

TICKETS \$25 or TWO TICKETS for \$40 • Includes BURGERS, BEER, SPIRITS and MORE!

-Featuring Chef's choice burgers from: –

BEAVER'S / BRASSERIE 19 / FUDDRUCKERS / HAVEN / JONATHAN'S THE RUB LOWBROW / RADICAL EATS / SULLIVAN'S / THE BURGER PALACE / TRENZA



On July 10th 400+ guest joined us at Jaguar Central and enjoyed:

Food + Drink:

10 Burger Vendors

Unlimted Beer by Bud Light Platinum

Wine by Selmo Wines

Cocktails by Deep Eddy

Entertainment:

DJ Senega

Caricature Artists

Photo Booth

Silhouette Artist

Emcee'd Judging Competition

Non Profit Beneficiary: Covenant House

\$1,400 Proceeds from Raffle



2014











Selmo Wines Great Italian Wines





VENDORS





















EVENT PHOTOS Houstonia. BURGERE BAS H















EVENT PHOTOS Houstonia. BURGERE BASH















EVENT PHOTOS Houstonia. BURGER: Zania Paris Photos Houstonia.









































300x250

300x600



415x100

160x600





FIND AN THEATRE DANCE CONCERTS FILM



(BUD LIGHT

PLATINUM

Presents

MA

Houstonia.

BURGER

BASH

July 10

6pm to 9pm

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TALK

ves more than another box of golf

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HOUSTON'S CULINARY UNIVERSE

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RESTAURANT



BURGER

BASH

2014

Day Finds

Bloggers to Follow, Part II

d on the females. Part II is all about the ollow them. Be fashionable. More >>



Camp for Budding Designers

ming about. More >>



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moisture-wicking, brethable perforation, and hnology." These smart shirts (and more) will

ers presented their perfect "little black dresses" to to win scholarship money at this annual pics and the winning design in the

tinks: These Clothes Don't

at the summer heat. More >>

signer Competition

More >>

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Weekend: June 13-15 arts and culture events in the ple will be talking about on

nia Says Goodbye to Alice

mber our talented former intern rgy, independence, and quirky umor. <u>More</u> >>

MFAH, a Film Festival Shows Id Movies Go Hand in Hand

NE 22 The second annual Jazz on es includes 16 films and runs for ekends this month at the Museum p, Houston. More >>

nn Park at 100 wind at its back (and \$115 million ink), Hermann Park looks to realize ers' original vision. More >>

Can't-Miss Exhibitions d spend a lifetime going from o gallery in the museum district. ns, on the other hand, are fleeting.

IF MUSEUM DISTRI

It Like to Be a Museum at the MFAH?

cisco Narvios, working at the of Fine Arts, Houston is a family re >>



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The 8 Spiciest Spots in Little India
Sweat it out this summer with curry and chaat. More >>



Five Places to Get Your Fish Sauce

Fix
From cocktails to desserts, fish sauce is the secret ingredient du jour. More >>



Peruvian Pleasures at La Guitarra

CON Sazón
The new La Guitarra con Sazón brings
Peruvian dishes, drinks, and desserts to
West Oaks. More >>



Nara Is No Longer Just Nara

Donald Chang debuts a new menu and a new name at his West Ave restaurant: Nara Sushi and Korean Kitchen. More >>



POPPIN' FRESH

Common Bond: More Than Just Baked Goods

The new Montrose bakery is about more than just bread—it offers full meals, too. More >>



Lone Star Taco Co. Gets a Lone Star A new taco joint downtown has pote but will it pull through? More >>



