



www.houstondowntownalliance.com/hypa
www.houstonarts.org

WHAT DOES HYPA DO?

Educating, engaging and encouraging Houston's next wave of supporters for the art scene.

Houston Young People for the Arts is in its seventh year of promoting education of the visual and performing arts; advance cultural awareness of current events in the Houston art scene, particularly among young people; and to collaborate with companies, governmental and not-for profit organizations to achieve these goals.

HOW WILL YOU HELP US?

Your sponsorship of our 2012-2013 programming season by supporting I ♥ HYPA on January 21, 2012, allows Houston Young People for the Arts to continue to collaborate with Houston art non-profits and artists to increase their audience reach and to engage new + future art supporters to continue Houston's rich tradition of funding the arts. You will receive more than a year's worth of listing as a sponsor of HYPA by committing now.

National Champions

\$15,000 Exclusive Presenting Sponsor for HYPA's Season (May 2012-May 2013)

- Exclusive naming title sponsorship of HYPA's annual gala, I ♥ HYPA on Saturday, January 21, 2012
- Exclusive "presented by" title for monthly HYPA events hosted with different art organizations and artists, May 2012-May 2013
 - Recognition on Houston Downtown Alliance website as sponsor
 - 30 tickets to HYPA's annual gala, I ♥ HYPA
- 30 Individual memberships to Houston Downtown Alliance (includes Emerging Leaders and HYPA)
 - Prominent display of logo at I ♥ HYPA and HYPA-hosted events
 - Opportunity for officer of company to speak at I ♥ HYPA and HYPA-hosted events
- Presenting sponsorship of Culture Collision in Spring 2012 which includes the young professional groups of the museum and theater districts (approx. 12 groups, e-mail lists over 25,000 and 500 in attendance)
 - Private concert with artists from I ♥ HYPA for you and your guests before I ♥ HYPA with champagne reception
 - Opportunity to host a HYPA event (must have an art component)
- Prominent display of logo with "presented by" underneath HYPA logo in all e-blasts (includes HYPA + Theater District e-blasts) (reaches 20,000/month) for entire season
- Prominent display of logo with "presented by" underneath HYPA logo on HYPA's website, Twitter (approx. 3,500 followers) and Facebook (approx. 750 members)
 - "Presented by" and logo in HYPA bi-weekly e-blasts (reaches 4,000 monthly)
- Prominent display of logo in all materials for I ♥ HYPA if commitment made by December 1, 2011

Varsity Squad

\$10,000 Sponsor of HYPAs Season (May 2012-May 2013)

- Recognition as a sponsor of HYPAs 2012-2013 season
- Recognition on Houston Downtown Alliance website as sponsor
- Prominently-listed sponsor with logo recognition on all press materials for **I ♥ HYPAs** on January 21, 2012
 - 20 tickets to **I ♥ HYPAs**
- 20 Individual memberships to Houston Downtown Alliance (includes Emerging Leaders and HYPAs)
 - Display of logo at **I ♥ HYPAs** and HYPAs events (approx. 12/year)
- Sponsorship inclusion for Culture Collision in Spring 2012 which includes the young professional groups of the museum and theater districts (approx. 12 groups, e-mail lists over 25,000 and 500 in attendance)
 - Opportunity to host a HYPAs event (must have an art component)
 - Listing as a sponsor of HYPAs season at events
 - Logo in HYPAs bi-weekly e-blasts (reaches 4,000 monthly)
- Logo display in all materials for **I ♥ HYPAs** if commitment made by December 1, 2011

Basket Toss

\$5,000 Sponsor of HYPAs Season (February 2012-May 2013)

- Recognition as a sponsor of HYPAs 2012-2013 season
- Recognition on Houston Downtown Alliance as sponsor
- Sponsor recognition in all press materials for **I ♥ HYPAs** on January 21, 2012
 - Sponsor recognition at **I ♥ HYPAs** on January 21, 2011
 - 16 tickets to **I ♥ HYPAs**
- 16 Individual memberships to Houston Downtown Alliance (includes Emerging Leaders and HYPAs)
 - Display of logo at **I ♥ HYPAs**
 - Listing as a sponsor of HYPAs season at events (12/year)
 - Logo in HYPAs bi-weekly e-blasts (reaches 4,000 monthly)
- Logo recognition in all invitation materials for **I ♥ HYPAs** if commitment made by December 1, 2011

Spirit Fingers

\$3,000 Sponsor of HYPAs Season (May 2012-May 2013)

