



W R A P B O O K

BOO!



February Issue Release Party of
Houstonia.

January 30th, 2014

6 to 9 pm at

PINTO  RANCH®

FINE WESTERN WEAR





EVENT OVERVIEW

On Thursday, January 30 Houstonia Magazine hosted a spectacular event to reveal the latest Rodeo inspired February cover.....

Over 200 guests gathered to participate in a Western Wear 101 three part class aimed to educate the proper boot fit sponsored by Lucchese, Cowboy hat styles, and saddle making.

Houstonia promoted the event using print and digital outlets. A re-cap of the event, including a spread of photos, was printed in the BeneFetes section of Houstonia's August issue.

Participating Sponsors:

PINTO  RANCH®



Brazos River
Pickers



EVENT PHOTOS





EVENT PHOTOS





EVENT PHOTOS



PROMOTIONAL ELEMENTS: DIGITAL

GET READY TO

RODEO!

with the February Issue Release Party of
Houstonia.

January 30th, 2014
6 to 9 pm at
PINTO RANCH
FINE WESTERN WEAR
1717 Post Oak @ San Felipe

DRINKS BY:
JACK DANIEL'S

LIVE BLUEGRASS
MUSIC BY:
Brazos River
Pickers

INCLUDING:
Western 101
Hats, Boots
& Saddles

Boot Raffle!
Lucchese trunk
show & handmade
boot raffle
(\$695 value!)

Lucchese
CLASSICS
SINCE 1988

Percentage of purchases and proceeds
of raffle to benefit Houston Livestock
Show & Rodeo Education Fund



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Houstonia.

SPACE IS LIMITED—CLICK HERE TO RSVP NOW!



E-Blasts
Dates: 1/15, 1/22
Average Open Rate: 31%
Total Impressions: 5160

PROMOTIONAL ELEMENTS: DIGITAL

Houstonia Magazine
Thursday, January 30, 2014 from 6:00 PM to 9:00 PM (CST)
Houston, TX

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INCLUDING:

Western 101
Hats, Boots & Saddles

Boot Raffle!
Lucchese trunk show & handmade boot raffle (\$695 value!)

Lucchese
CLASSICS

DRINKS BY: **JACK DANIEL'S**

LIVE BLUEGRASS MUSIC BY:
Brazos River Pickers

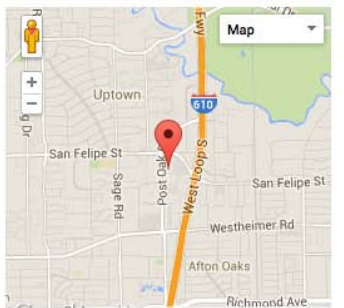
HOUSTON. Percentage of purchases and proceeds of raffle to benefit Houston Livestock Show & Rodeo Education Fund

Ticket Information

TYPE	END	PRICE	QUANTITY
Invite Only	Jan 30, 2014	Free	1

[Register](#)

When & Where



Who's Going [Settings](#)

You're the first of your friends to connect to this event.

Eventbrite Page

PROMOTIONAL ELEMENTS: DIGITAL

H Houstonia Magazine
February 4

February Issue Release Party @ Pinto Ranch (31 photos)
Thanks to Pinto Ranch, Jack Daniels, Grape Creek Vineyards, Saint Arnolds Brewing Company, Berry Hill, Lucchese. — at Pinto Ranch Fine Western Wear.

Houstonia. **RODEO** **PINTO RANCH**
February Issue Release Party

Like · Comment · Share

6 people like this.

H Write a comment...

Houstonia Facebook Page
Post-event photo album
Impressions: 6731





EVENT COLLATERAL

Houstonia.

CHECK IN

DRINKS

Assorted Beer by

Cuvee Blanc wine by


TACOS

Original Fish
Grilled Fish
Chicken
Avocado



SIGNATURE COCKTAILS

Jack Daniels
"Raspberry Lynchburg Lemonade"
A refreshing mix of Jack Daniel's Tennessee Whiskey, Chambord Raspberry Liqueur, sweet and sour and sprite.

Gentleman Jack Sour
The traditional Gentleman Jack Rare Tennessee Whiskey mixed with sweet and sour.

Jack Daniels
Tennessee Honey Iced Tea
There is no science here ya'll, it just taste like sweet tea.

Jack Daniels
Single Barrel Whiskey
Served neat or on the rocks, meant for sipping.



RAFFLE PRIZES

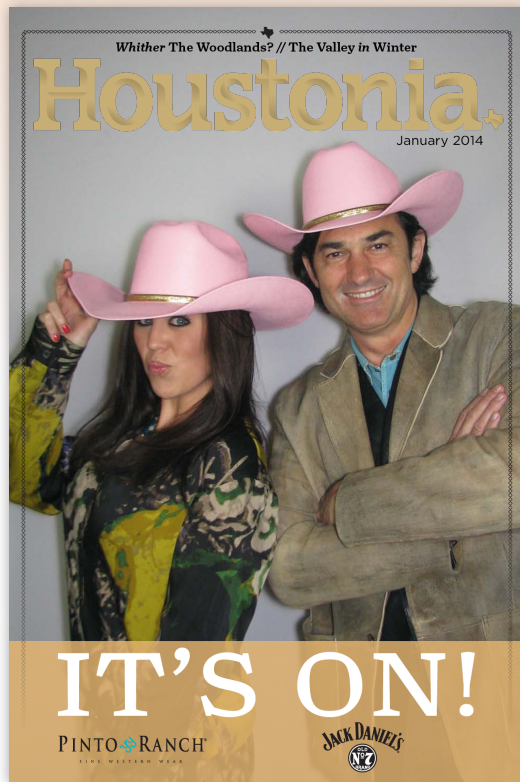
Lucchese Handmade Classic Ranch Hand Boot
Valued at \$695 (value of boots may be applied toward an upgrade purchase)

Jack Daniels
Beanbag Toss Game Set

Event Signage



EVENT COLLATERAL



**Customized photo booth
 print-outs by DJU Productions
 200 Prints**



MARKETING REACH OVERVIEW

DIGITAL

-EBLAST..... 5760 IMPRESSIONS\$5,472
-SOCIAL MEDIA 6731 IMPRESSIONS \$350

EVENT COLLATERAL

-EVENT SIGNAGE, DESIGN, AND PRINTING \$500

EVENT PRODUCTION

EVENT RENTALS, COORDINATION AND PRODUCTION 200+ ATTENDEES..... \$7,500

TOTAL EVENT VALUE \$13,822

TOTAL IMPRESSIONS12,491