

Mint Juleps & Jodhpurs

A KENTUCKY DERBY VIEWING PARTY
WRAPBOOK

SATURDAY, MAY 3, 2014 | 2:30-5:30PM

447 HEIGHTS BOULEVARD
.....

Proudly presented by

Houstonia.



HOLLY ROSE RIBBON
FOUNDATION

BULLEIT
FRONTIER
WHISKEY

Mint Juleps & Jodhpurs

EVENT OVERVIEW

On Saturday, May 3rd, *Houstonia* Magazine and the Holly Rose Ribbon Foundation hosted *Mint Juleps & Jodhpurs: A Kentucky Derby Viewing Party*. Nearly 200 Houstonians gathered at the *Houstonia* House in the historic heights for a fabulous party, culminating with the viewing of the most exciting two minutes in sports!

Guests enjoyed tasty appetizers from The Palm, Eddie V's, Corner Table and What's the Occasion Cakery. JoJo Martinez, Houston's most decorated flair bartender entertained guests at the Bulleit Bourbon bar. Additional drinks were generously provided by Saint Arnold, Evamor Natural Artisan Water and Selmo Wines. Four local mixologists from El Big Bad, Triniti, Corner Table, & Lei Low participated in a julep competition, voted upon by guests and *Houstonia's* award-winning food critic Katharine Shilcutt.

A Phlash Phactory photo booth and a fabulous DJ created a chic atmosphere, and guest judges selected the Best Hat and Best Dressed Gentleman. Amazing prizes were given to winners, along with a horse race raffle prize valued at over \$14,000. All proceeds from the raffle and event entry benefited the Holly Rose Ribbon Foundation.

Houstonia extensively promoted the event using our multi-media suit. Promotion included a full page in *Houstonia's* April issue, an extensive digital campaign along with e-blast, and social media postings. A recap of the event, including a half page of photos, was printed in the BeneFêtes section of *Houstonia's* June issue. Event photos were posted on *Houstonia's* website and Facebook page.

Mint Juleps & Jodhpurs

PARTICIPATING SPONSORSHIP

Eddie V's
PRIME SEAFOOD

cornerTABLE
BY CHEF
BRUCE MOLZAN

PalmSM
RESTAURANT
EST. 1926

What's the Occasion?
CREATIVE CAKERY



www.flashphactory.com

HOUSTON'S PREMIER PHOTO-BOOTH RENTAL

MOMENTUM
CONSTRUCTION & DEVELOPMENT

BULLEIT[®]
FRONTIER
WHISKEY

SAINT ARNOLD[®]
BREWING COMPANY

Selmo Wines
Great Italian Wines

evamor
natural artesian water
rare alkaline source



HOLLY ROSE RIBBON
FOUNDATION

Mint Juleps & Jodhpurs

EVENT PHOTOS



Mint Juleps & Jodhpurs

EVENT PHOTOS



Mint Juleps & Jodhpurs

EVENT PHOTOS



Mint Juleps & Jodhpurs

PROMOTIONAL ELEMENTS: PRINT

HOUSTONIA & THE HOLLY ROSE RIBBON FOUNDATION
invite you to

Mint Juleps & Jodhpurs

A KENTUCKY DERBY VIEWING PARTY

SATURDAY, MAY 3, 2014 | 2:30-4:30PM
447 HEIGHTS BOULEVARD
.....
Horse Race Raffle Benefitting
THE HOLLY ROSE RIBBON FOUNDATION

Suggested Attire: DERBY CHIC | Prizes for BEST HAT & BEST DRESSED GENTLEMAN
HORS D'OEUVRES | OPEN BAR | ENTERTAINMENT | VALET

Proudly presented by
Houstonia.

