



Presents

Texas-sized bites,
endless beer,
cocktails, and more!



Houstonia.
★ **TAILGATE** ★
PARTY

HOUSTON vs. OAKLAND
HOUSTONIA HOUSE VIEWING PARTY

SUNDAY, SEPTEMBER 14, 2014

447 HEIGHTS BLVD.

3 to 7 PM

#HoustoniaTailgate

WRAPBOOK



EVENT OVERVIEW

WHAT: Second Annual Tailgate Party presented by Bud Light Platinum

WHEN: September 14, 2014

WHERE: *Houstonia House*

EVENT DETAILS: The mood was energetic and exciting as 150+ fans cheered the Texans through their victory against Oakland. Guests enjoyed an array of tailgate favorites cooked on-site and two open bars through the duration of the game. 100% of proceeds from the raffle went to TWELVE and prizes included a pair of Charriol Cable Diamond earrings courtesy of I W Marks Jewelers, gift cards from Beck's Prime, Frank's Americana Revival and Triple J's Smokehouse, gift baskets from Jack Daniel's and Deep Eddy Vodka, concert tickets from TWELVE, and tickets to Reefer Madness from Houstonia.

SPONSORS: Bud Light Platinum, I W Marks Jewelers, Jack Daniel's

EVENT PARTNERS: Beck's Prime, Dos Cubanos Pig Roasts, Deep Eddy Vodka, Evamor Artesian Water, Frank's Americana Revival, Party Booths, Selmo Italian Wines, Triple J's Smokehouse, What's the Occasion? Creative Cakery

BENEFITING: TWELVE, raffle raised \$790 for the organization

EVENT SPONSORS



I W Marks
Jewelers



EVENT PARTNERS



Frank's
AMERICANA REVIVAL



Selmo Wines
Great Italian Wines

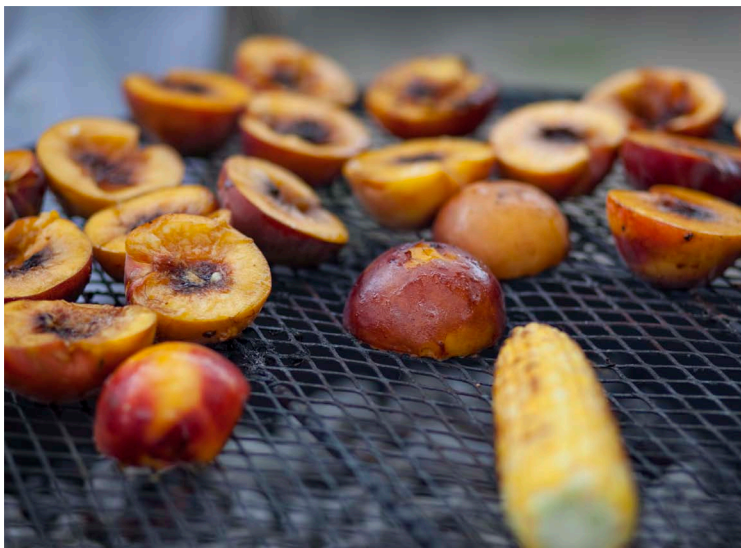


What's the Occasion?
CREATIVE CAKERY

EVENT PHOTOS



EVENT PHOTOS



EVENT PHOTOS




PROMOTIONAL ELEMENTS: DIGITAL

YOU'RE INVITED

TEXANS vs. RAIDERS

HOUSTONIA HOUSE VIEWING PARTY
SUNDAY, SEPTEMBER 14, 2014



Who's ready for some football? Join *Houstonia* and Bud Light Platinum for our 2nd annual Texans Tailgate party and watch our boys battle the Raiders in their first away game of the season.

We'll have a Texas-sized spread with game day favorites from some of the city's best spots, including Frank's Americana Revival, Beck's Prime, and a roast pig from Dos Cubanos. Plus, a selection of beverages to wash it all down.

SPONSORED BY: I W Marks Jewellers #HoustoniaTailgate BENEFITING: TWELVE

GET YOUR TICKETS NOW!

IT'S ALMOST TIME!

