

SPONSORSHIP PACKAGE



# CELEBRITY ENTERTAINMENT & ARTS

*Soirée*

SEPT 28<sup>TH</sup> @ 7PM

BALLROOM AT BAYOU PLACE

[WWW.IEPGREATERHOU.ORG](http://WWW.IEPGREATERHOU.ORG)

2024



## OUR ORGANIZATIONS

### ABOUT OUR ORGANIZATIONS

International Entertainment Partnership of Greater Houston (501c6):

- Expanding the entertainment industry through investment opportunities, jobs, resources, and economic development for diverse communities.

Houston Entertainment Initiative (501c3):

- Provides support, economic growth opportunities and create meaningful community collaborations for the underserved in S.T.E.A.M., in the Greater Houston entertainment industry.



**CENTRELL REED**

**FOUNDER & CHAIRWOMAN  
INTERNATIONAL ENTERTAINMENT PARTNERSHIP  
HOUSTON ENTERTAINMENT INITIATIVE**



# OUR COMMUNITY

## ABOUT OUR ENTERTAINMENT COMMUNITY

HOUSTON MEDIA SOURCE  
TX MEDIA PRODUCTION ALLIANCE  
HOUSTON FILM COMISSION  
TEXAS FILM COMMISSION  
SAG AFTRA  
WIFT-HOUSTON  
SOUTHWEST ALTERNATE MEDIA PROJECT  
HOUSTON CINEMA ARTS SOCIETY  
MACK PERFORMING ARTS COLLECTIVE

**IEP**  
The international entertainment partnership.

**HEI**  
Houston Entertainment Initiative



**JOHN SIMONS**

**BOARD OF DIRECTOR  
INTERNATIONAL ENTERTAINMENT PARTNERSHIP  
HOUSTON ENTERTAINMENT INITIATIVE**



## SOIREE FUNDRAISER

### ABOUT OUR SOIREE FUNDRAISER: GOAL \$500K

The largest entertainment event and fundraiser in the Greater Houston Region. A premier event for a cause celebrating the intersection of:

- Entertainment and the arts
- Featuring performances
- Artist exhibits
- Exclusive VIP experiences



**SAMI INOUE-HART**

**BOARD OF DIRECTOR  
INTERNATIONAL ENTERTAINMENT PARTNERSHIP  
HOUSTON ENTERTAINMENT INITIATIVE**



# INDUSTRY FOCUS

## ENTERTAINMENT INDUSTRY 9 SECTORS:

- Film
- Television
- Art
- Theatre
- Music
- Fashion
- E-sports
- Gaming
- Photography



**DEBRA HUBBARD**

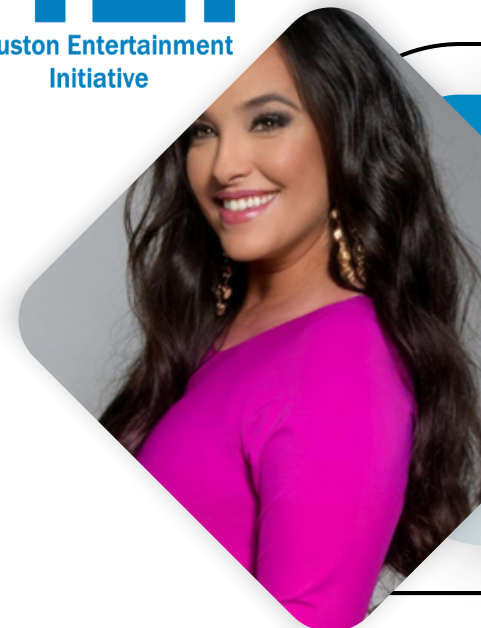
**BOARD OF DIRECTOR  
INTERNATIONAL ENTERTAINMENT PARTNERSHIP  
HOUSTON ENTERTAINMENT INITIATIVE**



# ANNUAL INITIATIVES

## SUPPORT OUR INITIATIVES

- Arts and Entertainment Academy
- Entertainment Fund
- Expand Operational Team
- Entertainment Summit 2025
- Partnerships for Expanded Programming & Internships
  - Music
  - Animation
  - Art