HOLLY ROSE RIBBON
FOUNDATION
BULLEIT
FRONTIER
WHISKEY

**Tickets
\$100**
Tickets available at
houstoniamag.com/derby
Limited ticket
availability—
act now!

FULL PAGE AD IN APRIL ISSUE OF HOUSTONIA
TOTAL IMPRESSIONS: 387,499

Mint Juleps & Jodhpurs

PROMOTIONAL ELEMENTS: PRINT

PEOPLE / PLACES / EVENTS / OPENINGS

BeneFêtes Houstonia



Courtney Barta, Terry Hines, Jennifer Johnson



Rachel Repp, Chel Coats



Lugh Anderson, Tiffany Grazier, Jean Waters

WHAT
15TH ANNUAL
SPIRIT OF
SPRING
LUNCHEON
AND FASHION
SHOW

WHERE
Westin Galleria, April 17

KNOW & BELIEVE
Almost 1,200 people, including Children's Assessment Center

GUEST SPEAKER
Alicia Kozminski, a young woman who was abducted as a child after revealing her captor's name, rescued by the FBI, and later started the National Crime Against Children Task Force

100+ plus Attendees







Luzmila Hernandez, Ericka Isaque



WHAT
MINT JULEPS
& JODHPURS
A Kentucky Derby
Viewing Party benefiting
the Holly Hove
Woburn Foundation

WHERE
The Houstonia House
in The Heights, May 7

TREATS
Bulleit Frontier Whiskey,
Lodge 1's, Corner
Tails, Palm, Whod's
This Occasion Creative
Catering, Sattt Arnold,
Tekin Wines, Extonor
National Artisan Network

SPONSORS
Houstonia Magazine,
Holly Hove Woburn
Foundation, Bulleit
Frontier Whiskey,
and Monmouth
Construction &
Development

OVERHEADS
"Sweet & Hippie but!"

\$16,000
Pine package value
for the Holly Hove
Woburn winner

150
Attendees

—Phila Thomas



Erin Kelly, Jennifer Johnson





Bulleit Houstonia



Holly Hove Woburn Foundation



Houstonia



Delina Rodriguez



Holly Hove Woburn Foundation

HALF PAGE IN BENEFÊTES, JUNE ISSUE OF HOUSTONIA
TOTAL IMPRESSIONS: 387,499

Mint Juleps & Jodhpurs

PROMOTIONAL ELEMENTS: DIGITAL



INVITATION E-BLASTS
DATES: 4/25, 4/23, 4/29, 5/2, 5/6
AVERAGE OPEN RATE: 26%
TOTAL IMPRESSIONS: 6,679



Mint Juleps & Jodhpurs

PROMOTIONAL ELEMENTS: DIGITAL



728x90



160x600



300x600



300x250



415x100

ROS ADS
TOTAL IMPRESSIONS: 74,336

NEWSLETTER ADS
TOTAL IMPRESSIONS: 29,639

Mint Juleps & Jodhpurs

PROMOTIONAL ELEMENTS: DIGITAL

April 1, 2014 | View as web page



THE LATEST FASHION AND STYLE NEWS

FASHION & TRENDS | **FASHION FEATURES** | **FIND A SHOP** | **SLIDE SHOWS & VIDEOS**

STYLIST SPOTLIGHT
Stop Wearing Your Jacket as a Cape
 And other advice from Houston fashion blogger Sheila Turner. [More >>](#)

WE WERE THERE
Scenes From the West Ave Fashion Show
 The runway event showcased Tooties, Q Clothier, Pyle 51, Langford Market, SAM and BK, St. Nicola, Slash Co., Irving Bridal Atelier, Ivarna Boutique, and Salsupply. [More >>](#)

SHOPPORTALITY
Item of the Week: The Luxury Fanny Pack
 This Marie Perle is billed as an "embellished belt bag," but the designer isn't fooling anyone. [More >>](#)

TRUNK SHOWS
Jonathan Blake: Fall Preview
 When you've reached Jonathan Blake status and your fashion shows are invite-only affairs stamped upon select social calendars months in advance, it pays to be somewhat reclusive. [More >>](#)

HOUSTONIA GUIDES
Best Summer Camps 2014
 Camp shopping made easy. [More >>](#)

Sales & Events

RAMBLER COLLECTION PREVIEW AND BENEFIT AT DAVID PECK
 -April 8 Show hand-painted headbys by Herb Trim. Twenty percent of the evening's sales will benefit Heroes for Children. [More >>](#)

ZENO + MARIE CORNEJO TRUNK SHOW
 -April 10 Designer Marie Cornejo will make an appearance at Lolo's new location on West Alabama. [More >>](#)

