

44TH ANNUAL



PASADENA

Strawberry Festival



May 19-21, 2017

PASADENA FAIRGROUNDS

Parade May 13



WWW.STRAWBERRYFEST.ORG

About the *Pasadena Strawberry Festival*

What is the Pasadena Strawberry Festival?

The Pasadena Strawberry Festival is a three day event held annually on the third weekend in May to celebrate a time when Pasadena, Texas was known as the Strawberry Capital of the South, presenting a perception very different than that of today's petrochemical industry. What began as a one time celebration on a high school football practice field has become one of the largest and popular annual events in the Pasadena area drawing over 50,000 in attendance and utilizing the entire 106-acre Pasadena Convention Center and Municipal Fairgrounds Complex. This award-winning event offers a wide variety of both indoor and outdoor activities, attractions and entertainment ranging from the "World's Largest Strawberry Shortcake", barbecue cookoffs and helicopter rides to continuous musical entertainment, children's activities and the State Mud Volleyball Championship Tournament. With it's thrilling carnival, shopping, fabulous variety of foods, animal shows, clowns, and specialty acts, the event provides a fun-filled weekend of activities for the whole family to enjoy.

When is it?

Friday, May 19th
3:00 p.m. to Midnight

Saturday, May 20th
10:00 a.m. to Midnight

Sunday, May 21st
10:00 a.m. to 6:00 p.m.

What is the admission charge?

General Admission: \$15 each
Children 6-11: \$5 each
Children 0-5: FREE (with paying adult)
Senior Adults (65+): \$5 each
3 Day Armband: \$30

What's special about this year?

2017 is the 44th annual celebration. This year's event will have no theme, it's just strawberries, so let your imagination flow and start decorating for the parade and festival.

Where do the proceeds go?

The Pasadena Strawberry Festival use to be the annual fund-raiser for the San Jacinto Day Foundation. Now the 2 entities no longer share the same nonprofit status. The San Jacinto Day Foundation and the Pasadena Strawberry Festival are each their own nonprofits San Jacinto Day Foundation 501 3 C was established in 1967 to promote & preserve Texas History & Pasadena History. The Pasadena Strawberry Festival 501 3 C nonprofit was established in 2016 to assist the fund raising efforts of local civic, youth and other non-profits groups that volunteer for the festival. Both SJDF and PSF together provide college scholarships to area high school students and returning college students. We are extreme proud of the growth the SJDF and PSF have shown since the first festival in 1974.

PASADENA STRAWBERRY FESTIVAL 2016 MARKETING AWARDS

Texas Festivals & Events Association - 1st Place Gold Zenith Award - Best Overall

1st Place Awards

Best Pin or Button
Best Other Merchandise (Boss Tumbler)
Best Hat (Beanie)
Best Outdoor Billboard
Best Promotional Poster
Best Promotional Brochure (Rack Card)
Best New Merchandise (Fan Sticks)
Best Sponsor's Gift (lunch cooler)
Best Event Program (schedule of events)
Best T-shirt Design (festival shirt)

2nd Place Awards

Best Miscellaneous Clothing (Generic shirt)
Best TV Promotion

3rd Place

Best Event Website

Texas Association of Fairs & Events

1st Place Awards

Best Other Merchandise (Children's Puzzle)
Best Mascot

2nd Place Awards

Best Overall
Best TV Promotions

2nd Place Awards (cont.)

Best T-Shirt
Best Pin or Button
Best Scholarship Program
Best Volunteer Program

3rd Place Awards

Best Program/Brochure (Rack Card)
Best Promotional Advertisement
(Billboards)
Best Promotional Poster
Best Website



PRE-FESTIVAL PROMOTIONAL EVENTS



Saturday, April 1st

43rd Annual Strawberry Festival Beauty Pageant

Over 200 beauties from age 2 years to 24 years compete in their various age divisions for the coveted crown and title. This year's pageants will be held at the Deer Park Municipal Courts & Theatre Building.

Saturday, May 13th

44th Annual Pasadena Strawberry Festival Parade

A festive procession of over 80 entries including marching bands, dancers, floats, clowns, and more will parade down Spencer Hwy. at 10:00 a.m. to celebrate the upcoming Strawberry Festival.



May 19th - 21st

Arena Stage

Enjoy great concerts either from the stands or standing on the arena floor, get as close as you can to all the popular nationally know bands and performers, all concerts are include in gate admission to festival. Arena concerts Friday and Saturday nights.

STRAWBERRY FESTIVAL EVENTS & ACTIVITIES



Barbecue Cookoff

Approximately 76 teams compete for the title of championship cooks in several categories throughout the three days of the festival including Cooks Choice, Fajitas, Ribs, Beans, Margaritas, Brisket and Strawberry Desserts.

