

Houstonia & D&T
DRIVE INN

PRESENT



COMMUNITY

YOU'RE INVITED!

BBQ

BENEFITING



WRAP BOOK

MAY 4, 2013

EVENT OVERVIEW

On Saturday, May 4, over 150 Houstonians gathered to celebrate *Houstonia* magazine's first community BBQ and Blackberry Cobbler Competition at the reopening of a Bayou City Classic, D&T Drive Inn. Guests at this sold-out event looked on as four celebrated restaurants competed for the Best Cobbler title.

Participating restaurants included The Bird and The Bear with a butter and sugar blackberry cobbler; Gatlin's BBQ with a tangy twist on the classic cobbler (they cooked their blackberries overnight with cinnamon, salt and butter); Franks Americana Revival with a cobbler featuring a corn bread biscuit topping served with homemade vanilla bean ice cream and drizzled with honey; and Flying Saucer Pie Company with a Southern-style cobbler baked with crust on the bottom and top of the pie. Contest judges included three-time James Beard Award winner and *Houstonia* Food Editor Robb Walsh and celebrated Down House chef Benjy Mason; in addition, the guests voted for a People's Choice award. The winners were Franks (Judge's Choice) and Gatlin's BBQ (People's Choice).

Partygoers were also treated to a whole-hog feast Chef Mason had tended to throughout the night. He did the nose-to-tail carving honors right before dinner, and he also served baked beans and homemade mustard seed potato salad. Deep Eddy Vodka was on hand serving up specialty cocktails with their brand-new flavor Ruby Red, infused with real grapefruit, and guests also enjoyed ice-cold beer from St. Arnold Brewery.

Houstonia promoted the event using print, digital, and social media outlets. A re-cap of the event, including a spread of photos, was printed in the BeneFêtes section of *Houstonia's* June issue. Pre and post-event coverage included blog posts by Robb Walsh and Cathy Matusow on houstoniamag.com Gastronomer blog.

PARTICIPATING PARTNERS & SPONSORS:

NET PROCEEDS BENEFITED:



PARTICIPATING SPONSORS:



PARTICIPATING RESTAURANTS:



WHOLE HOG FEAST & COBBLER SMACK DOWN: EVENT PHOTOS



PROMOTIONAL ELEMENTS: PRINT

ICE HORSE

Don't Ask, Compel

How Washington cemetery views the sea change in Washington



LAST JANUARY, when the Post again fully shed its long-ago women-serving its military combat roles, many applauded the move. A few opposed it, and some still make a pilgrimage to the cemetery of 2111 Washington Avenue. The day we visited, in fact, the number of pilgrims appeared to be low, including us. This was a bit disappointing, if not downright. Finding the right people who had been among the hundreds just like it at Washington cemetery is no mean feat.

There suddenly, in fact, it was, "Ezra S. Taylor - George Haver" read the stone, an inscription looking fairly boring at what was beneath. Next to some stone tablets, you see, was one of the first women to die in the service of a combat role on the battlefield, a hero of the Civil War during the health consequences of a wound sustained during the war.

Born in 1841 as a Canadian girl, she is the last individual from that country to be buried in the cemetery. Her husband, however, died in the war. She was only 17 when she died. Her husband, however, died in the war. She was only 17 when she died. Her husband, however, died in the war. She was only 17 when she died.

Index

- 6,200 Estimated number of health dollars generated by Medicare payments in May 5, 2012, going to 10 Central de Mass
- 6,200 Number of people expected to attend the 2012 National Health Care Summit in Washington, D.C.
- 186,000 Number of people expected to attend the 2012 National Health Care Summit in Washington, D.C.
- 52 Number of people expected to attend the 2012 National Health Care Summit in Washington, D.C.
- 98,500 Estimated number of health dollars generated by Medicare payments in May 5, 2012, going to 10 Central de Mass
- 504,248 Estimated number of health dollars generated by Medicare payments in May 5, 2012, going to 10 Central de Mass
- 139 Estimated number of people expected to attend the 2012 National Health Care Summit in Washington, D.C.