**ELVA TREVINO**

**LEADER - COMMUNITY PARTNERSHIPS COMMITTEE  
INTERNATIONAL ENTERTAINMENT PARTNERSHIP  
HOUSTON ENTERTAINMENT INITIATIVE**

# OUR IMPACT

Established in 2019, the International Entertainment Partnership has been the oversight organization collaborating with Houston's creative community and long standing institutions to provide economic development and workforce opportunities in the form of workshops, certifications, boot camps, charitable events, conferences, legislative support, and more.

The Houston Entertainment Initiative continues to create fuel for our city and the future of our creative community through our efforts and those of our supporters.

**EVENTS:**

**60±**

**EMAIL DATABASE:**

**15,000±**

**SOCIAL MEDIA:**

**500,000±**

**ADVOCACY:**

**\$5MIL±**

TAX  
DEDUCTIBLE

TAX  
DEDUCTIBLE

# SPONSORSHIPS AND ANNUAL PARTNERSHIPS

## CREATIVE SPONSOR

\$250,000



- Title sponsor status
- Logo on all event marketing
- Exclusive press release
- Logo on event website w/link
- 12 months sponsor recognition
- 20 Reserved VIP seats w/signage
- Opportunity to speak at the event
- Pre-event VIP Access/Speech
- Logo in Newsletter year round
- Co-branded award/Apprenticeship
- **\*\*Multi-year opportunity\*\***

## VISIONARY SPONSOR

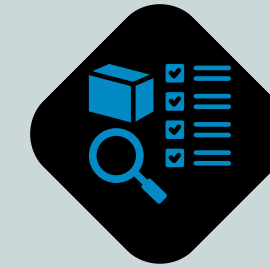
\$100,000



- Logo on all event marketing
- Logo on event website w/link
- 12 months sponsor recognition
- 15 Reserved VIP seats w/signage
- Opportunity to speak at the event
- Pre-event VIP Access/Speech
- Logo in Newsletter year round
- Co-branded award/Internship
- Named in press releases
- **\*\*Multi-year opportunity\*\***

## ICON SPONSOR

\$75,000



- Logo on all event marketing
- Logo on event website w/link
- 12 months sponsor recognition
- 12 Reserved VIP seats w/signage
- Pre-event VIP Access
- Logo in Newsletter year round
- Co-branded award/Internship
- Named in press releases
- **\*\*Multi-year opportunity\*\***



TAX  
DEDUCTIBLE

TAX  
DEDUCTIBLE

# SPONSORSHIPS AND ANNUAL PARTNERSHIPS

## ELITE SPONSOR

\$50,000



- Logo on event marketing
- Logo on event website w/link
- 12 months sponsor recognition
- 10 Reserved VIP seats w/signage
- Pre-event VIP Access
- Logo in Newsletter year round
- Co-branded award
- **\*\*Multi-year opportunity\*\***

## PRESTIGE SPONSOR

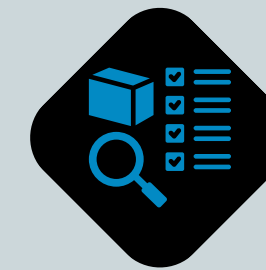
\$25,000



- Logo on event marketing
- Logo on event website w/link
- 12 months sponsor recognition
- 8 Reserved VIP seats w/signage
- Pre-event VIP Access
- Logo in Newsletter year round
- Co-branded award
- **\*\*Multi-year opportunity\*\***

## STELLAR SPONSOR

\$15,000



- Logo on event marketing
- Logo on event website w/link
- 12 months sponsor recognition
- 6 Reserved VIP seats w/signage
- Pre-event VIP Access
- Logo in Newsletter year round
- Co-branded award
- **\*\*Multi-year opportunity\*\***

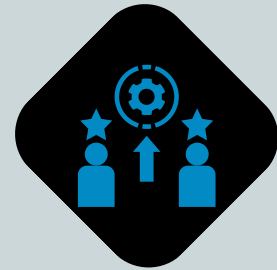
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# MORE SPONSORSHIPS

