

Launch Party

Houstonia.

Wrap Book

250  
Reasons  
TO

LOVE

HOUSTON

*Or how a town with bad traffic,  
little natural beauty, not much history,  
and unfortunate weather became  
the greatest place on Earth.*

March 23, 2013  
Silver Street Studios

# EVENT OVERVIEW

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On Saturday, March 23, over 1,200 Houstonians gathered for the launch party celebrating the premiere issue of *Houstonia* magazine at Silver Street Studios. Guests enjoyed delectable food, high-energy entertainment, and signature cocktails specially created for the event.

Party-goers enjoyed B10 Cafe's mini Vietnamese *banh mi* sandwiches; Fung's Kitchen's strolling *dim sum* carts; Phoenicia Catering's grape leaves and mini lamb kabobs; Cordúa Catering's taco stations and canapés, including a fruit and cheese garden; Gatlin's BBQ's mini BBQ sliders, and Louisiana Foods' crawfish—pounds and pounds of it. Capping off the feast was a breakfast served at midnight: mini chicken and waffles from Cordúa Catering and donuts and kolaches from Shipley Do-nuts.

Guests were entertained by lion dancers from Soaring Phoenix Dragon & Lion Dance Association; Bollywood dancing from Shingari's School of Rhythm; and an Argentine tango and gaucho performance by Luna Argentina.

They were also treated to signature Herradura Paloma cocktails, with Diageo serving signature drinks including a Ketel One Vodka "Tangerine Blossom," Tanqueray Rangpur Gin "Ruby & Herb," and a Johnnie Walker Black Label Blended Scotch Whiskey "Azucar Morena."

It was an exciting celebration that culminated in 1,200 (yes, 1,200) Crown Royal Maple shots to toast to the unveiling of *Houstonia*'s first magazine cover.

The party left all of Houston talking about the magazine whose premiere issue celebrated 250 Reasons to Love Houston, or "how a town with bad traffic, little natural beauty, not much history and unfortunate weather became the greatest place on earth."

# PARTICIPATING PARTNERS & SPONSORS:



## VENUE & EVENT PRODUCTION



## DECOR, LIGHT, SOUND



## THE BAR



## THE FOOD



## VALET GENEROUSLY PROVIDED BY PRESTIGIOUS VALET

PRESTIGIOUS VALET

## EVENT PHOTOGRAPHY

Julian Bajsel

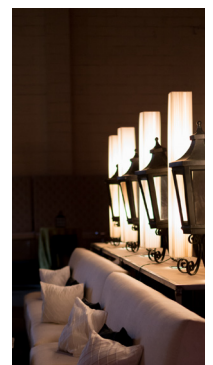
Killy Photog

# EVENT PHOTOS

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# EVENT PHOTOS



# EVENT PHOTOS



# EVENT PHOTOS



# PROMOTIONAL ELEMENTS: PRINT



## Spread in May Issue

Total Impressions: 202,748

**Houstonia. BeneFêtes** PEOPLE / PLACES / EVENTS / OPENINGS

**WHAT**  
Houstonia Magazine Launch Party celebrating the inaugural issue, "250 Reasons to Love Houston"

**WHERE**  
Silver Street Studios, March 23

**THEME**  
"A Celebration of Houston's Diversity"

**EMCEE**  
Emcee Poison Waters

**LJBO**  
Crown Royal Maple shots paired to toast the unveiling of Houston's first magazine cover

**TREATS**  
Banh mi sandwiches, mini barbecue sliders, strolling dim sum carts, grape leaves, mini lamb kebabs, a taco station, pounds and pounds of crawfish, mini chicken and waffles, Shigley doughnuts, and kolaches

**OVERHARD**  
"Those roses smell like ham."

**ENTERTAINMENT**  
Tango and salsa dancers, lion dancers, and Bollywood dancers.

**ATTENDEES**  
1,200-plus  
- Sabrina Skiles

**94**  
HOUSTONIA  
MAY 2015

PEOPLE / PLACES / EVENTS / OPENINGS **BeneFêtes Houstonia.**



Event decor by Darryl & Co.