HOUSTON vs. OAKLAND

HOUSTONIA HOUSE VIEWING PARTY
SUNDAY, SEPTEMBER 14, 2014 | 3-7PM



ARRIVE IN STYLE
Uber is giving FREE rides for new users to/from the event.
Use promo code: *HoustonEvents*
Complimentary valet between Heights Blvd & Yale on 5th

Download Uber directly to your smartphone, or register online at uber.com/go/HoustonEvents and then download the app and sign into your account.

SPONSORED BY: I W Marks Jewellers JACK DANIEL'S BENEFITING: TWELVE

INVITATION EBLASTS
 DATES: 8/1, 8/19, 9/5, 9/11
 IMPRESSIONS: 29,762
 AVG. OPEN RATE: 25.02%
 TOTAL VALUE: \$8,000



BUD LIGHT PLATINUM Presents



HOUSTON vs. OAKLAND

HOUSTONIA HOUSE VIEWING PARTY

SUNDAY, SEPTEMBER 14, 2014
447 HEIGHTS BLVD.
3 to 7 PM

[Get Tickets](#)



BUD LIGHT PLATINUM Presents



HOUSTON vs. OAKLAND

[Get Tickets](#)



BUD LIGHT PLATINUM Presents

HOUSTONIA TAILGATE PARTY
HOUSTON vs. OAKLAND

SUNDAY, SEPTEMBER 14, 2014 [Get Tickets](#)



BUD LIGHT PLATINUM Presents



HOUSTON vs. OAKLAND
HOUSTONIA HOUSE VIEWING PARTY

SUNDAY, SEPTEMBER 14, 2014 [Get Tickets](#)



BUD LIGHT PLATINUM Presents



HOUSTON vs. OAKLAND

HOUSTONIA HOUSE VIEWING PARTY

SUNDAY, SEPTEMBER 14, 2014
447 HEIGHTS BLVD.
3 to 7 PM

[Get Tickets](#)

WEB ROS & NEWSLETTER ADS
 ROS IMPRESSIONS: 70,461 - CTR .12%
 NEWSLETTERS IMPRESSIONS: 50,000
 TOTAL VALUE: \$7,000



PROMOTIONAL ELEMENTS: DIGITAL

The image shows a Facebook event page for the 'Houstonia Tailgate Party'. The event is scheduled for Sunday, September 14, 2014, from 3 to 7 PM at 447 Heights Blvd. It is presented by Bud Light Platinum and IW Marks Jewelers. The event is for the Houston vs. Oakland game, part of the Houstonia House Viewing Party. The page includes a 'Join' button, event details, a description, and a post from Dos Cubanos Pig Roasts featuring a photo of a roasted pig. The page also shows the number of guests who went, maybe, and were invited.

facebook Sign Up

Email or Phone _____ Password _____ Log In
 Keep me logged in Forgot your password?

EVENTS
17 My Events
Calendar
Create

#HoustoniaTailgate
Texas-sized bites, endless beer, cocktails, and more!

Presented by
Houstonia
TAILGATE PARTY

SPONSORED BY: TWELVE
IW Marks Jewelers
BENEFITTING: TWELVE
JACK DANIEL'S

HOUSTON vs. OAKLAND
HOUSTONIA HOUSE VIEWING PARTY

SEP 14 **Houstonia Tailgate Party**

Public · Sports Game · Hosted by Houstonia Magazine

Join Save Invite ...

Sunday, September 14 at 3:00pm - 7:00pm in CDT
2 days ago

Houstonia Magazine
447 Heights Blvd, Houston, Texas 77007 Show Map

GUESTS
189 went 42 maybe 684 invited

English (US) · Privacy · Terms · Cookies · More -
Facebook © 2014

Who's ready for some football? Join Houstonia and Bud Light Platinum for our 2nd annual Tailgate party and watch our boys battle the Oakland in their first away game of the season.

We'll have a Texas-sized spread with game day favorites from some of the city's best spots, including Beck's Prime, Frank's Americana Revival, Triple J's BBQ, and a roast pig from Dos Cubanos. Plus, a selection of beer, wine and cocktails to wash it all down.