HOUSTONIA NEWS LETTERS

- Dispatch
- On the Town
- Shop Talk
- Wanderlust
- Houston Events
- Special Offers

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LET YOUR CLIENTS KNOW YOU VALUE THEIR BUSINESS

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Each gift just \$10. **Get started**

April 10, 2014 | View as web page

On the Town Houstonia

TOP PICKS FOR ARTS, CULTURE & EVENTS

FIND AN EVENT | **THEATRE** | **DANCE** | **CONCERTS** | **FILM** | **ART**

OPERA
One Ring To Rule Them All
 Richard Wagner's *Der Ring des Nibelungen*—better known as the Ring Cycle—is arguably the most ambitious work of art ever created. The Houston Grand Opera's first-ever production of the epic will begin on Friday with *Das Rheingold*, the first opera in the four-part cycle. [More >>](#)

POPS
Top Things To Do This Weekend: April 11-13
 Our weekly roundup of the top arts and culture events in the Houston area. Here's what people will be talking about on Monday morning. [More >>](#)

ART FESTIVAL
New CounterCurrent Festival Makes Waves in Art World
THRU APRIL 13 The 11 projects included in CounterCurrent emphasize collaboration, interdisciplinary, and cosmopolitanism. [More >>](#)

PUBLIC ART
Like the New Sculptures on Heights Blvd? They're For Sale
 The eight sculptures currently gracing the Heights esplanade can be yours for \$1,000 to \$28,000. [More >>](#)

Mint Juleps & Jodhpurs
A KENTUCKY DERBY VIEWING PARTY
SATURDAY, MAY 3, 2014
2:30-5:30PM
441 HEIGHTS BOULEVARD

LITERATURE
Brazos Bookstore Celebrates 40 Years in Business
 Karl Klein, the founder of Houston's premier independent bookstore, reflects back on four decades at the center of the city's literary scene. [More >>](#)

BOYDGRAPHY

Houston Premieres by John Adams, Steve Reich & Louis Andriessen

John Adams... may be the most vital and eloquent composer in America. *The New Yorker*

May 2

DA CAMERA

AN EVENING WITH Kool & The Gang

Friday, April 11, 2014

children at Risk
 STANDING UP FOR OUR YOUTH



ENEWSLETTERS
 DATES: 4/8, 4/10, 4/15, 4/18, 4/23, 4/24
 AVERAGE OPEN RATE: 25%

Mint Juleps & Jodhpurs

PROMOTIONAL ELEMENTS: DIGITAL

The screenshot shows an Eventbrite event page for "Mint Juleps & Jodhpurs: A Kentucky Derby Viewing Party" organized by Houstonia Magazine. The event is scheduled for Saturday, May 3, 2014, from 2:30 PM to 5:30 PM at 447 Heights Boulevard. The page features a ticket purchase section, a "Who's Going" section, event details, and a list of sponsors.

Eventbrite Create an event Find events [Email](#) [Share](#) [Tweet](#) [Like](#) [Questions? Contact the organizer](#)

HOUSTONIA & THE HOLLY ROSE RIBBON FOUNDATION
 Local Organized by
Mint Juleps & Jodhpurs
 A KENTUCKY DERBY VIEWING PARTY

SATURDAY, MAY 3, 2014
 2:30-5:30PM
 447 HEIGHTS BOULEVARD

Horse Race Raffle Benefitting THE HOLLY ROSE RIBBON FOUNDATION

Limited ticket availability—act now!

Suggested Items: DERBY CHIC - Prices for BEST HAT & BEST DRESSED GENTLEMAN - MORGAN'S HORSEWEAR - OPEN BAR - ENTERTAINMENT - VALET

Ticket Information

TICKET TYPE	SALES END	PRICE	FEE	QUANTITY
General Admission	May 3, 2014	\$100.00	\$0.00	4

[Pay with:](#) [Discover](#) [MasterCard](#) [VISA](#) [Order Now](#)

When & Where

Houston House
 447 Heights Blvd
 Houston, TX 77037

Saturday, May 3, 2014 from 2:00 PM to 5:30 PM (CDT)

[Add to my calendar](#)

Who's Going

Connect to see which of your Facebook friends are going to Mint Juleps & Jodhpurs.