- Recognition as a sponsor of HYPAs 2012-2013 season
- Sponsor recognition in all press materials for **I ♥ HYPAs** on January 21, 2012
 - Sponsor recognition at **I ♥ HYPAs** on January 21, 2012
 - 10 tickets to **I ♥ HYPAs**
- 10 Individual memberships to Houston Downtown Alliance (includes Emerging Leaders and HYPAs)
 - Listing as a sponsor of HYPAs season at events (12/year)
- Logo recognition in all invitation materials for **I ♥ HYPAs** if commitment made by December 1, 2011

Flyer

\$1,500 Sponsor of HYPAs Season (May 2012-May 2013)

- Recognition as a sponsor of HYPAs 2012-2013 season
- Sponsor recognition in all press materials for **I ♥ HYPAs** on January 21, 2012
 - Sponsor recognition at **I ♥ HYPAs** on January 21, 2012
 - 8 tickets to **I ♥ HYPAs**
- 8 Individual memberships to Houston Downtown Alliance (includes Emerging Leaders and HYPAs)
 - Listing as a sponsor of HYPAs season at events (12/year)
- Recognition in all invitation materials for **I ♥ HYPAs** if commitment made by December 1, 2011

Toe Touch

\$750 Sponsor of HYPA's Season (May 2011-May 2012)

-6 tickets to I ♥ HYPA

-Listing as a sponsor of I ♥ HYPA

-Recognition in all invitation materials for I ♥ HYPA if commitment made by December 1, 2011

Herkie

\$500 Sponsor of HYPA's Season (May 2011-May 2012)

-4 tickets to I ♥ HYPA

-Listing as a sponsor of I ♥ HYPA

-Recognition in all invitation materials for I ♥ HYPA if commitment made by December 1, 2011

Pom Pom

\$250 Sponsor of HYPA's Season (May 2011-May 2012)

-2 tickets to I ♥ HYPA

-Listing as a sponsor of I ♥ HYPA

-Recognition in all invitation materials for I ♥ HYPA if commitment made by December 1, 2011



Commitment contracts must be received by December 1, 2011, for inclusion on printed invitations.

Please contact Heather Pray at Houston Downtown Alliance for optional payment plans. Complete sponsorship payment must be received by January 21, 2012, unless otherwise discussed.

HYPA SPONSOR 2012-2013 COMMITMENT FORM

____ YES, I/we would love to be a sponsor of HYPA's 2012-2013 season by supporting I ♥ HYPA.

____ NO, we cannot be a sponsor this year; however, we are interested in purchasing individual tickets. *Purchase individual tickets at houstondowntownalliance.com or call 713-658-8938.*

____ We cannot attend or sponsor; however, we would like to make a tax-deductible donation to HYPA and all it does to help interest younger audiences to the art scene of Houston.

Purchase tickets on-line here: <http://www.houstondowntownalliance.com/en/cev/1066>

Name(s) as you would like to be listed on the printed materials:

Phone: (w) _____ (mobile) _____

E-mail: _____

Address: _____

City: _____ State _____ Zip _____

SPONSORSHIP LEVEL

\$15,000 _____ National Champions

\$10,000 _____ Varsity

\$5,000 _____ Basket Toss

\$3,000 _____ Spirit Fingers

\$1,500 _____ Flyer

\$750 _____ Toe Touch

\$500 _____ Herkie

\$250 _____ Pom Pom

Total Sponsorship Amount _____

_____ Please bill me

_____ I would like to pay on-line

_____ Please call me to complete transaction

TO PAY BY CREDIT CARD, PLEASE SEE BELOW
AMEX VISA MC ACCEPTED

CREDIT CARD NUMBER _____ EXP DATE _____

NAME ON CARD _____

CARDHOLDER SIGNATURE _____

About Houston Young People for the Arts

Houston Young People for the Arts (HYPA) is a committee of the Houston Downtown Improvement, a 501(c)(3) nonprofit organization that promotes Downtown Houston and manages the Theater District through the Houston Downtown Alliance. HYPA aims to promote education of the visual and performing arts; advance cultural awareness of current events in the Houston art scene, particularly among young people; and to collaborate with companies, governmental and not-for profit organizations to achieve these goals.

Please fax commitment form to a secure fax machine at 713-658-0665 or mail to:

**Houston Downtown Alliance | Attn: Heather Pray | 1221 McKinney, Suite 3434 | Houston,
TX 77010**