Proudly presented by Bud Light Platinum and IW Marks Jewelers. Proceeds from the event will benefit TWELVE.

This event is 21+

Buy your tickets: www.houstoniamag.com/tailgate

POSTS

Dos Cubanos Pig Roasts shared Dos Cubanos Pig Roasts's post.
September 14 at 8:34pm · Richmond, TX

What a great event. Thanks for allowing us to be a part of it. Looking forward to the next one. <https://www.facebook.com/media/set/?set=a.907375969290649.1073741862.112166212144966&type=1>

Share

Nicole Fernandez and Gladys Rodriguez Dworacek like this.

Juan R. Fernandez is going.


FACEBOOK PAGE
TOTAL VALUE: \$1,500



PROMOTIONAL ELEMENTS: DIGITAL

Eventbrite

Discover
Sign up
Log in
Help
Create Event



SUNDAY
SEPTEMBER 14, 2014
447 HEIGHTS BLVD.
3 to 7 PM

#HoustoniaTailgate


HOUSTON vs. OAKLAND
HOUSTONIA HOUSE VIEWING PARTY

Texas-sized bites, endless beer, cocktails, and more!

SPONSORED BY: JACK DANIEL'S, TWELVE, I W Marks Jewelerz

Ticket Information

TICKET TYPE	SALES END	PRICE	FEE	QUANTITY
Single Ticket(s)	Sep 14, 2014	\$20.00	\$0.00	1


Order Now

Who's Going

Oops! We're having trouble connecting to Facebook. Please [try again](#).

Share Houstonia Tailgate Party

9 people like this.

Event Details

Houstonia & Bud Light Platinum proudly present

Texans Tailgate Party

Watch live as Houston takes on Oakland

Sunday, September 14, 2014
3-7pm

Houstonia House
447 Heights Blvd.

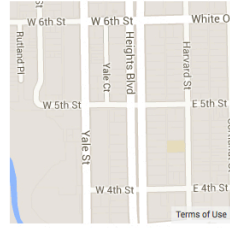
Event: 21+
Complimentary valet

FEATURING:
Mouthwatering favorites from Beck's Prime, Frank's Americana Revival, Triple J's BBQ, and Dos Cubanos Pig Roasts. Sweet treats from What's The Occasion Creative Cakery.

PROUDLY PRESENTED BY:
Houstonia • Bud Light Platinum • I W Marks

BENEFITING:
TWELVE

When & Where



Houstonia House
447 Heights Boulevard
Houston, TX 77007

Sunday, September 14, 2014 from 3:00 PM to 7:00 PM (CDT)

[Add to my calendar](#)

Organizer

Houstonia Magazine


Every month, we deliver Houston in all its complicated glory; exclusive interviews, news and reviews, hard-hitting stories that will have the town talking.

[Contact the Organizer](#)

[View organizer profile](#)

2 upcoming events on Eventbrite

11 past events on Eventbrite



Have questions about Houstonia Tailgate Party? [Contact Houstonia Magazine](#)

EVENTBRITE PAGE
TOTAL VALUE: \$1,500



PROMOTIONAL ELEMENTS: SOCIAL MEDIA

H Houstonia Magazine @HoustoniaMag · 4m
 If you thought tailgates were only for home games, guess again! Come watch the @HoustonTexans at #HoustoniaTailgate [ow.ly/zUfJs](#)
 View summary Reply Retweet Favorite More

H Houstonia Magazine @HoustoniaMag · 57m
 Come for the game on 9/14. @frankshoustontx, @BecksPrime, @doscubanos, Triple J's BBQ will be here #HoustoniaTailgate [bit.ly/1olhwrg](#)
 View summary Reply Retweet Favorite More


H Houstonia Magazine @HoustoniaMag
 Come for the game on 9/14. @frankshoustontx, @BecksPrime, @doscubanos, Triple J's BBQ will be here #HoustoniaTailgate [bit.ly/1olhwrg](#)
 4 Sep 2:30pm Reply Retweet Favorite

H Houstonia Magazine @HoustoniaMag
 Need. More. Football. Join us for bites, beer & more at our #HoustoniaTailgate! Houston vs. Oakland. Tix just \$20 [ow.ly/zUfJs](#)
 7 Sep 4:00pm Reply Retweet Favorite

H Houstonia Magazine 21 days ago
 All of those interceptions from last season? Now, you can cheer for them as the Houston Texans take on Matt Schaub and the Raiders. Kick back, have a cocktail or a Bud Light Platinum, and enter to win a raffle benefiting #TWELVE, all while watching the ...