[Connect with Facebook](#)

Event Details

Houstonia & the Holly Rose Ribbon Foundation invite you to

Mint Juleps and Jodhpurs
 A Kentucky Derby Viewing Party
 Saturday, May 3, 2014
 2:30 to 5:30 pm
 Houstonia House
 447 Heights Blvd

FEATURES:
 A Horse Race Raffle benefiting the Holly Rose Ribbon Foundation • Max 12 Degrees • Open Bar • Entertainment • Valet

ADMISSION:
 Derby Chic
 Prices for Best Hat & Best Dressed Gentleman

HONORARY COMMITTEE:
 Dr. Franklin & Cindy Rose • Shauna Andrews • Dawn Gaglian • Beth Densley Garcia • Verda Orr • Dr. Patti Duke • Debbie & Rudy Fretzel • Cass Fleming • Lauren Freeman • Lori Grayby • Larisa Helander-Nelson • Abby Laska • Dany Mitchell • Beth Masche • Pat Murphy • Laura Nelson • Kim Prutzgott • Debbie Reiszman • Lisa Rose • Ben Rose • Jessica Roseman • Rachel Salkow • Hannah Thibodeaux • Courtney Zubovsk

PROUDLY SPONSORED BY:
 Houstonia • Holly Rose Ribbon • Bulleit • Soda V's West Ave • Corner Table • What's the Occasion? • Creative Bakery • The Park • Salsa Wines • Pizzoni Proactivity • Xertis Sport • Festival for Men

SPONSORS:
 Houstonia • HOLLY ROSE RIBBON FOUNDATION • Bulleit FRONTIER WHISKEY • What's the Occasion? • Eddie V's • cornerTABLE • Palm • Salsa Wines Great Italian Wines • KENDRA SCOTT • FESTARI

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](#)

1 upcoming event on Eventbrite
 8 past events on Eventbrite

EVENTBRITE PAGE
 SOLD OUT EVENT

Mint Juleps & Jodhpurs

PROMOTIONAL ELEMENTS: DIGITAL

WELCOME TO **Houstonia.** HOUSTON'S #1 SELLING LOCAL MAGAZINE!



Thanks for making Saturday's event such a huge success!

With your help we raised \$7,684 for the Holly Rose Ribbon Foundation!

Check out photos from Mint Juleps & Jodhpurs!



On Saturday, *Houstonia* hosted a Kentucky Derby bash to raise funds for The Holly Rose Ribbon Foundation. At the Bulleit Bourbon Bar, local mixologists competed to make the city's best Julep. Guests feasted on cuisine from The Palm, Corner Table, Eddie V's, and What's the Occasion Cakery, along with libations from Saint Arnold Brewery, Selmo Wines and Evamor Natural Artesian Water. Prizes were awarded for Best Hat and Best Dressed Gentleman, and guests competed in a nail-biting horse race raffle with all proceeds benefitting The Holly Rose Ribbon Foundation.

The Kentucky Derby may be the most exciting two minutes in sports, but this event was a blast all afternoon long! [View photos on Facebook](#) »

Coming Soon! *Houstonia's* Burger Bash 2014, presented by Bud Light Platinum

Thursday, July 10

Save the date! Join us as we crown Houston's best burger at a mouth-watering tasting event! Houston's hot spots will be serving up chef's choice burgers, along



POST EVENT PROMOTION EBLAST
TOTAL IMPRESSIONS: 6,664
AVERAGE OPEN RATE: 25%

Mint Juleps & Jodhpurs

PROMOTIONAL ELEMENTS: SOCIAL MEDIA

The image shows a screenshot of a Facebook event page. At the top, the Facebook logo and navigation options like 'Sign Up', 'Log In', and 'Keep me logged in' are visible. The event title is 'Mint Juleps & Jodhpurs' with the subtitle 'A KENTUCKY DERBY VIEWING PARTY'. The event is organized by 'Houstonia Magazine' and is scheduled for Saturday, May 3, 2014, from 2:30 PM to 4:30 PM at 447 Heights Boulevard. The event is public and has 172 people going, 91 on the maybe list, and 3.7K invited. A post from Houstonia Magazine, posted 2 hours ago, promotes the event and includes an Eventbrite link: <https://www.eventbrite.com/e/mint-juleps-jodhpurs-tickets-10958738883>. The post also features an Eventbrite logo and a summary of the event details.

facebook Sign Up

Email or Phone Password Log In

Keep me logged in Forgot your password?

