



SPONSOR INFORMATION GUIDE

*Houston's Official Family Celebration
The Largest Children's Festival in the United States!*

One of the WORLD'S 300 UNMISSABLE EVENTS!
*Frommer's Travel Guides
& whatsonwhen.com*



Mayor Annise Parker





The Houston Children's Festival 2011 Presented by Baker Hughes
Benefiting Child Advocates, Inc.
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IMPORTANT DATES & TIMES:

Friday, April 8, 2011, HCF Site, Downtown Houston

Sponsor Booth and/or Activity Set-Up

Friday 10:00 a.m. - 4:00 p.m. or Saturday 8:00 a.m. - 9:30 a.m.

To unload, park your vehicle (bearing a yellow off-load parking pass) at any bagged meter on the curb lane or the designed off loading area.

If your location is in the street, set-up can begin after 8:00 p.m. on Friday, April 8, provided your tent structure is installed.

Security guards will roam the site and protect boxes, banners and other inexpensive items. We recommend that more expensive items such as televisions, VCRs, computers, etc., not be left overnight. We do not assume responsibility for items left overnight.

Suggested alternate parking is in the Theatre District lots on Rusk between Bagby & Smith (There will be a minimal charge for parking in this lot.)

Booth and/or Activity Location

*Your specific Booth or Activity location is highlighted on the enclosed map. **Please bring the map with you to the site.***

NOTE: On Saturday, all vehicles must be off-site by 9:30 am (unless you have a special on-site parking pass.)

There is no parking any time:

On Bagby between Walker and Rusk.

On Walker between Bagby and Allen Parkway/Sabine

In front of the GHCVB visitor's center on Walker between the sidewalk into the reflection pond (nearest City Hall) and Bagby.

In the second lane next to the curb lane.

Vehicles must obey the flow of the traffic at all times!



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IMPORTANT DATES & TIMES:

Saturday, April 9 & Sunday, April 10, 2011, Downtown Houston

The Houston Children's Festival 2011

10:30 a.m. – 6:30 p.m.

Enjoy "The largest children's festival in the United States," held annually in beautiful Downtown Houston in front of City Hall, in Sam Houston Park and Tranquility Park!

Sunday, April 10, 2011, HCF Site, Downtown Houston

Sponsor Booth and/or Activity Take-Down

7:00 p.m. (or approximately 30 minutes after event closes)

Your vehicle (bearing the Yellow HCF Parking Pass) may enter the site at the appropriate vehicle entry point approximately 30 minutes after the event closes or when the Houston Police Department deems traffic light enough to allow safe passage on-site. All items including promotional items, left over brochures, displays, etc. are to be removed Sunday evening.

We will distribute trash bags to you on Sunday afternoon.

Please help us be good neighbors and leave your area like you found it!!

Please leave your tables and chairs where you found them – they do not need to be moved – the Event will take care of that!

THE HOUSTON CHILDREN'S FESTIVAL IS NOT RESPONSIBLE FOR ITEMS LEFT ON-SITE AFTER THE EVENT CLOSES.



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POLICIES & RULES

Child Advocates, Inc. does not promote any specific personal value or religious preference. Therefore, out of respect for all individuals and the diversity of the children and families that attend the Houston Children's Festival, we request that no materials that promote a specific personal value or religious preference be actively distributed on site at the event.

SPONSOR FRIENDLY BEHAVIOR

SPARKLETT'S WATER:

ALL sponsors, volunteers & non-profit partners *must* use only SPARKLETT'S WATER on-site. Sparklett's water may be purchased *pre-event* for \$10.00 per case of 24 bottles. Sparklett's water may be purchased *on-site* at any Beverage Booth for 12 coupons per case (\$12.00 per case). Water purchased pre-event will be delivered to the sponsor's booth by Sparklett's.

H-E-B SOFT DRINKS:

ALL sponsors, volunteers & non-profit partners must use only H-E-B products on-site.

PARKING OPERATIONS

Be sure to display your parking pass on your dashboard at all times.

Public parking is available on a variety of surface lots and in Theatre District Parking areas at a nominal charge. Nearest Theatre District Parking is at Bagby & Walker and off Rusk between Bagby & Smith. Parking on city streets is also available for a nominal charge Monday through Saturday. It is free on Sunday. Vendors, entertainers, certain sponsors and others requiring direct site access will be handled on an individual basis with the following parking passes:

Yellow Parking Pass

Parking is donated by Brookfield Properties. Yellow Pass is for Volunteers, Staff, Sponsor and Site Off-Load Access, Markets and Vendors for surface lot parking at W. Dallas & Clay and the Metropolitan Racquet Club garage.