H Houstonia Magazine 26 days ago
 Join us for Texas-sized bites, endless beer, cocktails & more at the #HoustoniaTailgate! We have a great group of sponsors and partners that are going to make this party awesome! Bud Light Platinum, IW Marks Jewelers, Frank's Americana ...

H Houstonia Magazine 16 days ago
 Come party with us during the first away game of the Texans season all while contributing to #TWELVE, a great project benefiting local young artists! #HoustoniaTailgate. Tickets on sale now! <http://ow.ly/zUfJs>

Amanda Abiassi 4 days ago
 I REPEAT!!!! Who's gonna come out & play?!!! #Imalittleexcited #Texans #IWMarks #Houstonia #GoTexans #RuinTheBlackHole #DieHoleDie
 6:19 PM 92%
 Search
Amanda Abiassi Thursday at 9:24 PM ·
 It's almost Sunday!!!! Who's gonna come out & play? #GoTexans #IWMarks #Houstonia <https://www.facebook.com/events/1533949560160051/>

SEP 14 Houstonia Tailgate Party
 Houstonia Magazine
 187 people are going

Becks Prime 15 days ago
 Come cheer on your Texans at the Houstonia Tailgate Party as they take on the Oakland Raiders September 14! We'll be grilling burgers on the scene and enjoying other great food and drinks. Buy your tickets today! #HoustoniaTailgate ...

H Houstonia Magazine about 21 hours ago
 It's Week 2 of the season and there is no home game. What to do? How about joining us at our #HoustoniaTailgate viewing party in the Heights? We'll have Bud Light Platinum, SELMO Wines, Deep Eddy Vodka, and Evamor Natural Artesian Water on tap, ...

Austin Evenz September 14 at 9:55am · Time Out
 Houstonia Tailgate Party is in the Time Out TOP 10 events in Houston today!!! See all of the Facebook events happening around you on Time Out World. https://world.timeout.com/events/24900992?ref=fb_wp_289

Houstonia Tailgate Party
 Sun 09/14/2014 at 03:00 PM @ Houstonia Magazine: Who's ready for some football? Join Houstonia and Bud Light Platinum for our 2nd annual Tailgate party and watch our boys battle the Oakland in their first away game of the season. We'll have a Texa
 WORLD.TIMEOUT.COM



TOTAL VALUE: \$5,000

WELCOME TO Houstonia.

HOUSTON'S #1 SELLING LOCAL MAGAZINE!



Thanks for Making Our Second Annual Houstonia Tailgate Party a Success!



Check out the event photos!

On Sunday, September 14, *Houstonia* and Bud Light Platinum hosted a football watching party for Houston's first away game of the season. The mood was energetic and excitable as fans cheered the team through its 30-14 victory against Oakland.

During the game, guests enjoyed an array of tailgate favorites cooked on site by Beck's Prime, Dos Cubanos Pig Roasts, Frank's Americana Revival, and Triple J's Smokehouse. For dessert, What's the Occasion Creative Cakery satisfied sweet teeth. DJ Senega provided entertainment between commercials and Party Booths captured fun photo booth memories. No guests stayed thirsty as two open bars served up cold beers from Anheuser-Busch, cocktails from Jack Daniel's and Deep Eddy Vodka, Selmo wines, and Evamor Artesian Water.

100% of proceeds from the raffle went to [TWELVE](#), and prizes were generously donated by event sponsors and partners: I W Marks Jewelers, Beck's Prime, Frank's Americana Revival, Triple J's Smokehouse, Jack Daniel's, Deep Eddy Vodka, TWELVE, and *Houstonia*

[View photos »](#)

POST EVENT PROMOTION EBLAST
IMPRESSIONS: 2,283
OPEN RATE: 21.6%
TOTAL VALUE: \$2,000



BUD LIGHT
PLATINUM

Presents

Texas-sized bites,
endless beer,
cocktails, and more!