EVENTS

- My Events
- Calendar
- Create Event

HOUSTONIA & THE HOLLY ROSE RIBBON FOUNDATION
Invite you to

Mint Juleps & Jodhpurs

A KENTUCKY DERBY VIEWING PARTY

MAY 03 Saturday, May 3, 2014
2:30 - 4:30 PM
447 HEIGHTS BOULEVARD

Mint Juleps and Jodhpurs: A Kentucky Derby Viewing Party benefiting THE HOLLY ROSE

Public - Hosted by Houstonia Magazine

Join Maybe Invite +

Saturday, May 3 at 2:30pm - 5:30pm in CDT
Next Week

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

Tickets Available
www.eventbrite.com Find Tickets

GUESTS

172	91	3.7K
going	maybe	invited

INVITE FRIENDS

+ Add friends to this event

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

HOUSTONIA MAGAZINE
2 hrs · Houston, TX

Be sure to purchase tickets today by visiting our eventbrite site!
<https://www.eventbrite.com/e/mint-juleps-jodhpurs-tickets-10958738883>

Mint Juleps & Jodhpurs
Houstonia & the Holly Rose Ribbon Foundation invite you to Mint Juleps and Jodhpurs A Kentucky Derby Viewing Party Saturday, May 3, 2014 2:30 to 5:30 pm Houstonia House 447 Heights Blvd FEATURING: A Horse Race Raffle benefitting the Holly Rose Ribbon

EVENTBRITE.COM

Like · Comment · Share · 4 1

Mint Juleps & Jodhpurs

PROMOTIONAL ELEMENTS: SOCIAL MEDIA

H Houstonia Magazine created an event.
19 hours ago

Mint Juleps and Jodhpurs: A Kentucky Derby Viewing Party
Saturday, May 3 at 2:30pm
Houstonia Magazine in Houston, Texas
34 people are going

Like · Comment · Get Notifications · Share

2 people like this.

Write a comment...

H Houstonia Magazine created an event.
March 17

Mint Juleps and Jodhpurs: A Kentucky Derby Viewing Party
Saturday, May 3 at 2:30pm
Houstonia Magazine in Houston, Texas
172 people are going

Like · Comment · Get Notifications · Share

4 people like this.

H Houstonia Magazine shared a link.
Posted by Becca Hersh 171 · April 30

No plans on Saturday? We can help. Join us for bottomless mint juleps and delicious eats at our Kentucky Derby viewing party. Get your tickets now! #HoustoniaDerby

Mint Juleps & Jodhpurs
www.eventbrite.com

Houstonia & the Holly Rose Ribbon Foundation invite you to Mint Juleps and Jodhpurs! A Kentucky Derby Viewing Party Saturday, May 3, 2014 2:00-5:00 pm Houstonia House 447 Heights Blvd FEATURING A Horse Race Raffle benefitting the Holly Rose...

Like · Comment · Share

4 people like this.

Write a comment...

H Houstonia Magazine shared a link.
Posted by Becca Hersh 171 · May 2 · Edited

Horses, The Holly Rose Ribbon Foundation, and Hats: Dress up in your best derby attire and join us for our Kentucky Derby bash this weekend. Buy tickets now! #HoustoniaDerby

Mint Juleps & Jodhpurs
www.eventbrite.com

Houstonia & the Holly Rose Ribbon Foundation invite you to Mint Juleps and Jodhpurs! A Kentucky Derby Viewing Party Saturday, May 3, 2014 2:00-5:00 pm Houstonia House 447 Heights Blvd FEATURING A Horse Race Raffle benefitting the Holly Rose...

Like · Comment · Share

2 people like this.

Write a comment...