Green Parking Pass

Restricted On-Site Parking for designated sponsors



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DIRECTIONS TO FESTIVAL SITE

TRAVEL MADE EASY TO THE HOUSTON CHILDREN'S FESTIVAL

FROM I-45 NORTH

Exit Dallas, turn left on W. Dallas, which curves to the north and becomes Bagby Street. Turn Right onto Dallas. Turn left onto Louisiana, then turn left onto Capitol. Turn left onto Bagby, then left onto Rusk. Enter Theatre District parking off of Rusk

FROM I-45 SOUTH

Exit at Houston/Memorial Avenue (Exit 47-B). Right on Memorial/Rusk to Theatre District Parking.

FROM I-10 WEST

Exit Downtown Destinations/Smith Street (769 A). Right on Capitol, left on Bagby, left on Rusk to Theatre District Parking.

FROM I-10 EAST

Exit San Jacinto, which turns into Fannin. Turn right onto Capitol, left onto Bagby, left onto Rusk to Theatre District Parking

RAMP CLOSURE: The McKinney Street southbound exit ramp off I-45 will be closed 7:00 pm, Friday, April 8, and re-opened 5:00 am on Monday, April 11.



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GENERAL FESTIVAL INFORMATION

Giveaways

Giveaways and premiums must be appropriate for families. **No food or beverage can be distributed on-site without prior approval from Festival staff.** Anyone distributing any type of pre-approved food must purchase a City of Houston Food permit through the Festival staff. Please e-mail Beth Harp at bharp@spectrumfcs.com if you have any questions.

Tents, Tables, Chairs & Electricity

On your sponsor contract, you will find a detailed description of your tents, tables and chairs that has been appropriately allotted for your sponsorship level. If you would like to order additional equipment, the following applies:

| | |
|-------|--|
| Tent | \$150.00 - \$400.00 (due to the variance in sizes, please call for a quote and to determine if space is available) |
| Table | \$20.00 |
| Chair | \$4.00 |

Electricity: \$50.00 per electrical connection

To order any of the above, you must e-mail the Sponsorship Department at bharp@spectrumfcs.com or fax the enclosed form to 1-866-399-7905 no later than March 29.

VIP Area On-Site

Each sponsor will be given Special VIP purple-starred wristbands for this Hospitality area on site that will be located in the City Hall Rotunda and the back side of City Hall. Please enter through the Bagby entrance.

Sponsors will enjoy light refreshments throughout the weekend generously donated by
McDonald's and Shipley Do-nuts

Beverages are donated by
**Doubletree by Hilton Hotel Houston Downtown, H-E-B, Sparkletts and
Sweet Leaf Tea**

Please make sure you bring your **purple-starred wristband** with you to the event!



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Volunteer Operations (GATES: 10:30 am – 6:30 PM)

| | | |
|-------------------|-----------------|-----------------|
| SHIFT 1 (3.5 hrs) | SHIFT 2 (3 hrs) | SHIFT 3 (3 hrs) |
| 10:00am - 1:30pm | 1:00pm – 4:00pm | 3:30pm - 6:30pm |

Volunteer Food & Beverage Coupons

If you would like to purchase food and beverage coupons for your volunteers, you can do this today at the Sponsor Appreciation Luncheon or by e-mailing bharp@spectrumfcs.com for a form.

Event Headquarters

The event headquarters are located on Allen Parkway inbound behind the Kellum-Noble House.

Minor First Aid

The Event will provide minor First Aid, i.e. Band-Aids/water/etc. which will be located near the intersection of Bagby & McKinney on the back side of City Hall.

EMS/Security

The Houston Fire Department EMS & Houston Police Department Mobile Command Center are located at Bagby & Lamar & will be on-site through-out the event. In case of an EMS/Security situation contact any staff or security personnel or go to any coupon/admission booth and ask for the booth supervisor to radio for assistance.

Lost Kids Booth and Tag Your Tot sponsored by Amerigroup

Each child who comes through our gates will be “tagged” with a sticker that has their guardian’s name and mobile phone number. The Lost Kids booth will be located near the intersection of Bagby & McKinney on the back side of City Hall. This is where lost kids will safely wait for their parents or guardians to find them. This area will be open during the event on Saturday and Sunday, 10:30 a.m. – 6:30 p.m. If you find a lost child or parent, please look for a volunteer in an **orange** vest for assistance or escort the child and direct the parent to the Lost Kids booth.



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Important Phone Numbers:

Sponsorship Department:

Beth Harp 713-504-4548

Sarah Schaefer 713-203-8842

Got Questions On-site?

Look for our Volunteer Director/Coordinators throughout the site who will be wearing yellow vests.

*Thank you for helping make the
HOUSTON CHILDREN'S FESTIVAL
The largest children's festival in the United States!
and
for your support of CHILD ADVOCATES, INC and
the abused and neglected children it serves.*