OT ALL GINS ARE ALIKE

Hate Gin? Here's Why You Should Try It Again

There's a gin out there for you and half the fun is finding it. More >>



All Hump, No Cattle
The camel burger at Sammy's Wild Game Grill

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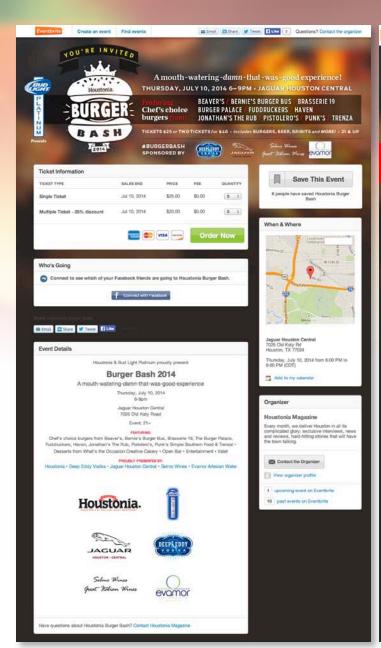
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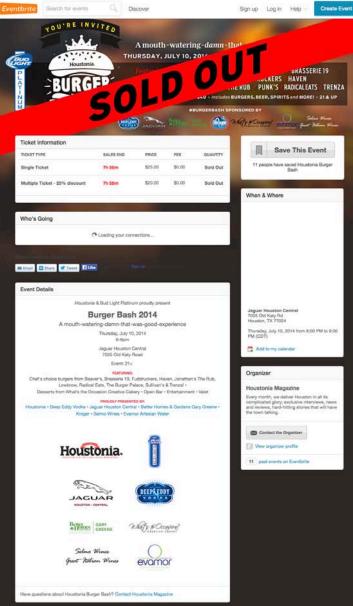
ist 30 "Housewares" the exhibit will change hink of housewares, the things that fill your



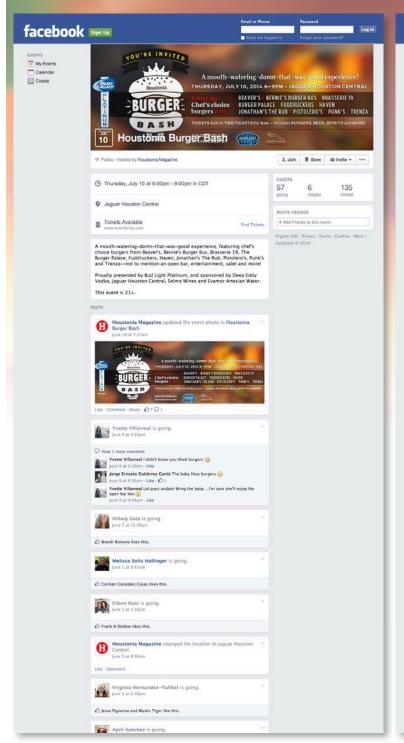




















"Ground Rules" for Burger Bash!

Houstonia's staff can't wait to see you all at Burger Bash tonight! The event is sold out and it's going to be a great night.

Food

We have 10 fabulous restaurants providing burgers for your benefit and eating pleasure:

Beaver's, Brasserie 19, Fuddruckers, Haven, Jonathan's the Rub, Lowbrow, Radical Ents, Sullivan's, The Burger Palace, and Trenza.



Drinks



Cocktails, beer and wine will be generously provided by Bud Light Platinum, Schmo Wines, and Deep Eddy Vodka.

"People's Choice" Award for Best Burger

You'll be choosing the "People's Choice" Best Burger tonight so have your smartphones at the ready. The URL to vote is houstoniamag.com*vote. At the end of the evening we will announce both the People's Choice Winner and the Judge's Choice Winner.

Which burger is best?

Beaver's
 Brasserie 19
 Fuddruckers

Instagram Contest

Also, please participate in our Instagram Contest. Tag your photos #BurgerBash and our favorite photo will win \$100 to tonight's winning burger spot.

Map & Directions

Directions to the event can be found here (complimentary valet is available).



Free Car Service



If you'd like to leave your car at home or at work (which we highly encourage) we have a special benefit for you: Uber is offering \$30 off your first ride with code HouBB14.

Download their app.here.

Raffle

RAFFLE! For a mere \$10 you could win jewelry, restaurant gift certificates, or more and it all benefits Houston's Covenant House 100% of raffle proceeds will benefit Covenant House so please come feeling generous and you could win.