Houstonia.
★ **TAILGATE** ★
PARTY

20 14

TEXANS vs. RAIDERS
HOUSTONIA HOUSE VIEWING PARTY

SUNDAY, SEPTEMBER 14, 2014

447 HEIGHTS BLVD.

3 to 7 PM

SPONSORED BY
I W Marks Jewelers TWELVE

Tickets: \$20 at houstoniamag.com/tailgate

FULL PAGE AUGUST ISSUE OF HOUSTONIA
TOTAL IMPRESSIONS: 453,641
VALUE: \$8,800



Houstonia⁺ MAGAZINE

UPCOMING

EVENTS



Presents



Endless beer and cocktails,
plus Texas-sized bites from
Beck's Prime, Dos Cubanos
Pig Roasts, and Frank's
Americana Revival.

#HoustoniaTailgate

TEXANS vs. RAIDERS HOUSTONIA HOUSE VIEWING PARTY

SUNDAY, SEPTEMBER 14, 2014

SPONSORED BY:

I W Mark
Jeweler

447 HEIGHTS BLVD.

3 to 7 PM

BENEFITING:

TWELVE
WWW.TWELVEPEOPLE.ORG

Tickets: \$20 at houstoniamag.com/tailgate

Houstonia⁺
Presents



TICKETS
=\$25=

houstoniamag.com
bloodyuesday

Sponsored by



SUNDAY Bloody SUNDAY

The ultimate Sunday Funday
with booze, food, and games

Sunday, October 12, 2014
11 a.m. to 2 p.m.

GreenStreet

1201 Fannin St.
(Downtown)

#SundayBloodySundayHouston

≡ Tickets on sale now! ≡

HALF PAGE IN SEPTEMBER ISSUE OF HOUSTONIA

TOTAL IMPRESSIONS: 453,641

VALUE: \$5,280



BeneFêtes Houstonia.



Stephanie Moon,
Michelle Johnson



Tammy Bateman,
Shelley O'Brien



Carol Rowle,
Mary Alex,
Destefano Burro



Kristin Koush, Lara Finnle,
Corrie and Bruno Chumitazi



Amanda Whatley,
Shannon Ward



Nadia Michel,
Samer Fakhri



Stevi Maytubby, Sarah
and Philip Markle, Karen
and Santiago Mora

TAILGATE: RYAN TIETZ;
TOP DOCTORS: TODD PARKER

WHAT Bud Light Platinum Presents: Houstonia Tailgate Party, Houston vs. Oakland

WHERE
Houstonia House,
September 14

BENEFITING
TWELVE.org

SPONSORS
Bud Light Platinum, I W Marks Jewelers, and Jack Daniel's Whiskey. Event partners: Beck's Prime, Dos Cubanos Pig Roasts, Frank's Americana Revival, Triple J's Smokehouse, What's the Occasion Creative Cakery, Deep Eddy Vodka, Evamor Artesian Water, Selmo Wines, Party Booths

RAFFLE
Charriot Black Cable Diamond Earrings (value \$1,300), courtesy of I W Marks Jewelers

BY MARIANNA DUBINKSY

WHAT Houstonia Top Docs 2014

WHERE
Eddie V's at West Ave.,
September 12

MISSION
A celebration of the 2014 Top Doctors featured in the September issue of *Houstonia*

EVENT SPONSORS
Bank of River Oaks, The District at Greenbriar, Eddie V's, Geo. H. Lewis & Sons, Jet Linx, Momentum Porsche, Rice Jones School of Business, Thomas Markle Jewelers

GIVEAWAY
Porsche Panamera for a weekend, courtesy of Momentum Porsche & Faber-Castell Pen (value \$390), courtesy of Thomas Markle Jewelers

