including *Houstonia Magazine*, TV show "Great Day Houston", and radio show "Houston Matters".

DEMOGRAPHICS – The most represented group at the first Iced Tea Festival was women aged 45 and over. The Houston Tea Festival not only retained this loyal demographic, but also successfully targeted an expanded audience of younger men and women via the Alice in Wonderland theme, Lolita Fashion Show, anime talk by Dragon's Treasure of Chicago, and a Japanese tea ceremony.

EXPECTED ATTENDANCE for 2016 Lone Star Iced Tea Festival: 400-500.

OUR ONLINE RESOURCES - The festival is being publicized via our Website, our Email List (625 people), our Facebook page (at over 1300 likes) and our Facebook event page (over 1000 interested and/or attending). Our Twitter pages @HoustonTeaFest and @IcedTeaFestTX have over 300 followers, and a larger reach thanks to retweets. The festival is being promoted in several tea groups, local and



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community groups on Facebook. A Facebook ad has been running since May 2016 with a reach of 20,000 people in the DFW Metroplex. A Twitter ad ran in June and July 2016.

ON THE WEB – The festival is listed on WorldofTea.com, ArtsHound.com, CultureMap.com, Lewisville Convention & Visitors Bureau, the Premier Event Center Website and several online calendar listing and classified sites, including GuideLive, WhoFish, Eventful, SpinGo, Do214, and BubbleLife.

MEDIA/PRESS – The festival is listed in the online and print publications of our sponsors, *The Tea House Times*, *Fresh Cup*, and *TeaTime Magazine*. Articles ran in *The Lewisville Leader* and the *Lewisville Texan Journal*.

PRINT ADS – Nationally, an ad appeared in the World Tea Expo 2016 program guide. Locally, ads are running in *Natural Awakenings* (both Dallas and Fort Worth publications), *Dallas Observer*, *Fort Worth Weekly*, and *D Magazine*. Calendar listings and press releases are being sent to publications in Lewisville, Flower Mound, Carrollton and Denton.

MEETUP - Discount codes have been created for meetup group members to purchase tickets. An outreach to DFW foodie and event meetup groups was made in July 2016.

DISCOUNT TICKETING WEBSITES – Tickets are being sold on Eventbrite.com. Discount tickets are available through Goldstar.com and Groupon, both of which have a wide email reach.

COMMUNITY OUTREACH – Paper flyers have been distributed in over 50 cafes, tea rooms, hotel lobby tourism brochure racks in the DFW area. Flyers were distributed at the Fort Worth Herb Festival and Coffee Fest Dallas. A phone outreach is planned for area tea rooms and cafes in July 2016. Event is listed in the newsletters and online calendars of North Texas Mensa (Dallas) and Mensa 76 (Fort Worth), and in the Lewisville Event Guide for August that is published by the City of Lewisville (available in every Lewisville hotel lobby). Press releases were sent to several DFW food bloggers.

RADIO AND TELEVISION – Press releases were sent to the local network news affiliates (ABC, NBC, CBS, Fox) and radio stations in July 2016.

OUR ORGANIZATION - Lone Star Houston Festival, Inc. was founded in June 2015. In March 2016, the IRS granted us 501(c)3 non-profit status. Your donations are tax deductible.

OUR MISSION STATEMENT:

Our mission is:

To provide tea education, culture and entertainment to the community including, but not limited to, festivals, talks and seminars.

To raise awareness of scientific research on health benefits of tea.

To promote fair trade and raise awareness for tea-related charities and organizations that help tea plantation workers and their families.



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2016 SPONSORSHIP GRADE LEVELS

Custom sponsorship packages available! Tell us how WE can help YOU reach your target audience and promote your brand.

Extra Choicest Sponsorship – \$5000 Investment (EXCLUSIVE – ONE ONLY)

The Presenting Sponsor will be offered the highest level of visibility and exposure to the hundreds (possibly thousands) of people who will attend the Tea Festival, in addition to the tens of thousands of people reached through pre-festival advertising and promotion:

- “Lone Star Iced Tea Festival presented by Your Company” will appear on our website (front page), social media sites (Facebook, Twitter, EventBrite ticket page), all emails to our ConstantContact list (over 600 subscribers), press release, advertising and printed materials.
- Your company name and logo will appear on a festival banner over the main performance/entertainment stage.
- Your company name will be mentioned once an hour by the MC on the main stage (a total of 8 times).
- This sponsorship grade also includes standard exhibitor booth and 200 swag bag inserts.

Cowboy Sponsorship - \$3000 (3 AVAILABLE)

Sponsor a former NFL super-bowl-winning Dallas Cowboy football player’s appearance at the festival. Choice of:

- Pro Football Hall of Famer Rayfield Wright, “The Big Cat”
- Pro Football Hall of Famer Mel Renfro
- Eugene Lockhart, “Mean Gene, the Hitting Machine”

SPONSORSHIP LEVEL HIGHLIGHTS:

- Your company name will appear next to the player’s name (“_____, presented by Your Company”) on our website (front page), social media sites (Facebook, Twitter, EventBrite ticket page), email list, press release, advertising and printed materials.
- Meet and greet/autograph session for you and your staff
- Your company name will be mentioned when MC introduces the special guests (“_____, presented by Your Company”).
- Your company name and logo will appear on signage on guest speaker’s exhibitor/autograph table.
- This sponsorship grade also includes standard exhibitor booth and 200 swag bag inserts.