World's Largest Strawberry Shortcake

A confection to do Texas proud!! 2014 cake was produced by Kroger, an official attempt was made for Guinness Book of World Records.

It was 2073 sq. ft. weighting in at 21,578 lbs, covered with more than a ton of strawberries, glaze, and whipped topping. The cake is reproduced each year, to the size of 1300 sq ft., unveiled and cut during the festival's opening ceremony on Friday at 5 p.m. You've got to see it to believe it! Huge slices and sheet cakes are available for purchase.

Buzz Berry Kid's Adventure Zone

A popular children's favorite. Located in the air-conditioned Campbell Hall, it's like a mini-event within the festival, featuring free games, activities and entertainment especially for the children.

NEW Carnival Spectacular

Todd Armstrong Shows presents some of the largest and favorite amusement rides in the business. From the kiddie's favorites to the most daring and exciting adult rides, there's plenty of fun for all ages to enjoy. And who can resist the temptation of the chance to win big prizes at the fabulous games. Ride-All-U-Want with the purchase of a carnival armband. * NEW - Thursday night sneak a peak ride.

Helicopter Ride

Check out the festival from high above the fairgrounds in a real helicopter ride experience.



TDECU Stage & Beer Gardens

A popular adult favorite year after year. Enjoy local bands, performers, dance groups, and a variety of cold beverages while you're dancing the night away. This is a secured, festive area with lots of color, picnic tables, and a dance area in front of the TDECU stage.

Specialty Attractions

The following attractions will provide specially scheduled performances or exhibits throughout the three days of the festival.

Swifty Swine Racing Pigs
Magic by Christopher Lyle
Laser Tag

Juggler Darryl Cleveland
T-Rex Dinosaur

Fearless Flores Thrill Show
Noah's Way Exotic Petting Zoo and Pony Ride



Saturday, May 20th

Baby Float Parade

Hosted by Stage Door Inc, creatively decorated wagons and strollers carrying infants and toddlers 3 months to 4 years old parade from Campbell Hall to the Convention Center down the midway and back to Campbell Hall. Free Registration.

Texas State Mud Volleyball Tournament - Sat., May 20th

A huge splash for players and spectators alike for the past 25 years featuring over 130 teams on 16 official volleyball size mud-filled courts. Hurry and get your application in. It's a muddy blast.



PASADENA STRAWBERRY FESTIVAL PARTNERSHIP PROGRAMS

The Pasadena Strawberry Festival offers a broad range of sponsorship and event marketing opportunities. The Partnership Programs allow each sponsor to participate in a highly targeted marketing plan designed to meet the sponsor's specific needs.

The Pasadena Strawberry Festival Partnership Programs offer:

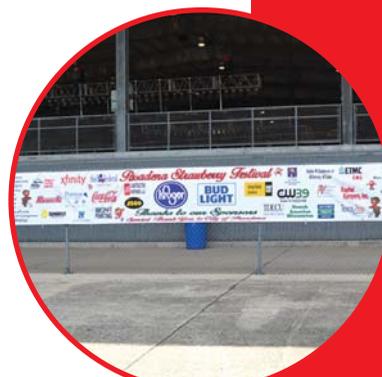
- Image compatibility to a targeted audience composition
- Ability to create retailer incentives and to leverage cross-brand promotions
- Media enhancement for maximum exposure
- Product showcase through sampling and demonstrations
- Ability to impact consumer sales
- Efficiency, measurability and continuity through long-term agreements
- Ease of administration from a staff of experienced professionals knowledgeable in event promotion, media, marketing, planning and administration.

Preferring to customize partnership plans to meet each client's objective, the Pasadena Strawberry Festival offers consistent and proven partner ideas, but specifically developed with each partner's goals in mind.

Our partnership programs are highly effective. Pasadena Strawberry Festival partners have been associated with the event, on average, 19 years, demonstrating the effectiveness of each program. Annually, our rate of return sponsors exceeds 80% which also shows our staff's commitment to generating and maintaining successful and effective partnership relationships.

The Pasadena Strawberry Festival Partnerships may include a combination of the following benefits:

Passes to the Pasadena Strawberry Festival, invitations to the Sponsors Reception, Awards Banquet, banner and link on Pasadena Strawberry Festival website, entertainment packages for clients and/or employees, inclusion in Pasadena Strawberry Festival promotional materials, signage on designated activity or area, complimentary exhibit space, sampling and demonstration opportunities.



..... CUT HERE

SPONSORSHIP AGREEMENT

YES! Our company would like to support the 2017 Pasadena Strawberry Festival by sponsoring the _____ in the amount of \$ _____

PLEASE PRINT OR TYPE CLEARLY

Company Name: _____

Address: _____

Phone: _____ Fax: _____ E-mail: _____

Name of Contact Person: _____

Signature of authorized representative

Title

PAYMENT METHOD

Company check is enclosed.