Lynn Wyatt



Houstonia staff



Krystal Hatchett, Marian Chaney, Todd Ramos, Pam Green, Donna Harvey



Jake Sachs, Greg Cohen, David Corbin, David Gallegos



Soaring Phoenix & Lion Dance Association



Farihi Akhtar, Theresa Lara



Ballet of Houston's Schwan's Rhythm



Jared Larig, Mark Sullivan, Marcy de Lana, Rob Rutherford



Chris Gones, Fady Armanios



Dominique Sachse and husband Nick Florenco



Julie Heubert Stott, Emcee Poison Waters, Robert and Nina Poe



Event decor by Darryl & Co.



Tony Bradford, Nicole Vogel, Kevin Black



Harriet Gettler and guest



Josh Tull, Diane and Michael Caplan, Edward Sanchez



# PROMOTIONAL ELEMENTS: EVENT COLLATERAL



## Save the Date View-Master

Sent to 500 Houstonians



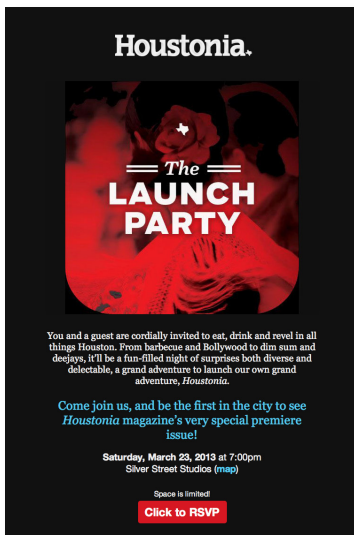
## Launch Party Invite

Sent to over 2,500 Houstonians



## E-Blast

Sent to 1,016 subscribers on 3/12, 3/21



## Cocktail Guide

Added to 1,500 launch party gift bags



# PROMOTIONAL ELEMENTS: SOCIAL MEDIA



## Launch Party - One Sheet



## Buzz about Houstonia Magazine's Launch Party

SATURDAY, MARCH 23, 2013  
SILVER STREET STUDIOS

TapSnap Photobooth

### Facebook Promotion (1619 fans)

**Ashia Berry**  
Thanks Houstonia Magazine for the fabulous launch party from the team at Zapatero Bucaram Public Relations, we had a blast and we love the magazine! We have the copy of the magazine in our office now.  
Like · Comment · 22 hours ago

**IntegratePR**  
Thanks Houstonia Magazine for the fabulous party! We're loving the magazine already!  
View Post · 22 hours ago  
Brooke Kamins Wise and 7 others like this.  
Write a comment...

**Bob Russell**  
Reason 251, HOUSTONIA. Thanks for a great night and all 251 reasons!  
Like · Comment · Sunday at 4:30pm  
Chris Skiles likes this.  
Write a comment...

**David Rexroat**  
WHAT AN AMAZING EVENT....HAD A BLAST!  
Like · Comment · Sunday at 11:18am

**Victoria Filipov Nemeth**  
At the opening party  
Like · Comment · Share · Saturday at 8:36pm via mobile

**Victoria Filipov Nemeth**  
Great opening event!  
Like · Comment · Saturday at 8:36pm via mobile

**Ashia Berry**  
Thanks Houstonia Magazine for the fabulous launch party from the team at Zapatero Bucaram Public Relations, we had a blast and we love the magazine! We have the copy of the magazine in our office now.  
Like · Comment · Monday at 11:57am



### Twitter Promotion (1164 followers)

**dutch small** @dutchsmall  
#houstoniainmagazine #launchparty nicely done. Unpretentious, tasteful. Houstonian: Love it. [instagram.com/p/XOM14p6iNL/](https://www.instagram.com/p/XOM14p6iNL/)  
Expand