Choicest Sponsorship - \$2500 Investment* (EXCLUSIVE – ONE ONLY) TAKEN! THANK YOU!

~~Promotional tea glasses with company name and logo on one side and our festival name and logo on the other side will be distributed to the first 250 festival-goers. Attendees will not only use their glasses at the festival to sample tea but will also take this practical item home for everyday use or display it as a souvenir.~~

~~This sponsorship grade also includes standard exhibitor table, 200 swag bag inserts, and company name on the front page of our website.~~



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~~*This sponsorship is FREE if you provide the engraved/printed glasses. (Standard exhibitor table and 200 swag bag brochure/flyer inserts included at \$2500 level only; exhibitor table can be purchased separately if you are providing the t-shirts)~~

Finest Sponsorship - \$1000 Investment* (EXCLUSIVE - ONE ONLY)

Tee-shirts to be worn by 50 volunteers and staff during the festival with your company name and logo printed on one side and our festival name and logo printed on the other side! This is a high-visibility item that will keep your name in the public eye for months – even years –as volunteers continue to wear their tees in their daily lives! This sponsorship grade also includes standard exhibitor table, 200 swag bag inserts, and company name on the front page of our website.

~~*This sponsorship is FREE if you provide the 50 tee-shirts with the requisite lettering and logos. (Standard exhibitor table and 200 swag bag brochure/flyer inserts included at \$1000 level only; exhibitor table can be purchased separately if you are providing the shirts.)~~

Fine Sponsorship - \$500 Investment (EXCLUSIVE - ONE ONLY)

- Your company name and logo will appear on a festival banner over the children's stage.
- Your company name and logo will appear on plastic cups or similar promotional items for children.*
(Discount offered if you provide the cups or similar item.)
- Your company name will be mentioned before each children's performer is introduced.
- This sponsorship grade also includes your company name and logo on the front page of our website, standard exhibitor booth and 200 swag bag inserts.

Good Medium Sponsorship - \$400 Investment (EXCLUSIVE - ONE ONLY) TAKEN! THANK YOU!

- ~~Your company name and logo on 200 "swag bags" for early bird ticket buyers. Your logo will not only be seen by the bag recipients, but by every festival attendee who walks by a person with a swag bag!~~
- ~~This sponsorship grade includes your company name and logo on the front page of our website, standard exhibitor booth and 200 swag bag brochure/flyer inserts.~~

~~*This sponsorship level is FREE if you provide the bags with logo. (Standard exhibitor table and 200 swag bag brochure/flyer inserts included at \$500 level only; exhibitor table can be purchased separately if you are providing the bags.)~~

Good Sponsorship - \$300 Investment (EXCLUSIVE - ONE ONLY)

- Your company name and logo will appear on a festival banner over the speaker/talks stage.
- Your company name will be mentioned before every speaker or performer is introduced.
- This sponsorship grade also includes your company name and logo on the front page of our website, standard exhibitor booth and 200 swag bag inserts.

Good Common Sponsorship - \$200 Investment (MULTIPLE AVAILABLE)



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Your company name and logo included in four (4) festival email list messages, four (4) tweets on Twitter, four (4) dedicated posts on our festival Facebook page. Your company name will be mentioned twice by the MC during the festival. This sponsorship grade also includes standard exhibitor table, 200 swag bag inserts, and company name on the "sponsors" page of our website.

Fannings Sponsorship - \$50 Investment (\$25 for Local Small Businesses and Non-Profits) (MULTIPLE AVAILABLE)

Your flyer, brochure or business cards placed in 200 swag bags for "early bird" ticket buyers. Your company name will be listed on the "sponsors" page of our website. *Multiple different items require multiple payments.*

PRODUCT SPONSORSHIPS AND DONATIONS OF GOODS AND SERVICES:

A survey conducted by Opinion Research Corp in 2010 revealed that 81% of consumers will try a product after they receive a free sample and 61% are more likely to buy a product after trying a sample. Imagine your success rate with a target audience of serious tea enthusiasts! In addition to great publicity, donors will receive a donation acknowledgment letter for tax purposes.

Swag Bag Sample Product Sponsorship – Your product samples placed in 200 swag bags for "early bird" ticket buyers. Everyone loves free stuff, and our festival attendees are no exception! Your company will be listed as a sponsor on our website.

Silent Auction Product Sponsorship – Donate products or services of your choice for our silent auction to be held during the festival. Your donated item or service will be viewed by hundreds of festival attendees; photos and a mention of your donated item will appear on our social media sites. Your company will be listed under the "silent auction" section of our website.

MONETARY DONATIONS:

"BUDS" OF THE LONE STAR ICED TEA FESTIVAL - The Lone Star Iced Tea Festival is brought to you by Lone Star Houston Tea Festival, Inc. a 501(c)3 non-profit organization. We rely heavily on generous contributions by civic-minded businesses and individuals to bring our tea festivals to Texas cities. We gladly welcome your tax-deductible donations of funds, products, goods and services. Your company will be named as a generous donor on our website and social media sites, or your donation may remain anonymous at your discretion.

Contact us at festival@icedteafest.org or 832-703-0823 discuss your sponsorship or donation.