Send invoice to above address.

Make check payable to: Pasadena Strawberry Festival

VISA MasterCard DISCOVER Account # _____

Signature _____ Exp. Date _____ CVV# _____

SUBMIT BY MAIL OR FAX

Pasadena Strawberry Festival
7603 Red Bluff Rd. • Pasadena, TX 77507 • Fax 281-991-8880

FOR YOUR RECORDS

Pasadena Strawberry Festival is a 501 c(3) non-profit organization. Tax ID# 81-1816444

PICK OF THE CROP

\$20,000 & UP

\$75,000 - Presenting Sponsor
*Pasadena Strawberry Festival
Presented by "Your Company Name"*

Specially customized partnership programs will be developed at this level to meet your company's objectives and goals.

\$20,000 - Arena Stage Tower (2 available)

- Custom Package & Sponsor's Reception (before festival), Sponsors Presentation at the annual Banquet

PREMIUM BERRIES

\$10,000 - \$8,000

\$10,000 - Arena Stage Sound/Stage/Lights
(overhead banner)
Barbecue Cookoff
Beer Gardens

- Dinner & Special Sponsor Presentation at annual Banquet
- 12 Sponsor Badges (admission to festival all 3 days)
- 30 complementary festival admission tickets
- Company logo on festival brochures and posters (if confirmed by March 1st)
- Company name listed in all paid festival print advertising
- Company logo on festival web site
- Company logo on festival event programs distributed to festival guests
- Opportunity to display company banner at event
- Company name on 2 large sponsor appreciation banners at 2 separate locations on the grounds
- Complementary exhibit space during festival
- Invitation to attend Sponsor's Reception (before Festival)

\$8,000 - Mud Volleyball Championship Tournament (Sat.)

SWEET BERRIES

\$6,000 - \$5,000

\$6,000 - Fearless Flores Thrill Show
Volunteer Tent

- 8 Sponsor Badges (admission to festival all 3 days)
- 20 complementary festival admission tickets
- Opportunity to display company banner at event
- Company logo on festival web site
- Company name on festival event programs distributed to festival guests
- Company name on 2 large sponsor appreciation banners at 2 separate locations on the grounds
- Complementary exhibit space during festival
- Invitation to attend Sponsor's Reception (before Festival)

\$5,000 - Children's Adventure Zone (2 available)
TDECU Stage - Filled

BLOOMING BERRIES

\$4,000 - \$3,000

\$4,000 - Swifty Swines Racing Pigs
Volunteer T-shirts
Festival Souvenir T-shirts
T-Rex Dinosaur

- 4 Sponsor Badges (admission to festival all 3 days)
- 10 complementary festival admission tickets
- Company name on festival event programs distributed to festival guests
- Company name displayed on designated activity/area
- Company name on 2 large sponsor appreciation banners at 2 separate locations on the grounds
- Complementary exhibit space during festival
- Invitation to attend Sponsor's Reception (before Festival)

\$3,000 - Beauty Pageant Stage (held ???)
Festival Souvenir Caps
Magic by Christopher Lyle
Petting Zoo and Pony Ride

BERRY SEEDS

\$2,000 - \$1,000

\$2,000 - Strawberry Festival Parade (held May 13th)
Juggler Darryl Cleveland
Star Trailer (new)
Souvenir Koozie & Tumblers

- 2 Sponsor Badges (admission to festival all 3 days)
- 4 complementary festival admission tickets
- Company name on festival event programs distributed to festival guests
- Company name on 2 large sponsor appreciation banners at 2 separate locations on the grounds
- Company name on designated activity/area
- Invitation to attend Sponsor's Reception (before Festival)
- Star Trailer (ONLY) admit 2 people to meet and greet with entertainer each night
- Suites (ONLY) 12 armbands for 2 days, complementary beer (2 cases per day), watch concert and party

\$1,500 - Berry Special Children's Program (festival for
handicap children)

\$1,000 - Courtesy Shuttle (2 available)
Baby Float Parade (New at festival)
Buses for Berry Special Children's Program
Large Arena Suites (new)

BERRY FRIENDS \$500

\$500 - Golf Carts (signage on 2 carts)
Teen Committee Shirts
Berry Special Children's Program (T-shirts)
Small Arena Suites (new)

- 4 complementary festival admission tickets
- Company name on festival event programs distributed to festival guests
- Company name on designated activity/area
- Company name on 2 large sponsor appreciation banners at 2 separate locations on the grounds
- Invitation to Sponsors Reception (before festival)
- Suites (ONLY) 8 armbands for 2 days, complementary beer (2 cases per day), watch concert and party

\$300 - Strawberry Eating Contest (in Campbell Hall)

2016 PASADENA STRAWBERRY FESTIVAL POST EVENT REPORT

The **43rd Annual Pasadena Strawberry Festival** was held May 20th, 21st, & 22nd at the Pasadena Convention Center and Fairgrounds Complex in Pasadena, Texas. This year's festival had an attendance of 50,000, with day and a half of rain, but we still had great specialty acts, performing acts and everyone had a fun time at "Hunting for Strawberries." The Pasadena Strawberry Festival has changed a lot since 1974 with 5,000 in attendance on a small high school football field. We thank our attendees, volunteers, directors and all our wonderful sponsors, you help make this possible. In terms of money made, scholarships given, donations given back, drink sales, sponsors attended, and vendors going home happy, this was a great Festival. Thanks again.