## STAR SPONSOR

\$10,000



- Logo on event marketing
- Logo on event website
- 12 months sponsor recognition
- 5 Reserved VIP seats w/signage
- Pre-event VIP Access
- Logo in Newsletter year round
- Co-branded award

## ENCORE SPONSOR

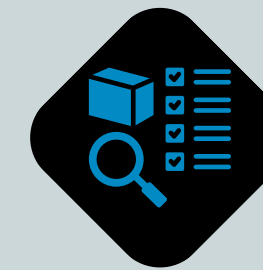
\$5,000



- Logo on event marketing
- Logo on event website
- 12 months sponsor recognition
- 4 Reserved VIP seats w/signage
- Pre-event VIP Access
- Logo in Newsletter year round

## FUSION SPONSOR

\$2,500



- Logo on event marketing
- Logo on event website
- 12 months sponsor recognition
- 2 Reserved VIP seats w/signage
- Pre-event VIP Access
- Logo in Newsletter year round



**BUDGET**

# CULTURAL EVENT ENHANCEMENT



## MARKETING

- DESIGN /PRINT MARKETING COLLATERALS
- SOCIAL MEDIA AND DIGITAL MARKETING
- PUBLIC RELATIONS/PRESS AND MEDIA OUTREACH
- ADVERTISING AND PROMOTIONS
- EVENT WEBSITE DEVELOPMENT AND MAINTENANCE
- INFLUENCER AND CELEBRITY ENDORSEMENT
- EVENT PHOTOGRAPHY AND VIDEOGRAPHY
- SPONSORSHIP RECOGNITION AND BENEFITS FULFILLMENT



## PRODUCTION

- TALENT AND PERFORMANCES
- SET DESIGN AND CONSTRUCTION
- AV/LIGHTING/SOUND RESOURCES
- STAGE CREW AND PRODUCTION STAFF
- COSTUME AND WARDROBE
- EVENT INSURANCE AND SECURITY SERVICES
- VENUE AND FACILITIES
- PRODUCTION COORDINATION AND MANAGEMENT



## LOGISTICS

- TRANSPORTATION AND LODGING FOR CELEBRITY
- GUESTS EVENT PERMITS AND LICENSING
- CATERING AND HOSPITALITY SERVICES
- EVENT SIGNAGE AND BRANDING MATERIALS
- EVENT REGISTRATION AND TICKETING SYSTEMS
- EVENT STAFF AND VOLUNTEER COORDINATION
- EQUIPMENT AND PROPS
- CLEAN-UP SERVICES