Houstonia & D&T DRIVE INN PRESENTS

COMMUNITY BBQ

YOU'RE INVITED!

SATURDAY, MAY 4, 2013

AT **D&T Drive Inn**
1307 ENID STREET

FROM 4 TO 8 PM

\$25 | All-inclusive Tickets (BBQ, BEER & MORE!)

100% of net proceeds to benefit Foodways Texas

PLUS! Houstonia's Clay Street restaurant will be an amazing dining room for the day! (See the Foodways Texas website for more details!)

TICKETS ON SALE NOW AT: HOUSTONIAMAG.COM/BBQ

**FULL PAGE AD IN MAY ISSUE
TOTAL IMPRESSIONS: 202,748**

PROMOTIONAL ELEMENTS: PRINT

PEOPLE / PLACES / EVENTS / OPENINGS

BeneFêtes Houstonia.



Dorrand Patti Murphy, Vanessa and Perry Sendukas



Diane Cain, Joan Dunlap



The after-party



Nick Florescu and Dominique Sachse



Marsha and Charlie Parker



Honorable Nancy Atlas and Scott Atlas



David and Lauri Gordon, Gigi and Russell Harbison

WHAT
25th Annual
Cattle
Baron's Ball

WHERE
George Ranch Historical
Park, April 27

AMOUNT RAISED
\$1.2 million

THEME
"Back to the Future"

**FASHION
STATEMENT**
Marsha Parker's
turquoise fringe dress,
which she also wore to
the ball in 1989

ENTERTAINMENT
Vegas games; pig races;
The Josh Abbott Band

3,500
Fried oysters, pork belly
tacos, and other apps
from Pappas Catering

1,000
Guests

— Marcy De Luna

WHAT
Houstonia
Magazine's
Community BBQ
and Cobbler
Competition

WHERE
D&T Drive Inn, May 4

AMOUNT RAISED
\$1,000-plus, for
Foodways Texas

TREATS
Whole-roasted hog
and sides by the Down
House/D&T crew;
cobbler from Franks
American Revival,
(Judge's Choice), Gatlin's
BBQ (People's Choice),
The Bird and The Bear,
and Flying Saucer
Pie Shop; St. Arnold
brews and Deep Eddy
vodka cocktails; cookies
from Tiff's Treats

OVERHEARD
"Which one is Chris
Cusack [of Down
House]? Everyone
says he's so cute."

— Sabrina Skiles



JUNE 2013 • VOLUME 1, ISSUE 3

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POSTMASTER: Please send address changes to: Houstonia, Subscriber Services, PO Box 433217, Palm Coast FL 32143-3217.

CATTLE BARON'S BALL/CHILI PHAN FOR CATCHLIGHT GROUP
HOUSTONIA BBQ: FRANK HEITZ

**HALF PAGE SPREAD IN BENE FÊTES,
JUNE ISSUE OF HOUSTONIA
TOTAL IMPRESSIONS: 202,748**

PROMOTIONAL ELEMENTS: DIGITAL

COMMUNITY BBQ

100% of net proceeds to benefit Foodbank of Houston, Texas

Ticket Information

EVENT TIME	SEAT TYPE	PRICE	FEES	TOTAL
Monday - Tuesday	Fixed	\$25.00	\$2.00	\$27.00

When & Where

Map showing location at Houston, TX 77022

Event Details

Houstonia. & D&T DRIVE INN

Don't miss the fun as we celebrate the grand reopening of a Bayou City Classic—D&T Drive Inn at Houston's first Community BBQ!

Feasting

Four chefs, four cuisines, one big spread: The Houstonia Blackberry Cobbler Showcase. Taste them all and help us crown a champion!

