

SPONSOR PACKET



HOTEL GALVEZ & SPA PRESENTS THE
**GALVESTON ISLAND
BEACH REVUE**
FRIDAY & SATURDAY - MAY 15 & 16, 2020

ABOUT THE 2020 GALVESTON ISLAND BEACH REVUE™

Based on Island events from summer seasons past like the Pageant of Pulchritude and Splash Day, the 2020 Galveston Island Beach Revue resurrects these favorite Island pastimes into a contemporary two-day, family-friendly event. The Galveston Island Beach Revue™ continues to grow each year through events, contestant participation, and attendance and is the City of Galveston's official "Kickoff to Summer" event.

In 2019, the annual event became one of Galveston Historical Foundation's annual productions. This new home will allow the Revue to reach a wider audience who seeks out and appreciates historically minded events. In addition, the event now has access to GHF's marketing channels, providing a increasing larger community to share the event with.

HISTORY OF THE BATHING GIRL REVUE



Dubbed the "Pageant of Pulchritude" by C.E. Barfield, the Galveston beauty contest began in the summer of 1920 and from then on marked the kick-off for tourist season each year. By 1928, the event (which had morphed into the "Bathing Girl Revue") had become so popular, the Island's population was said to have tripled during the event weekend. These Island pageants are said to have been the beginning of what we know today as the Miss Universe Contest. The famed Galveston Bathing Beauties pageants ended in 1932 due in part to the Great Depression.

FAMILY-FRIENDLY FUN

The annual event prides itself on fun for the entire family! From parasol decorating to pie-eating contests, each year features free, family friendly programs.

Held on the historic Seawall Boulevard, spectators will enjoy a great green space to view programming throughout the day.



FACT SHEET & SCHEDULE (tentative)

WHO: The Galveston Island Beach Revue™ and Bathing Beauties Contest has been held since 2009 with the tremendous support of local Galveston Island and regional sponsors.

WHAT: 2020 Galveston Island Beach Revue™; this weekend event attracts mid-upper income men and women equally, ages 18-40, generally from the Galveston-Houston metro area and including Austin, DFW and Louisiana areas. The 2019 event welcomed over 3,000 spectators in total weekend attendance.

WHEN: Events are tentative and subject to change - final schedule available April 15, 2020.

FRIDAY, MAY 15, 2020 – 6-7:30 PM: CONTESTANT INTRODUCTIONS AND HAPPY HOUR IN THE HOTEL GALVEZ & SPA LOBBY

Welcome the 2020 contestants at an exclusive evening happy hour with music, drink, and more featuring emcee Dandy Wellington!

NEW! FRIDAY, MAY 15, 2020 – 8-10 PM: THE SWEET SUMMER SOIREE (LOCATION TBD)

This new Beach Revue event features awards for best vintage dressed, best dancer, live music by Dandy Wellington & His Band, complimentary beer and wine, and much more! Dress to impress for this lively start to the 2020 revue. More details to come!

SATURDAY, MAY 16, 2020 – 12-5 PM: CLASSIC AUTO GROUP VINTAGE CAR SHOW

Hot rods, rat rods, vintage trailers and more are lining up to take part in this fan-favorite Beach Revue event! Free to the public all day.

SATURDAY, MAY 16, 2020 – 12-5 PM: BANDS AND BOMBSHELLS CONCERT

Enjoy performances throughout the afternoon by rockabilly, vintage and vintage-inspired performers including Dady Wellington and His Band! A complete schedule of performers and set times will be announced closer to the event. Dust off your dance shoes and get ready to cut a rug at the 2020 Beach Revue!

Saturday, May 16, 2020 - 5-7 pm: Bathing Beauties Contest at Beach Central

Contestants pre-register to compete for cash and awards. The Bathing Beauties Contest features a vintage (or vintage-inspired) swimsuit competition. Spectators are invited to watch the Beauties line up as the historic Galveston panoramic is re-created. Cash scholarships and prize sashes are awarded to the winning contestants. **First place winner also receives a 2 night stay package at the Hotel Galvez!**

The beach revue is open to all individuals over the age of 18, regardless of race, ethnicity, gender, religion, disability, or sexual orientation.

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SPONSORSHIP OPPORTUNITIES

Any sponsor that has supported the Galveston Island Beach Revue™ for 3 consecutive years will automatically receive a special online banner designating them as a “Sustaining Sponsor”.

In order for sponsor name to be included on all applicable promotional materials, sponsorship reply form (attached) and payment must be received by March 15, 2020. Beach Revue cannot be responsible for any printed material released before sponsor commitment that does not include sponsor recognition. *Print materials mentioning Galveston Island Beach Revue™ or the Bathing Beauties Contest must get permission prior to use

SPONSOR LEVELS

BABY BEAUTY - \$300 : UNLIMITED AVAILABILITY

At this level of sponsors of the 2020 Galveston Island Beach Revue™ will enjoy the following partnership benefits:

- Sponsor name and logo on GalvestonBeachRevue.com with hyper-link to company website. The event website is featured on all promotional materials, contestant recruitment materials, advertising, and other websites
- Opportunity to market sponsorship status in own advertising efforts (eblasts, posters, banners, etc.) GIBR trademarked logo available upon request.