2016 Pasadena Strawberry Festival marketing and promotional campaign created increased media coverage for the event.

- **Five Houston area radio stations partnered with and/or publicized the event.**
KGLK 107.5 The Eagle - KKBQ 93 Q & KTHT Country Legends Country Combo - KRBE 104.1 - KSBJ 89.3
- **Five television stations partnered with and/or publicized the event.**
KPRC - Channel 2 • PASADENA MUNICIPAL CHANNEL • KTRK - Channel 13 • KHOU - Channel 11 • CW39 KIAH
- **10,000 Pasadena Strawberry Festival Brochures/Rack Cards were distributed.** 4000 were mailed to those requesting information as well as the 10 Texas Travel Information Centers bordering the state. 2000 were distributed to area businesses and chambers of commerce. Over 3000 were distributed at area events prior to the festival including Business Expos, Festivals, and Chamber of Commerce Business Mixers.
- **10,000 Pasadena Strawberry Festival Bookmarkers were distributed** to area libraries, elementary schools, and daycare centers.
- **2000 festival posters were distributed** and displayed in businesses in not only the Pasadena and immediate surrounding areas, but as far away as Galveston and Louisiana as well.
- **The Pasadena Strawberry Festival website received over 157,000 visitors** to the site full of event information, photos, attractions, entertainment, participant events, maps, and hotel accommodations. Major sponsor logos were posted on the site to show their support of the event.
- **The event received publicity in many newspapers, magazines and publications.**
Houston Family Magazine (listed in the calendar) • On the Waterfront (listing photos from the event on their internet site) • Tour Texas.Com (ad and listing on website) • Current Events (listed in the calendar) • Texas Events.com (listed in the calendar) • Space City Houston magazine (listed in the calendar of events & ad's in the magazine) • Pasadena Chamber Gram (article in the chamber newsletter) • Ultimate summer guide for Clear Lake, League City, Galveston, Baytown (full page ad, no cost) • Festival of Texas (April & May article and photo) • Bay Area Houston Magazine (April and May issues) • Kid's Directory (April & May issues in all 3 area directory) • Texas Highways (April Calendar Listing) • Postcard Magazine (ad in Huntsville, Madisonville area) • Texas Monthly (Calendar listing) • Houston Livestock Show and Rodeo (ad listing in Souvenir Program) • Greensheet (ad in April and May magazine) • Famosos (ad ran in April & May Spanish newspaper)
- **Increased signage posted 30 days prior to the festival helped publicize the event.**
15 full color outdoor Billboards posted throughout the Houston and surrounding areas. 100 two-sided Pasadena Strawberry Festival promotional signs were placed in directors and volunteers yards of their homes or business. 3 (three) 4'x 30' Pasadena Strawberry Festival street banners were hung over highest traveled streets in Pasadena and Deer Park. Festival ad ran on the back of every City of Pasadena water bill in April (96,000)
- **The event received publicity through many promotional activities in the area.**
The Pasadena Strawberry Festival Christmas tree displayed at the Christmas Tree Circle at Pasadena City Hall in December 2015. The Pasadena Strawberry Festival float was in the Sylvan Beach Festival Parade days. The committee distributed festival promotional pieces at the Shell FCU - Volunteer Expo held in April at the Pasadena Convention Center. The Strawberry Festival participates as golf cart shuttle drivers and hand out rack cards to the attendees at the Battle Reenactment in April at the San Jacinto Monument. Pasadena Strawberry Festival promotional display was created at the Pasadena Public Library throughout the month of April & May at both Library locations. Fresh strawberry cakes with info were presented to the Pasadena City Council during a May council meeting and were recorded to play on the city TV station 16. Pasadena Strawberry Festival gift baskets were donated to many non-profit and civic groups for their auctions throughout the year. Auction gift baskets were donated to Texas Festival Events Association and Texas Association of Fairs and Events at yearly conferences. Strawberry Festival info was on the internet at: www.strawberryfest.org

Pasadena Strawberry Festival
San Jacinto Day Foundation
7603 Red Bluff Rd.
Pasadena, TX 77507