Final important point: HAVE FUN! It's going to be a great night. See you there!

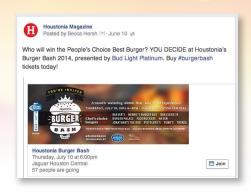
PRE-EVENT EBLAST TOTAL IMPRESSIONS: 149 AVERAGE OPEN RATE: 67%

SOCIAL MEDIA

















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July 16, 2014 | View as web page



HOUSTON'S CULINARY UNIVERSE FIND A RESTAURANT FIND A FIND A RESTAURANT REVIEWS BAR RECIPE



Grubbing Down at Grub Burger Bar

owds at CityCentre. More >>



The S'Mores Macaron at Sweet Houston
What the world has long needed: a cocoa macaron shell filled with marshmallow fluff, the whole thing topped with glistening melted chocolate and crushed bits of cinnamon graham crackers. More >>



The 10 Essential Taco Trucks
The fancy-food-truck fad may be fading, but good, old-fashioned taco trucks are here to stay. Here are a few worth seeking out. More >>



MEYICAN & MARGARITAS

Our Tex-Mex Survey Results

We asked, several hundred of you answered. Should chips and salsa be free? What's your favorite salsa style? What are the most crucial components of Tex-Mex? More >>



NEWSETY

Video: Where To Go for the Best Mexican Food in Houston

How do we know the best of all the Mexican restaurants in Houston? Been there, ate that. More >>



And the Winners of the 2014 Burger Bash Are...

Ten of Houston's best burger joints brought t game at our inaugural Burger Bash. More >>



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No matter your preferred style of burger—from husury to down-home, from carb-conscious to veggie-conscious—you were guaranteed to find a favorite at last night's inaugural Burger Bash And judging by how quickly our attendees ase their way through our 10 burger restaurance offerings, multiple favorites were found.

I buildrucken brought its limited-time burger of the month, mopped with a tange pout-one plane, honorton caramelized onions, bacon, and blue cheese, all on its signature sweet bum—baked fresh right before the competition. Right next door, fellow compritor Bears' also added blue cheese to its Kobe beef slider—along with sunteed mustbrooms and peppers and what they called "locally-sourced truffle oil," it ended up

being my personal favorite of the night; I'm a sucker for truffle anything, no matter how divisive the truffle oil issue is.

Jonathan's the Rub also made excellent use of sautred peppers in its slider, which owner/chef Jonathan Levine

himself was orilling in the narking lot. The charmilles

Washing down sliders with Deep Eddy cocktails and Bud

Washing down sliders with Deep Eddy cocktails and Bud Light was an ideal way to end an uneasonably cool Thursday evening, and we found many of our guests relaxing outside between bits—tomething not normally witnessed during a Houston July. We thought most people would stick to the air-conditioned comfort of the Jaguard and Rover Central dealership where the Burger

Fuddruckers brought its limited-time burger of the month,

ash was held, but that cool evening beeeze pr

Slide Shows & Videos

Burger Bash 2014

The Gringo's Guide to Pan

en Dates For Under \$20

Houston's Best Desserts

Sneak Peek at The El on White Oak Jun 4, 2014, 10:33am | 2 common

2014, 11:59pm









Thanks for making the Houstonia Burger Bash a success!



Check out photos from the Burger Bash!

On Thursday, July 10, *Houstonia* brought the city's best burgers together under one roof for an all-out burgerstravaganza.

Our raffle benefited the <u>Covenant House</u> and winners won items from Kendra Scott, Society for the Performing Arts, Vanity Lounge, Siphon, El Tiempo and Beavers. Guest also were treated to complimentary caricatures and silhouettes from Cindi Rose, "World's Fastest Silhouette artist."

Click here to see photos from the event!



HOW WOULD YOU RATE BURGER BASH OVERALL?

100%

of attendees rated Above Average

HOW WOULD YOU RATE THE FOOD?

96%

of attendees rated Above Average

HOUSEHOLD INCOME FOR THE LAST YEAR?