BY MARIANNA DUBINKSY

95
HOUSTONIA
11 / 2014

Ownership Statement *Houstonia* U.S. Postal Service. Statement of Ownership, Management and Circulation (Required by U.S.C. 3685). 1. Publication Title: *Houstonia*. 2. Publication No: ISSN 2374-0926. 3. Filing Date: October 1, 2014. 4. Issue Frequency: Monthly. 5. Number of Issues Published Annually: 12. 6. Annual Subscription Price: \$16.95. 7. Complete Mailing Address of Known Office of Publication: 447 Heights Blvd, Houston, TX 77007-2519. 8. Complete Mailing Address of Headquarters or General Business Office of Publisher: 447 Heights Blvd, Houston, TX 77007-2519. 9. Full Names and Complete Mailing Addresses of Publisher, Editor, and Managing Editor: Diane Caplan, Publisher, 447 Heights Blvd, Houston, TX 77007-2519. Scott Vogel, Editor-in-Chief, 447 Heights Blvd, Houston, TX 77007-2519. Catherine Matusow, Managing Editor, 447 Heights Blvd, Houston, TX 77007-2519. 10. Owner: SagaCity Media, Inc., 921 SW Washington St, Suite 750, Portland, OR 97205-2825. Stockholders Owning or Holding 1 Percent or More of Stock Are: SagaCity Media, Inc., 921 SW Washington St, Suite 750, Portland, OR 97205-2825. Nicole Vogel, 447 Heights Blvd, Houston, TX 77007-2519. 11. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages, or Other Securities: None. 12. Tax Status (For completion by nonprofit organizations authorized to mail at special rates): Not Applicable to *Houstonia*. 13. Publication Title: *Houstonia*. 14. Issue Date for Circulation Data: October 2014. 15. Extent and Nature of Circulation: a. Total Number of Copies (net press run): *80,068 **76,350; b. Paid Circulation: b(1). Mailed Outside-County Paid Subscriptions Stated on PS Form 3541: *24,187 **20,257; b(2). Mailed In-County Paid Subscriptions Stated on PS Form 3541: *0 **0; b(3). Paid Distribution Outside the Mail including Sales Through Dealers and Carriers, Street Vendors, Counter Sales and Other Paid Distribution Outside USPS: *10,773 **15,897; b(4). Paid Distribution by Other Classes of Mail Through the USPS: *0 **0; c. Total Paid Distribution (Sum of 15b (1), (2), (3), and (4)): *34,960 **36,154; d. Free or Nominal Rate Distribution by Mail: d(1). Free or Nominal Rate Outside-County Copies included on PS Form 3541: *14,680 **14,594; d(2) Free or Nominal Rate In-County Copies included on PS Form 3541: *0 **0; d(3). Free or Nominal Rate Copies Mailed at Other Classes Through the USPS: *0 **0; d(4). Free or Nominal Rate Distribution Outside the Mail (Carriers or Other Means): *11,246 **14,992; e. Total Free or Nominal Rate Distribution (Sum of 15d (1), (2), (3) and (4)): *25,926 **29,586; f. Total Distribution (Sum of 15c and 15e): *60,886 **65,740; g. Copies not Distributed: *19,182 **10,610 h. Total (Sum of 15f and 15g): *80,068 **76,350; i. Percent Paid (15c divided by 15f times 100): *57.42% **55.00%. This Statement of Ownership Will Be Printed in the November 2014 issue of this publication. I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties). Diane Caplan, Publisher, September 29, 2014. *Average Number of Copies of Each Issue During Preceding 12 Months. **Actual Number of Copies of Single Issue Published Nearest to Filing Date.



EVENT COLLATERAL

#HoustoniaTailgate

 Presents 

WELCOME

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PLEASE DRINK RESPONSIBLY. WWW.TWELVEPEOPLE.ORG

#HoustoniaTailgate

 Presents 

CHECK IN



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 Presents 

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THANK YOU TO OUR EVENT PARTNERS


   

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 Presents 


KEEP CALM AND TAKE A PICTURE

 #HoustoniaTailgate




EVENT COLLATERAL


TAILGATE MUNCHIES
Generously provided by




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JACK DANIEL'S
 OLD NO. 7 BRAND