When: Saturday, May 4, 2013 4-2 PM

Where: D&T Drive Inn (1307 East)

\$25 admission includes a plate of mouth-watering 24-hour whole-roasted hog, potato salad, baked beans, coleslaw, and—of course—cobbler. Plus, libations from St. Arnold Brewery and Deep Eddy Vodka Cocktails: * Deep Eddy (Sweet Tea Vodka + Lemonade) AND * Ruby Red Grapefruit flavored vodka + Citrus Soda. Plus, turn in your ballot for a chance to win a \$50 gift card to **Covert House** and an amazing gift basket from **Deep Eddy Vodka**.

Participating Sponsors:

- HEB
- SAINT ARNOLD
- DEEPEDDY

Co-sponsors/Co-located Events:

- Fresh's
- THE BIRD & THE BEAN
- GATLIN'S BBQ
- FLYING SAUCER PIE COMPANY

Guests will also be able to enjoy warm, oven-baked cookies from **Covert House** and grabbooks for sale from **Covert House**.

...This event is meant to be enjoyed by guests 21 and over. All ticket sales are final.

Have a question that isn't answered on this page? Contact Event Manager Sabrina. Email at sabrina@houstoniamag.com

EVENT LANDING PAGE
WWW.HOUSTONIAMAG.COM/BBQ
IMPRESSIONS: 1,681

PROMOTIONAL ELEMENTS: DIGITAL



728X90



300X250



160X600

HOUSTONIAMAG.COM ONLINE AD CAMPAIGN

ROS WEB SIZES: 728X90

DATES: 4/30, 5/1, 5/2

TOTAL IMPRESSIONS: 1,000



415X100

E-NEWSLETTER ADS

DATES: 4/30, 5/1, 5/2

TOTAL IMPRESSIONS: 6,810

PROMOTIONAL ELEMENTS: DIGITAL

HOUSTONIA MAGAZINE

Houstonia Magazine's Community BBQ and Cobbler Competition

It's going whiskey.



Five of Houstonia have been picked to be the winners of the 2017 Houstonia Community BBQ and Cobbler Competition. The winners are: **Franklin Avenue Barbecue**, **Long Dallas of Dallas BBQ**, **Wild Texas of The Hill and The Hill**, **Red 22 of Long Beach**, and **Red 22 of Long Beach**. The winners will be announced on the Houstonia website and in the magazine. The winners will be announced on the Houstonia website and in the magazine.

FOODWAYS TRUCK SERIES

A Community Barbecue

Houstonia Magazine and CAT Drive for Texas a whole long barbecue and a BackStory coffee contest.



When Houstonia Magazine and CAT Drive for Texas a whole long barbecue and a BackStory coffee contest. The barbecue benefits raised over \$1,000 for Foodways Truck Series. The barbecue and cobbler competition was held at the Houstonia website and in the magazine. The winners will be announced on the Houstonia website and in the magazine.



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Houstonia Charity

UNIVERSE IS FLUX

THE ART OF TAWARA YUSAKU



Houstonia Magazine's Community BBQ and Cobbler Competition

While raised by the Houstonia Charity website and in the magazine. The winners will be announced on the Houstonia website and in the magazine.

POST EVENT PROMOTION PHOTO SLIDESHOW POSTED ON HOUSTONIAMAG.COM

PRE AND POST-EVENT COVERAGE ON HOUSTONIAMAG.COM GASTRONAUT BLOG DATE: 4/26, 5/8

PROMOTIONAL ELEMENTS: DIGITAL



E-BLASTS

DATES: 4/30, 5/2, 5/4

AVERAGE OPEN RATE: 28.85%

AVERAGE CLICK THRU RATE: 5.94%

TOTAL IMPRESSIONS: 4,632

PROMOTIONAL ELEMENTS: SOCIAL MEDIA

H Houstonia Magazine
April 24 · 15

Join us for our first Community BBQ and Blackberry Cobbler Competition as some of the city's local chefs compete in this specialty competition. The best part? YOU get to choose the winning cobbler! Taste, vote enjoy!
<http://houstoniamag.com/bbq>



The poster features the Houstonia logo at the top, followed by 'D&T DRIVE INN PRESENT'. Below that, 'COMMUNITY' is written in a stylized font, and 'BBQ' is in large, bold, white letters with a black outline. At the bottom, it says 'BENEFITING FOODWAYS TEXAS'.