**Dominique Sachse** @dominiquesachse  
With my honey at the launch party for @HoustoniaMag. Great content and features inside! [pic.twitter.com/2597JmCvZ](https://pic.twitter.com/2597JmCvZ)  
View photo

**Lily Jang** @KHOUlily  
The first look at Houston's newest magazine: @HoustoniaMag!!! [pic.twitter.com/2597JmCvZ](https://pic.twitter.com/2597JmCvZ)  
Retweeted by Sarah Therese

**Andrea Greer** @andreaagreer  
Preps to @HoustoniaMag for sounding like a Houstonian when saying something is "right close to" something else. #hwi #houston  
Followed by Dan Denotier and 1 other

**Vicki Powers** @HOUcheap  
@theotherselber You went to the @houstoniainmag party. Jealous! Anxious to see the first issue.  
View conversation

**Jerry Peruchini** @peruchini  
Can't wait! RT @HoustoniaMag. And, the magazine! #houstonia on newsstands Thursday. #lovehouston [yfrog.com/bemr2g9j](https://yfrog.com/bemr2g9j)  
#HoustoniaLaunch

**Albert Nurick** @HTownChowDown  
Clutch article about Hakeem by @jefbalke kicks off the new Houstonia magazine. Nicely done, sir. [houstoniainmag.com/news-and-prof/](https://houstoniainmag.com/news-and-prof/)  
Followed by francisco+co and 6 others

**Jones School at Rice** @jtsamba  
Seen the debut of @HoustoniaMag? It rocks! "Oz never looked so good." How true. Well done. [houstoniainmag.com](https://houstoniainmag.com)  
Followed by Lily Jang and 1 other

**Andrea Gomez** @FashionLadder  
Houstonia Magazine launch is leaving an impression. So great [instagram.com/p/XOUlKRTFS8/](https://instagram.com/p/XOUlKRTFS8/)  
Followed by IntegratePR and 3 others

**Edward Sanchez** @ESCosmetics  
Houstonia Magazine Launch VIP PARTY. It's good to know people  
Followed by SpaHouston and 9 others  
Expand

"WOW! WOW! WOW! Everyone is still buzzzzzzzz about the most fabulous party of the year! What fun!! Thank you so much for including me...!!! YEA. We had a GREAT time."  
Dena J. Davidson

"One of the nicest, swankiest, media parties I have been to in Houston in the past 25 years! Congratulations on a successful event and cheers to your continued success!"  
Tami/MediaComp

"The magazine is wonderful... I couldn't put it down last night. Great job."  
Kristal/Susan M. Glasscock School of Continuing Studies, Rice University

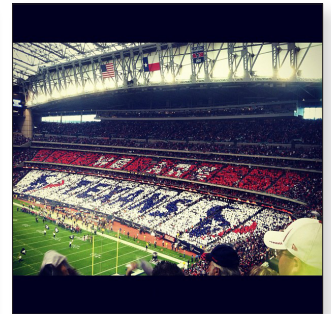
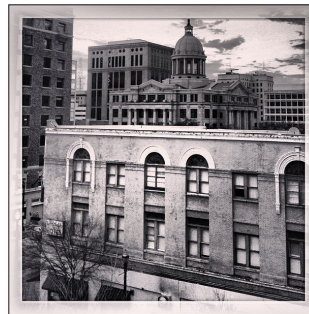
"Thank you so much for the invite to the Houstonia Launch Party. I thought the party was amazing, great food, super service and wow, what a very cool venue & atmosphere!"  
Jill Canning  
Complex Group Sales Manager

# PROMOTIONAL ELEMENTS: SOCIAL MEDIA



## Instagram

Contest photos



## #LoveHouston

Facebook Promotion  
(1619 Fans)

Total Impressions: 3,076

Five lucky winners were able to score a hot ticket to the launch party by showing their love of the city through posting a photo on their Twitter or Facebook account with #LoveHouston.