H Houstonia Magazine
Posted by Daniel Demeter 171 · 23 hours ago

Mint Juleps & Jodhpurs (55 photos)

Like · Comment · Share

9 people like this.

Write a comment...

Dr. Franklin Rose, MD Beautiful people, beautiful party & photos thank you so much -
Unlike · Reply · 22 hours ago

H Houstonia Magazine
Apr 26

A big thank you to all of our sponsors that are helping make this charity Derby event one of the best in the city! Y'all are the best!

Like · Comment · Share

18 people like this.

H Houstonia Magazine @HoustoniaMag · Apr 28

Bottomless Mint Juleps & a @BulleitUSA Frontier Whiskey bar. Get your tickets now! #HoustoniaDerby houstoniamag.com/derby

View summary

H Houstonia Magazine @HoustoniaMag · Apr 25

Horses, @HollyRoseRibbon & Hats: Attend our ultimate Kentucky Derby bash. Buy tickets now! #HoustoniaDerby houstoniamag.com/derby

View summary

H Houstonia Magazine @HoustoniaMag · May 1

The Kentucky Derby never tasted so good. Join us for tasty bites & bottomless drinks this weekend! #HoustoniaDerby houstoniamag.com/derby

View summary

H Houstonia Magazine @HoustoniaMag · Apr 26

No plans on Saturday? Find your biggest hat and join us for a Kentucky Derby viewing party! #HoustoniaDerby houstoniamag.com/derby

View summary

FACEBOOK
TOTAL IMPRESSIONS: 57,000

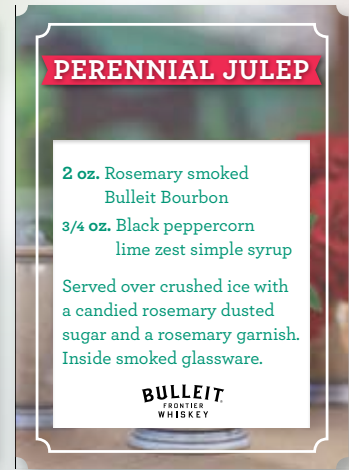
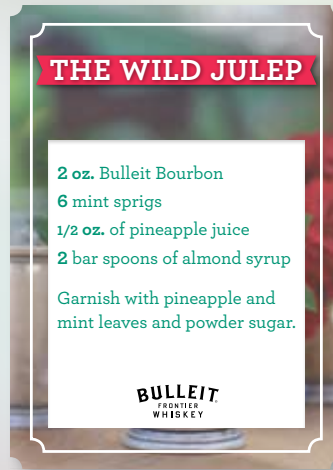
TWITTER
TOTAL IMPRESSIONS: 41,400

Mint Juleps & Jodhpurs

EVENT COLLATERAL



SPONSOR SIGNAGE



DRINK RECIPE CARDS



DRINK VOTING BALLOT & HORSE RACE RAFFLE



BAR TENDER NAME CARDS



EVENT SIGNAGE

Mint Juleps & Jodhpurs

MARKETING REACH OVERVIEW

DIGITAL

-EBLASTS	38,346 IMPRESSIONS	\$2,000
-HOUSTONIA FACEBOOK PROMOTIONS	57,000 IMPRESSIONS	\$7,125
-HOUSTONIA TWITTER PROMOTIONS	41,400 IMPRESSIONS	\$3,105
-HOUSTONIA NEWSLETTER	29,639 IMPRESSIONS	\$2,400
-HOUSTONIAMAG.COM ADS	74,336 IMPRESSIONS	\$1,490
-HOUSTONIAMAG.COM SLIDESHOW		\$1,500

PRINT

-FULL PAGE AD IN APRIL ISSUE	387,499 IMPRESSIONS	\$8,800
-1/2 PAGE IN BENEFÊTES MAY ISSUE	387,499 IMPRESSIONS	\$5,280

EVENT COLLATERAL

-EVENT INVITATIONS, SIGNAGE, DESIGN, AND PRINTING		\$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.

-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

-MUSIC: SECURE AND COORDINATE DJ

EVENT COORDINATION AND PRODUCTION 200 ATTENDEES		\$10,989
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TOTAL EVENT VALUE		\$43,689
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TOTAL IMPRESSIONS		629,470
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