H Houstonia Magazine
April 26 · 15

Get your tickets NOW to taste & vote for your favorite cobbler at Houstonia's first Community BBQ on Saturday, May 4. <http://houstoniamag.com/bbq>



This is an identical copy of the poster shown in the previous block.

FACEBOOK PROMOTIONS (1,832 FANS)
DATES: 4/24, 4/26, 4/30, 5/1, 5/2
TOTAL IMPRESSIONS: 9,160

H Houstonia Magazine @houstoniamag 3 May
Tickets are almost sold out for Houstonia's BBQ & cobbler competition tomorrow at DT Drive Inn. Get yours now! houstoniamag.com/BBQ
View summary

H Houstonia Magazine @houstoniamag 24 Apr
Join us on May 4 for our first Community BBQ & watch some of the city's local chefs compete in a cobbler competition! houstoniamag.com/bbq
View summary

H Houstonia Magazine @houstoniamag 29 Apr
Get your tickets NOW to taste & vote for your favorite cobbler at Houstonia's first Community BBQ on Saturday, May 4. houstoniamag.com/bbq
View summary

H Houstonia Magazine @houstoniamag 28 Apr
@DandTiceHouse We can't wait to throw a party with you guys! [houstoniamag.com/eat-and-drink/...](http://houstoniamag.com/eat-and-drink/)
Expand

H Houstonia Magazine @houstoniamag 28 Apr
Y'all, Y'ALL We're roasting a whole pig for our Community BBQ and Cobbler Competition. [houstoniamag.com/eat-and-drink/...](http://houstoniamag.com/eat-and-drink/)
Expand

H Houstonia Magazine @houstoniamag 3 May
Join us Saturday from 4-8pm for Houstonia's Community BBQ & cobbler competition. Get your tickets now! houstoniamag.com/bbq
View summary

TWITTER PROMOTIONS(1,380 FOLLOWERS)
DATES: 4/24, 4/26, 4/30, 5/1, 5/2, 5/3
TOTAL IMPRESSIONS: 8,280



PHOTOS BY DJU PRODUCTIONS
POSTED TO HOUSTONIA FACEBOOK PAGE
TOTAL IMPRESSIONS: 9,160

EVENT COLLATERAL



**VOTING BALLOT
DISTRIBUTED TO 150 EVENT ATTENDEES**



EVENT SIGNAGE

EVENT COLLATERAL



WINNERS CERTIFICATES



**CUSTOMIZED PHOTO BOOTH PRINT-OUTS
BY DJU PRODUCTIONS
150 PRINTS**

MARKETING REACH OVERVIEW

PRINT

- *Houstonia* Magazine – BeneFêtes ½ page June Issue..... 202,748 Impressions \$5,280

DIGITAL

- Eblasts..... 4,632 Impressions \$3,500
- *Houstonia* Magazine Facebook promotion 9,160 Impressions..... \$270
- *Houstonia* Magazine Twitter promotion..... 8,280 Impressions..... \$100
- Post-Event photo slideshow posted on houstoniamag.com \$250

EVENT COLLATERAL

- Voting Ballots, Design, and Printing..... 150 Impressions..... \$500
- Event Signage, Design, and Printing 150 Impressions..... \$500
- Wrap Book Design & Printing \$500

EVENT PRODUCTION

- *Houstonia* Magazine events team draws on experience and relationships to produce cost-effective, efficient and crowd-pleasing results.

EVENT COORDINATION AND PRODUCTION 150 Attendees \$5,500

- Site plan: accurate measurement and design
- City Permitting: City of Houston license and permits
- Rentals: organize rental needs, place order and coordinate delivery, set-up and strike
- Décor: design and coordinate décor elements including floral and linens
- Photography: secure and coordinate roaming photographer

TOTAL EVENT VALUE \$16,400

TOTAL IMPRESSIONS 225,270