The five chosen winners were then featured in the May issue of Houstonia Magazine and on HoustoniaMag.com



# PROMOTIONAL ELEMENTS: SOCIAL MEDIA



## Twitter

1,328 Fans - 7,968 Total Impressions

**DR34M** **Hakeem Olajuwon** @DR34M 1 Mar  
Excited to rec a #viewmaster invite & chat about DR34M with @houstoniamag! @jcalhounphoto @lucky11studios pic.twitter.com/0m9YBNFj6k  
Expand



**Patrick Doyle** @patrickdoyle 28 Jan  
A strong team assembled by @HoustoniaMag for its April launch: ow.ly/hcW7P #citymags  
Expand

**Laura Spanjian** @spanjian 23 Mar  
Great launch of @HoustoniaMag #houstonia on newstands Thursday. Fab addition to HTX journalism scene twitpic.com/cdv1d Retweeted by Robb Walsh  
View photo

**Jones School at Rice** @ricemba 1h  
Seen the debut of @HoustoniaMag? It rocks! "Oz never looked so good." How true. Well done. houstoniamag.com Followed by Lily Jang and 1 other  
Expand

**Dominique Sachse** @dominiquesachse 23 Mar  
With my honey at the launch party for @HoustoniaMag. Great content and features inside! pic.twitter.com/OnUbvL40h  
View photo

**dutch small** @dutchsmall 23 Mar  
#houstoniamagazine #launchparty nicely done. Unpretentious, tasteful, Houstonian. Love it. instagram.com/p/XOM14pBINL/  
Expand

**Ahshia Berry**  
Thanks Houstonia Magazine for the fabulous launch party from the team at Zapatero Bucaram Public Relations, we had a blast and we love the magazine! We have the copy of the magazine in our office now.  
Like · Comment · Monday at 11:57am

**Batanga** @BatangaHouston 23 Apr  
Great piece from new mag @HoustoniaMag. The media stereotypes are all wrong: 250 Reasons to Love Houston disqus/8cw54g  
Followed by Spa Houston and 11 others  
Expand

**Albert Nurick** @HTownChowDown 5h  
Clutch article about Hakeem by @jeffbalke kicks off the new Houstonia magazine. Nicely done, sir. houstoniamag.com/news-and-profi...  
Followed by francisco+co and 6 others  
Expand

**Alex Luster** @alexluster 5h  
@houstoniamag puts the kibosh on these common photo backdrops & suggests some alternative locations- @gerinomolomax shar.es/eNBNP  
Followed by v. v. and 6 others  
Expand

## Facebook

1,619 Fans - 3,238 Total Impressions

**Ahshia Berry**  
Thanks Houstonia Magazine for the fabulous launch party from the team at Zapatero Bucaram Public Relations, we had a blast and we love the magazine! We have the copy of the magazine in our office now.  
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At the opening party



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# PROMOTIONAL ELEMENTS: TAPSNAP



# MARKETING REACH OVERVIEW



## Marketing Reach Overview

### **PRINT**

-Houstonia Magazine – BeneFêtes Spread May issue 202,748 Impressions \$15,840

### **DIGITAL**

-Evite 2,032 Impressions \$1,500  
-Houstonia Magazine Facebook promotion 3,238 Impressions \$2,700  
-Houstonia Magazine Twitter promotion 7,968 Impressions \$100  
-Houstonia Magazine Instagram Photo Contest 3,238 impressions \$154

### **EVENT COLLATERAL**

-Save The Date View Masters sent to 500 Houstonians 500 Impressions \$7,342  
-Launch Party Invite sent to over 1200 Houstonians 1200+ Impressions \$6,814  
-Launch Party Cocktail Booklet 1200+ 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**

1200+ Attendees \$110,000  
-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**

**\$145,450**

### **TOTAL IMPRESSIONS**

**223,324**