



SPONSOR PACKET

**DEC. 3-5, 2021 - DICKENSONTHESTRAND.ORG**  
**GALVESTON'S WORLD FAMOUS VICTORIAN HOLIDAY FESTIVAL**



## 2 - DICKENS ON THE STRAND

Galveston 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 48th 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

**WHEN:** December 3-5, 2021

**LOCATION:** The Strand National Historic Landmark District on Strand and Mechanic between 20th and 25th Streets

**WHY:** GHF's largest fundraiser and the island's main holiday event

**ATTENDANCE:** Average attendance 40,000

**ADMISSION:** Discounted Advance Tickets - Groups and GHF Members receive discount - Tickets sold at the Door - Anyone in Victorian-era costumes admitted half-price

**ATTRACTIONS:** Continuous entertainment on several stages, over 100 craft and food vendors, children's activities abound at Piccadilly Circus, 3 grand parades, Victorian Bed Races, 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



## DICKENS ON THE STRAND - 3

### WHAT YOU SHOULD KNOW

#### DEMOGRAPHICS:

- 74% of attendees are between 35 and 65
- More than 34% 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:

- In 2012, Houston Press named Dickens on The Strand as the 4th best Houston area festival of the year.
- Winner of 24 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, 2008 and 2012 the festival was named one of the top 100 events in north America by the American Bus Association.
- Winner of 16 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.
- 2003 Historic Downtown Strand Partnership's Downtown Renaissance Hall of Fame Award.



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### FESTIVAL IN REVIEW

#### MARKETING EFFORT:

- \$250,000+ - Total television publicity including all major Houston stations
- \$500,000+ - Total print publicity in over 65 publications in the Houston/Galveston area, throughout Texas including Austin, Beaumont, Corpus Christi, San Antonio, El Paso and Dallas and out of state in Louisiana and Oklahoma
- \$80,000+ - Total print trade advertising through 64 publications in the greater Houston/Galveston metroplex
- \$20,000+ - Total print paid advertising
- \$40,000+ - Total radio trade advertising through 42 affiliates in Texas, Oklahoma and Louisiana
- \$110,000+ - Total Media Sponsorship through the support of partnerships

\$1,000,000+ - TOTAL CAMPAIGN VALUE

#### DICKENSONTHESTRAND.ORG WEB SITE & SOCIAL MEDIA REACH

74,849 pageviews and 52,243 total unique pageviews. 32,000+ Facebook followers, 5,000+ Instagram followers and 26,000+ email subscribers.

\$5,463,809 ESTIMATED ECONOMIC IMPACT

#### SPONSORSHIP:

96% - Average of returning sponsors to the event

#### HIGHLIGHTS:

First in America to feature artifacts exhibit from Charles Dickens Museum in London.

Featured Lucinda Dickens Hawksley, author and great, great, great granddaughter of Charles Dickens to festival, and Jane Dickens Monk, great, great granddaughter.





# SPONSORSHIP OPTIONS

## PRESENTING SPONSOR / \$40,000 - 1 AVAILABLE

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 - FOR ALL THREE OR \$3,000 - FOR ONE

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 OLIVER'S ALLEY SPONSOR / \$ 5,000 - 2 AVAILABLE

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. Oliver's Alley is the hub of activity for kids of all ages. 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 VICTORIAN BED RACE SPONSOR / \$ 3,000 - 2 AVAILABLE

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. The third annual Victorian Bed Races is sure to be a hit! Teams 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.

# DICKENS ON THE STRAND - 5

## STAGE SPONSOR / \$ 3,000 - 4 AVAILABLE

Continuous entertainment abounds on all stages within the festival grounds. Each host a variety of performing acts during all festival hours and a captive audience awaits your brand at each of these performance venues.

## SPECIAL ATTRACTIONS AND EVENTS SPONSOR \$ VARIOUS / 11 AVAILABLE

Special events include:

- \$3,000 – Fezziwigs Beer Hall
- \$2,000 – The Dickens Soiree at Bishop's Palace
- \$2,000 – St. Arnold's Strand Walking Tour
- \$2,000 – Breakfast with Dickens
- \$2,000 – Salute to Sunset onboard 1877 ELISSA
- \$2,000 – The Dickens Feast & Salute to the Queen
- \$1,500 – Tea with the Captain's Wife
- \$1,500 – Meet 'n Greet & Champagne Reception
- \$1,500 – Handbell concerts in St. Joseph's Church
- \$1,500 – Costume Contest
- \$1,500 – Scrooge's Scavenger Hunt
- \$1,500 – Whisker Revue at Westminster Abbey Stage
- \$1,000 – Royal Victorian Wedding Ceremonies
- \$1,000 – Picadilly Circus Petting Zoo
- \$1,000 – Member's Club

## PUB SPONSOR / \$750 - 5 AVAILABLE

Always popular and a valuable fundraising aspect of the event are the five beer, wine and coffee pubs. Spread throughout the festival grounds, these bright and highly visible locations provide an excellent placement for your company branding.