44%

of attendees have an annual HHI of \$100K+

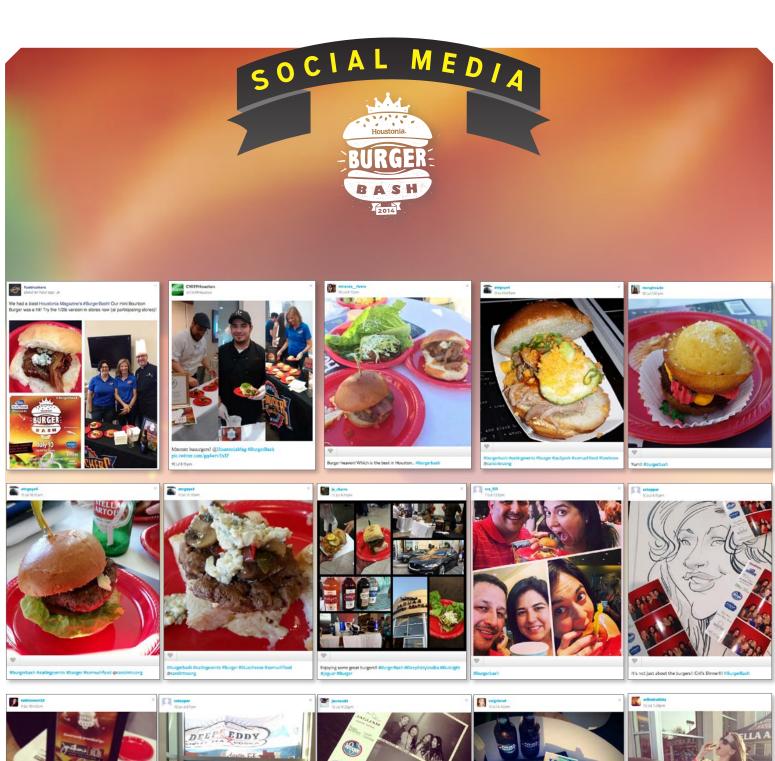
WHAT WAS YOUR FAVORITE PART OF THE EVENT?

"I loved how friendly and inviting everyone was. Being new to Houston,
I like to check out the local events being held and to be surrounded
by such genuine people always has me coming back."

"The food and drinks provided with the entertainment was a great value for the money."

"There was enough to go around! I was drinking wine, and it was so easy to grab a glass. Cocktails and beer were plentiful, too. And of COURSE, there was more food than we could eat! The availability of everything was such a pleasant surprise. Frequently at events, there are long lines and it feels like you just get a bit here, a tad there...your event was wonderfully plentiful."

"Not too crowded and plenty to do besides just eat. Fabulous evening!"



































Taste & Vote
at houstoniamag.com/vote
Visit Houstonia on Facebook
to tag your photos!

#Burgerbash



-EBLASTS 19,359 IMPRESSIONS \$19,500
-HOUSTONIA FACEBOOK PROMOTIONS 14,409 FOLLOWERS \$1,750
-HOUSTONIA TWITTER PROMOTIONS 8,297 FOLLOWERS\$600
-HOUSTONIA NEWSLETTER ADS 82,093 IMPRESSIONS\$7,900
-HOUSTONIAMAG.COM ADS
-HOUSTONIAMAG.COM SLIDESHOW\$1,500
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-FACEBOOK EVENT PAGE\$1,500
PRINT
-FULL PAGE AD IN JUNE ISSUE
-FULL PAGE AD IN JULY ISSUE
-2/3 PAGE IN BENEFÊTES SEPTEMBER ISSUE 387,499 IMPRESSIONS \$4,400
EVENT COLLATERAL
-EVENT INVITATIONS, SIGNAGE, DESIGN, AND PRINTING
EVENT PRODUCTION
-EVENT COORDINATION AND PRODUCTION 350 ATTENDEES
TOTAL EVENT VALUE \$72,412
TOTAL IMPRESSIONS 1,484,086