Signature Cocktails

GENTLEMAN JACK & GINGER

JACK DANIEL'S TENNESSEE HONEY TEA COOLER

BEER
 BUD LIGHT, BUD LIGHT PLATINUM,
 JOHNNY APPLESEED CIDER, MONTEJO

LIQUOR
 JACK DANIEL'S
 JACK DANIEL'S HONEY
 DEEP EDDY VODKA

WINE
 SELMO CHIANTI

BUBBLY
 SELMO PROSECCO

NON-ALCOHOLIC
 EVAMOR ARTESIAN WATER
 VARIETY OF SOFT DRINKS

\$10 RAFFLE

PRIZES INCLUDE

IW MARKS - TBD

\$100 GIFT CARD TO BECK'S PRIME

\$100 GIFT CARD TO FRANK'S AMERICANA REVIVAL

\$50 GIFT CARD TO TRIPLE J'S BBQ

GIFT BASKET FROM SELMO WINES

GIFT BASKET FROM JACK DANIELS

GIFT BASKET FROM DEEP EDDY VODKA

PAIR OF CONCERT TICKETS FROM TWELVE:

- JOE PUG / BO SAILING (9/26)
- JAMIE LIN WILSON (10/3)

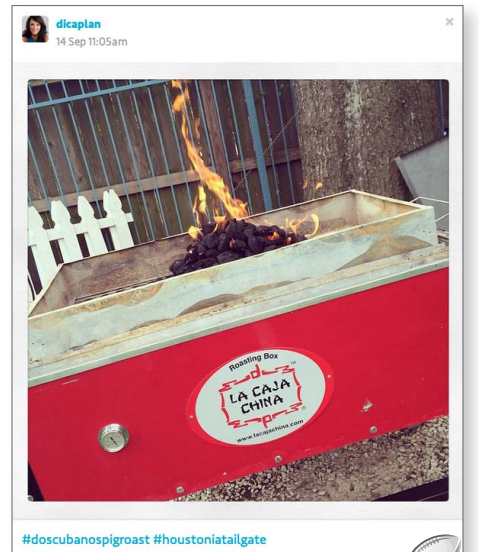
TUTS - REEFER MADNESS TICKETS (9/25 SHOW)



100% of proceeds will go to TWELVE.org



POST EVENT SOCIAL BUZZ



EVENT REACH OVERVIEW

DIGITAL

-EBLASTS	29,762 IMPRESSIONS.....	\$10,000
-EVENTBRITE RSVP PAGE		\$1,500
-FACEBOOK EVENT PAGE		\$1,500
-ROS ADS	70,461 IMPRESSIONS.....	\$1,500
-NEWSLETTER ADS	50,000 IMPRESSIONS.....	\$5,500
-SOCIAL MEDIA PROMOTIONS		\$5,000
-BENEFÊTES ONLINE GALLERY ON HOUSTONIAMAG.COM		\$1,200

PRINT

-FULL PAGE AD IN SEPTEMBER ISSUE	453,641 IMPRESSIONS	\$8,800
-1/2 PAGE AD IN SEPTEMBER ISSUE	453,641 IMPRESSIONS	\$5,280
-1/2 PAGE IN BENEFÊTES SEPTEMBER ISSUE	453,641 IMPRESSIONS	\$5,280

EVENT COLLATERAL

-EVENT INVITATIONS. SIGNAGE, DESIGN, AND PRINTING		\$4,000
-WRAP BOOK DESIGN & PRINTING		\$500

EVENT PRODUCTION

-HOUSTONIA MAGAZINE EVENTS TEAM DRAWS ON EXPERIENCE AND RELATIONSHIPS TO PRODUCE TURNKEY, EFFICIENT AND CROWD-PLEASING RESULTS.		
-RENTALS: ORGANIZE RENTAL NEEDS, PLACE ORDER AND COORDINATE DELIVERY, SET-UP AND STRIKE		
-DÉCOR: DESIGN AND COORDINATE DÉCOR ELEMENTS		
-PHOTOGRAPHY: SECURE AND COORDINATE ROVING PHOTOGRAPHER		
-VIDEOGRAPHY: SECURE AND COORDINATE ROVING VIDEOGRAPHER		
EVENT COORDINATION AND PRODUCTION 200 ATTENDEES		\$7,000

TOTAL EVENT VALUE \$57,060

TOTAL IMPRESSIONS 1,511,146