## GATE OR INFO BOOTH SPONSOR / \$500 - 10 AVAILABLE

Thousands of visitors pass through seven entry/exit gates surrounding the festival and inquiring patrons visit three information booths for everything Dickens.

## 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, contact GHF and we will work to customize a beneficial package.



## SPONSORSHIP HIGHLIGHTS

### MARKETING

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
- Social Media sites (Facebook, Twitter, etc.)
- 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.

## BENEFIT DETAILS

### 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.

### PRINTED MATERIALS

- Poster - 1,000 posters distributed throughout region
- Ads - Paid and in-kind ads run throughout Houston and Texas in November and early December
- Official Program Guide - 80,000 guides, distributed through the Galveston County Daily News, at the festival's three information booths and all entry gates.

### ADVERTISING

Broad cross-section of radio support from area media partners. Logo inclusion on extensive paid and trade advertising campaign.

### BOOTH SPACE

On-site booth space to 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.



# SPONSOR BENEFIT SUMMARY

## DICKENS ON THE STRAND - 7

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

	PRESENTING SPONSOR / \$40,000	OFFICIAL SPONSOR / \$25,000	PARADE SPONSOR / \$7,500 FOR ALL 3 OR \$3,000 FOR INDIVIDUAL PARADES	LONDON WHARF OR PICCADILLY CIRCUS SPONSOR / \$5,000	QUEEN CHRISTMAS TREE OR BED RACE SPONSOR / \$3,000	STAGE SPONSOR / \$3,000	SPECIAL ATTRACTIONS AND EVENTS SPONSOR / \$ VARIES	PUB SPONSOR / \$750	GATE OR INFORMATION BOOTH SPONSOR / \$500
EXCLUSIVITY (INCLUDING NAMING RIGHTS)	X								
ADVERTISING BENEFITS									
PAID AND TRADE ADVERTISING	Logo	Logo							
TICKET	Logo	Logo							
ADVERTISING POSTER	Logo	Logo							
RIGHTS TO USE DICKENS ON THE STRAND LOGO	X	X							
DEDICATED SOCIAL MEDIA POST	X	X	X	X	X	X	X		
WEBSITE WITH HYPERLINK	Logo	Logo	Logo	Logo	Logo	Logo	Name		
OFFICIAL EVENT PROGRAM	Logo	Logo	Logo	Logo	Logo	Logo	Name	Name	Name
ON-SITE BENEFITS									
EXHIBITOR/VENDOR SPACE	X	X	X	X					
ANNOUNCEMENTS AT STAGES, VENUES	X	X		X	X	X	X		
OFFICIAL EVENT PROGRAM	Logo	Logo	Logo	Logo	Logo	Logo	Name	Name	Name
SIGNAGE AT SPECIFIC EVENT VENUES	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo
MEMBERS' CLUB - SPONSOR SUPPLIED BANNER	X	X							
HOSPITALITY BENEFITS									
FESTIVAL TICKETS	200	75	40	30	18	18	10	8	6
VIP PASSES	100	35	25	15	8	8	4		
DICKENS FEAST TICKETS	10	2							





## SPONSORSHIP CONFIRMATION

Choice of sponsorships are on a first-come, first-serve basis. In addition, the earlier you commit to a sponsorship, the more opportunity for pre-event advertising is available. \*Please specify what parade or stage you're interested in.

_____ PRESENTING	_____ OFFICIAL	_____ PARADE*
_____ LONDON WHARF	_____ PICADILLY CIRCUS	_____ QUEEN'S CHRISTMAS TREE
_____ BED RACES	_____ STAGE*	_____ SPECIAL ATTRACTION/ EVENT*
_____ PUB	_____ GATE	_____ INFO BOOTH

If you are interested in an IN-KIND sponsorship, please attach a separate document detailing what you would like to provide and its monetary value—this may include MEDIA sponsors, as well other in-kind services. GHF will contact you for arrangements.

I'm unable to sponsor but would like to make a donation in the amount of \$\_\_\_\_\_.

**SIGN ME UP!** I am pleased to commit to sponsor as stated above for the 2021 Dickens on The Strand.

\_\_\_\_\_ SIGNATURE \_\_\_\_\_ PRINTED NAME \_\_\_\_\_ DATE \_\_\_\_\_

\_\_\_\_\_ BUSINESS NAME \_\_\_\_\_ PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

\_\_\_\_\_ BILLING ADDRESS \_\_\_\_\_

METHOD OF PAYMENT: ☐ Company Check is Enclosed ☐ Send Invoice to Address Above ☐ Credit Card

\_\_\_\_\_ CREDIT CARD TYPE \_\_\_\_\_ ACCOUNT NUMBER \_\_\_\_\_ EXPIRATION \_\_\_\_\_

\_\_\_\_\_ CVV CODE \_\_\_\_\_ SIGNATURE \_\_\_\_\_ ADDRESS(If different from above) \_\_\_\_\_

Galveston Historical Foundation is a 501 (C)(3) non-profit corporation. Tax ID #74-1487824. Please return confirmation to Will Wright at [will.wright@galvestonhistory.org](mailto:will.wright@galvestonhistory.org) or to 2002 Strand, Galveston, TX 77550.