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**KEY FOCUS**

**HOUSTON - AN ENTERTAINMENT DESTINATION**



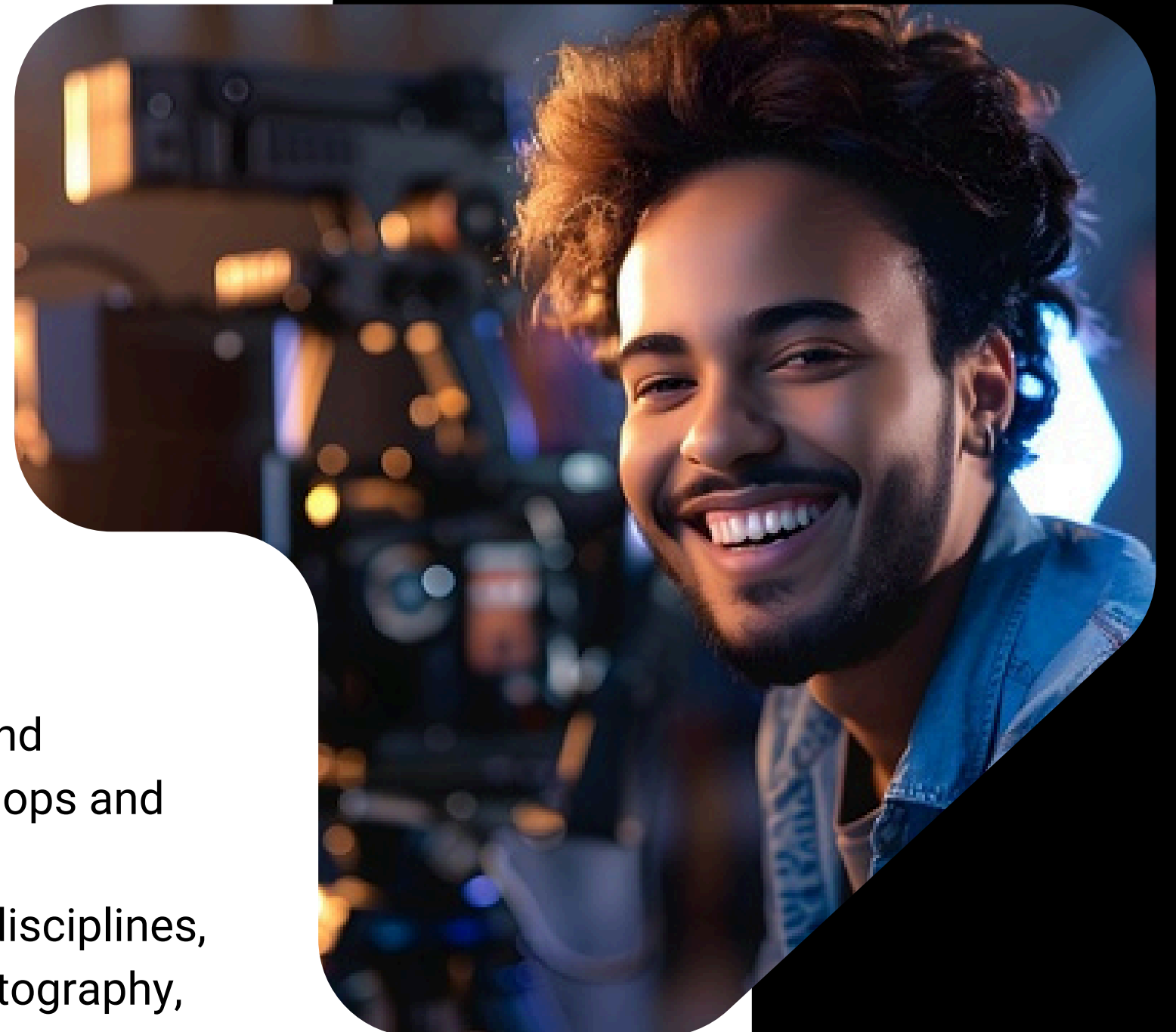
**IEP/HEI VISION**

Revolutionize Houston's entertainment landscape uniting the industry like never before. Recognizing that our success depends on collaboration, we are committed to actively engaging and connecting other entertainment organizations alongside us.



**IEP/HEI MISSION**

We lead in creating educational and workforce opportunities; empowering aspiring creatives and entrepreneurs. Through comprehensive workshops and seminars, we will teach the ins and outs of the entertainment world, covering a wide range of disciplines, including film, music, fashion, arts, theatre, photography, E-sports, gaming, and television.



# READY TO PARTNER?

## CELEB SOIREE EVENT PAGE

Your sponsorship is valuable, and we appreciate your consideration and support.

### CONTACT:

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PRESIDENT/CEO  
IEP/HEI  
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IINFO@IEPGREATERHOU.ORG



**IEP**

The international entertainment partnership.

**HEI**

Houston Entertainment  
Initiative

# THANK YOU

**\*\*MAKE ALL DONATIONS PAYABLE TO THE:**

**HOUSTON ENTERTAINMENT INITIATIVE**

**THANK YOU ONCE AGAIN FOR YOUR TIME AND ATTENTION. WE LOOK FORWARD TO  
CONTINUED COLLABORATION AND THE EXCITING POSSIBILITIES THAT LIE AHEAD.**

**[WWW.IEPGREATERHOU.ORG](http://WWW.IEPGREATERHOU.ORG)**

