

SPONSOR PACKET



**GALVESTON ISLAND
REVUE WEEKEND**

FRIDAY - SUNDAY - AUGUST 11-13, 2023

ABOUT THE 2023 GALVESTON ISLAND REVUE WEEKEND™

Based on Island events from summer seasons past like the Pageant of Pulchritude and Splash Day, the 2023 Galveston Island Revue Weekend resurrects these favorite Island pastimes into a contemporary two-day, family-friendly event. The Galveston Island Revue Weekend™ 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 event 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 15th year of the beloved island event.

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.

This year's event takes place at numerous historic locations throughout the island with the highlight being the free Saturday Bathing Beauties contest held in Galveston Historical Foundation's Saengerfest Park.



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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FACT SHEET & SCHEDULE OF EVENTS

(tentative)

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

WHAT: 2023 Galveston Island Revue Weekend™; 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.

Friday, August 11, 2023 - 12-1:30 p.m. : Vintage Style with Dandy Wellington @ the 1892 Bishop's Palace

Friday, August 11, 2023 - 2-3 p.m. : Gin with Gin Cocktail Course @ DTO Galveston

Friday, August 11, 2023 - 7-9 p.m. : Seaport Social & Revue Prevue @ the Galveston Historic Seaport

Saturday, August 12, 2023 12-1:30 p.m. : Jazz for Listeners w/ Dandy Wellington @ the 1859 Ashton Villa

Saturday, August 12, 2023 - 2-3 p.m. : Gin with Gin Cocktail Course @ DTO Galveston

Saturday, August 12, 2023 - 5-9 p.m. : Bathing Beauties Contest @ Saengerfest Park **FREE ADMISSION**

Saturday, August 12, 2023 - 10-11:30 p.m. : Queen City Cabaret @ the 1920 City National Bank Building

Sunday, August 13, 2023 - 11 a.m.-2 p.m. : Jazz Brunch with Dandy Wellington & His Band @ the 1880 Garten Verein

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SPONSORSHIP OPPORTUNITIES

In order for sponsor name to be included on applicable promotional materials, sponsorship reply form (attached) and payment must be received by August 1, 2023. GHF cannot be responsible for any printed material released before sponsor commitment that does not include sponsor recognition. Print materials mentioning Galveston Island Beach Revue™, Revue Weekend, or the Bathing Beauties Contest must get permission prior to use

BABY BEAUTY - \$300 : UNLIMITED AVAILABILITY

At this level of sponsors of the 2023 Galveston Island Revue™ Weekend will enjoy the following partnership benefits:

- Sponsor name and logo on BeachRevue.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 Revue™ Weekend banner featured at all Revue™ Weekend 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 2023" 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 Revue Weekend (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 2023 Galveston Island Revue Weekend™ 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

Since it's 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

GHF OUTREACH / CHANNELS

- Email Newsletter: 47,500+
- Instagram (GHF): 23,000+
- Instagram (Beach Revue): 1,800+
- Twitter: 3,100+
- Facebook (GHF): 53,000+
- Facebook (Beach Revue): 9,500+
- GHF Site (Year to Date): 247,000 Users

CONTACT INFORMATION

Galveston Historical Foundation
2002 Strand
Galveston Island, TX, 77550
Phone: (409) 765-3424
E-mail: will.wright@galvestonhistory.org

Sites: galvestonbeachrevue.com / galvestonhistory.org
Facebook: facebook.com/beachrevue / facebook.com/galvestonhistory
Instagram: [@beachrevue](https://instagram.com/beachrevue) / [@galvestonhistory](https://instagram.com/galvestonhistory)

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SPONSOR REPLY FORM

Yes! I'd like to sponsor the 2023 Galveston Island Revue Weekend 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 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: _____ CW#: _____

Credit Card Billing Address

Name: _____ Business/Company Name: _____

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

Please invoice me at this address:

Name: _____ Business/Company Name: _____



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