

**SPONSOR PACKET**



TGRE PRESENTS

# **GALVESTON ISLAND BEACH REVUE**

FRIDAY & SATURDAY - MAY 20 & 21, 2022



## ABOUT THE 2022 GALVESTON ISLAND BEACH REVUE™

**B**ased on Island events from summer seasons past like the Pageant of Pulchritude and Splash Day, the 2022 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 has allowed the Revue to reach a larger audience who seeks out and appreciates historically minded events. In addition, the event benefits from GHF's marketing channels, providing us with a larger audience to share the event with. This year celebrates the 14th year of the beloved island event.

## HISTORY OF THE BATHING GIRL REVUE



**D**ubbed 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

**T**he 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 OF EVENTS (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:** 2022 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 event welcomes over 3,000 spectators in total weekend attendance.

**WHEN:** Events are tentative and subject to change - final schedule available April 1, 2022.

### Friday, May 20, 2022 – 6-8 pm: Revue Preview and Contestant Introductions

Welcome the 2022 contestants at an exclusive evening event with craft cocktails, live music, and more with host Dandy Wellington!

### Friday, May 20, 2022 – 10 pm -12 am: The Late Show featuring Gin Minsky

Gin Minsky has been known as NYC's premiere tap dancing burlesque performer and go-to gal for all things Jazz Age. This new, 21+ burlesque show features a varied spectrum of performative dance acts and sideshow spectacle, often said to be "fresh out the history books."

### Saturday, May 21, 2022 – 12-5 pm: Galveston Island Beach Revue - Hot Rod + Classic Car and Vintage Trailer Show

Hot rods, rat rods, vintage trailers and more are lining up to take part in the Galveston Island Beach Revue's newest addition, the Hot Rod + Classic Car and Vintage Trailer show.

### Saturday, May 21, 2022 – 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. Be sure to dust off your dance shoes and get ready to cut a rug at the 2022 Beach Revue!

### Saturday, May 21, 2022 - 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.

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

**A**ny 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 April 1, 2022. 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

### **BABY BEAUTY - \$300 : UNLIMITED AVAILABILITY**

At this level of sponsors of the 2022 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
- Sponsorship of one GIBR festival location (festival beer garden, VIP tent, etc.)
- Matted, framed official event panoramic with sponsor name and "Official Sponsor 2022" presented within six months post-event

### **SEAWALL SIREN - \$5,000 OFFICIAL SPONSOR : 2 AVAILABLE**

Sponsors receive previous levels with additional exposure through the following:

- Exclusive naming rights and 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", "Best Cocktail Recipe")

### **GALVESTON GAL - \$10,000 TITLE SPONSOR**

The title sponsor of the 2022 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**

**S**ince its inception, 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

- A quintessential Galveston event, unlike anything done nation-wide
- 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

## OUTREACH / CHANNELS

Depending on your level of sponsorship, your message will connect with the following GHF channels:

Email Newsletter: 42,000+

Instagram (GHF): 21,000+

Instagram (Beach Revue): 1,500+

Twitter: 3,100+

Facebook (GHF): 44,000+

Facebook (Beach Revue): 8,000+

GHF Site (2021 Totals): 362,000 Users | 1,792,000 Pageviews



## CONTACT INFORMATION

**G**alveston Historical Foundation  
2002 Strand  
Galveston Island, TX, 77550

Phone: (409) 765-3424

E-mail: [will.wright@galvestonhistory.org](mailto:will.wright@galvestonhistory.org)

Web sites: [www.galvestonbeachrevue.com](http://www.galvestonbeachrevue.com) / [www.galvestonhistory.org](http://www.galvestonhistory.org)

Facebook: [www.facebook.com/beachrevue](https://www.facebook.com/beachrevue) / [www.facebook.com/galvestonhistory](https://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 2022 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](mailto:will.wright@galvestonhistory.com). Art and sponsorship information must be received by March 1 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 to: Attention: Will Wright, Galveston Historical Foundation, 2002 Strand, Galveston, TX 77550.

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

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

Authorized Signature: \_\_\_\_\_ CV# : \_\_\_\_\_

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: \_\_\_\_\_