DOWNTOWN DOLL - \$750 : UNLIMITED AVAILABILITY

Sponsors will receive the previous level with additional exposure through the following:

- Recognition of sponsorship during Friday evening event Sponsor may provide their own company signage or banner up to 6'x 3' in size, artwork pending approval.
- Name and logo on Beach Revue™ banner featured at all Beach Revue™ events
- Announcement of sponsorship during Bathing Beauties contest

BROADWAY BEAUTY - \$1,500 : UNLIMITED AVAILABILITY

Sponsors receive previous levels with additional exposure through the following:

- Sponsor name on all marketing materials
- Specialized social media post on the Beach Revue and Galveston History channels thanking you or your business for their support



LIGHTHOUSE LASS - \$3,000 OFFICIAL SPONSOR : 4 AVAILABLE

Sponsors receive previous levels with additional exposure through the following:

- Premium Placement of logo on GIBR advertising
- Matted, framed official event panoramic with sponsor name and "Official Sponsor 2020" presented within six months post-event

SEAWALL SIREN - \$5,000 OFFICIAL SPONSOR : 4 AVAILABLE

Sponsors receive previous levels with additional exposure through the following:

- Exclusive opportunity to create and/or judge in customized award presented during the Galveston Island Beach Revue (Example: "Most Beautiful Back by HealthMatters Chiropractic", "ABC Car Company's Favorite Bathing Beauty") OR work with the Beach Revue team to create specific exclusive naming rights to a GIBR sub event (Example: "Tom Schwenk Parade to the Pier", "Brewing Company Game Day at the Galvez")

GALVESTON GAL - \$10,000 TITLE SPONSOR : HOTEL GALVEZ & SPA - NONE AVAILABLE

The title sponsor of the 2020 Galveston Island Beach Revue™ will enjoy the highest level of exposure and exclusivity for this historic event. In addition to the previous levels, the title sponsor will receive:

- Sponsor incorporated into the name-plate of event and all pre-event and promotional efforts
- Sponsorship announcement at all pre-event media outlets and during events
- Prominent sponsor name on winning sashes (top 5 winners and 1 crowd favorite sashes)

SPONSORSHIP HIGHLIGHTS

Over the past seven years, the event has raised thousands of dollars in cash and in-kind support from local businesses and partnered with Galveston Island's Convention & Visitors Bureau to take advantage of its promotion outlets totaling over \$75,000. Attendance continues to grow as does national recognition

- Over 30% of the 2019 budget was spent on paid advertising and marketing (not including in-kind placement)
- Events takes place in high visibility locations
- Event garners tremendous post-event publication

Visible banners and promotional materials in a variety of outlet

The beach revue is open to all individuals over the age of 18, regardless of race, ethnicity, gender, religion, disability, or sexual orientation.



ADVERTISING OUTLETS AND CIRCULATION

- Houstonia Magazine - 70,000
- Texas Monthly - 30,000 email blast
- The Galveston Daily News - 20,000 (2x)
- Texas Music Magazine - 30,000
- Houston Press - 60,000 email blast + print
- Galveston.com - 200,000 email blast

EVENT FEATURED IN

- ABC 13 online, Fox26 News, Great Day Houston, KIAH, KHOU, Univision
- The Galveston Daily News and Houston Chronicle
- PaperCity Magazine
- Houston Press
- New York Times
- American Profiles Magazine
- Culturemap.com weekend picks
- Pintjockeys.com
- Aggressive Facebook / Twitter campaigns...and more

IMPRESSIONS

Depending on your level of sponsorship, your message will be seen during promotional periods, on the Beach Revue™ website, throughout all the Beach Revue™ events including the Bathing Beauties Contest:

Magazine, newspaper, broadcast and signage advertising
Website, posters and advertising
Bathing Beauty recruitment materials
Bathing Beauty winning sashes
Facebook, Twitter, E-blasts and Blog posts

CONTACT INFORMATION

Galveston Historical Foundation
2228 Broadway
Galveston Island, TX, 77550

Phone: (409) 765-3424
E-mail: will.wright@galvestonhistory.org

Web sites: www.galvestonbeachrevue.com
Facebook: www.facebook.com/beachrevue / www.facebook.com/galvestonhistory
Instagram: [@beachrevue](https://www.instagram.com/beachrevue) / [@galvestonhistory](https://www.instagram.com/galvestonhistory)

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SPONSOR REPLY FORM

Yes! I'd like to sponsor the 2020 Galveston Island Beach Revue Bathing Beauties Contest at the following level:

___ Galveston Gal - \$10,000 ___ Seawall Siren - \$5,000 ___ Lighthouse Lass - \$3,000
___ Broadway Beauty - \$1,500 ___ Downtown Doll - \$750 ___ Baby Beauty - \$300

Please send company logo in a print ready format (EPS or PDF preferred) to will.wright@galvestonhistory.com. Art and sponsorship information must be received by March 15 to be included in any printed/published material.

CONTACT INFORMATION

Company / Individual Name(s) as it will appear on signage: _____

Contact name: _____ Phone: _____ E-mail: _____

PAYMENT OPTIONS

___ I've enclosed a check! Please make checks payable to "Galveston Historical Foundation" and return attention to: Will Wright, Galveston Historical Foundation, 2228 Broadway, Galveston, TX 77550.

___ I'll pay via credit card! We accept VISA, MasterCard or Discover.

Amount: \$ _____ Card Number: _____ Exp. Date: _____

Authorized Signature: _____ CVV#: _____

Credit Card Billing Address

Name: _____ Business/Company Name: _____

Address: _____ City: _____ State: _____ Zip Code: _____

Please invoice me at this address:

Name: _____ Business/Company Name: _____

Address: _____ City: _____ State: _____ Zip Code: _____



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