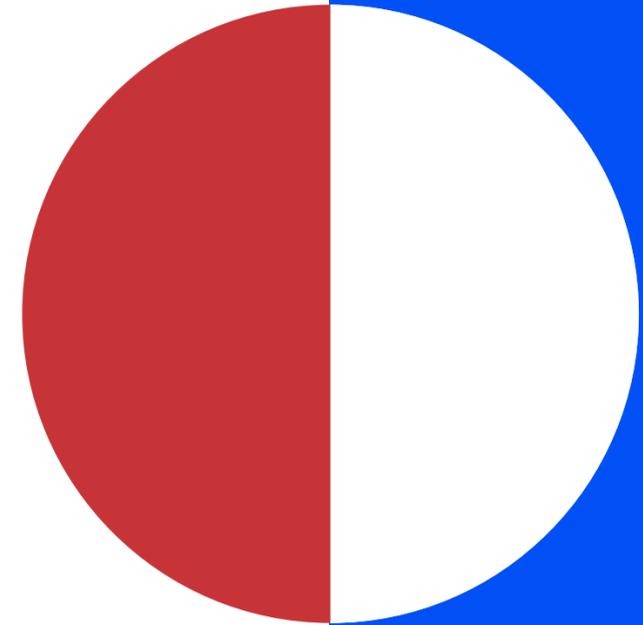




Primary
Paint Party
Prime Art
Gallery

sponsorship deck



'Create with the heart, Build with the mind'

CRISS JAMI

PRIMARY PAINT PARTY IS A HOUSTON, TX BASED PAINT PARTY STUDIO AND CREATIVE WORKSPACE.

Our guests enjoy regular themed paint parties with friends, family, and coworkers. We also host creative workshops with local artists, date nights, and fundraisers.

We believe that art is for everyone. Our fun-filled paint classes cater to all ages and skill levels providing step-by-step instructions so everyone leaves with their own unique piece of art. We are all about connection and creating meaningful memories and experiences on a regular basis.

Each month we interact with 1,500+ guests.



Primary Paint Party is also home to the unique Prime Art Gallery. Clients are drawn to the unlimited possibilities of art in its Prime state.



Creating Memories & Masterpieces

FROM FAMILY ART FEST TO THEMED SKILLS CLASSES! UPBEAT, WEEKLY CREATIVE ART PARTIES FOR THE WHOLE FAMILY

We have created a fun, relaxing experience where anyone could pick up a paintbrush and create something beautiful. Our talented instructors guide Guests through the 2-4-hour class sparking creativity in parents and kids alike.

We provide all art supplies, aprons, entertainment and snacks. Everyone leaves the studio with their artwork - created with a whole lot of love and laughter. The event is often booked to capacity, hosting an average of 50-800 guests.



Stepping away from technology and finding a fun and inspiring way to create has proven to be a great way to bond as a family.





Let's Collaborate

Partnering with Primary Paint Party as a sponsor provides a unique opportunity to gain the undivided attention of families with kids across Houston.

We have created integrated sponsor packages that extend beyond the typical consumer touchpoints as we work together to bring joy in new and unexpected ways - creating meaningful and memorable experiences for the whole family.

Our team is proactive in helping sponsors develop promotion and activation ideas that add value to our themed event experiences and also ensure sponsor marketing goals and budget requirements are met from our menu of options.

Partner with us in building a holistic relationship with families that can enhance the Primary Paint Party experience year after year.



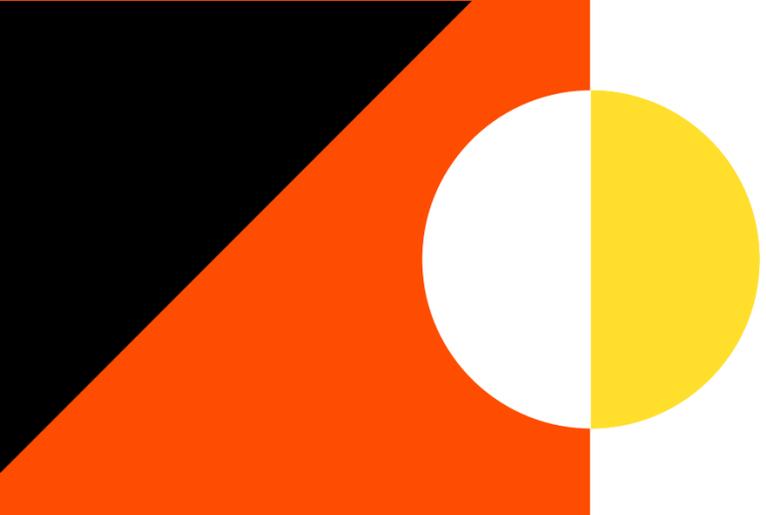
Why Sponsor Primary Paint Party?

- Our events provide access to a large number of potential consumers in an environment that provides time and opportunity for brand engagement.
- We capture our guest's attention for an average of 2-4 hours - making it hard to compete with any other media property!
- Sponsors can reach the whole family in a relaxed environment free from advertising clutter
- Primary Paint Party is a natural environment for product sampling, with promotions leading our guests in-store or online
- We also provide digital media exposure and online collaborations on our website or social media, ensuring extensive exposure in front of potential customers
- On an annual basis, we expect to host 9,500+ guests with additional guests from events held all year round.



The core demographic of Primary Paint Party consists of families with young to tween children living in the Houston area. The majority of adults are women between the ages of 28-45 who make the most household purchase decisions.





Product Sponsorship Family Art Fest Art Supplies

What we require

All guest art supplies which include

- 16in x 20in canvas
- Paint
- Brushes
- Easels
- Aprons

This will be an ongoing sponsorship, where our team works with yours to ensure all marketing objectives are met and tracking of all after event sales from promotional deals aimed at our audience.

In return your company will receive:

At the event:

- Branded apron for guests
- Guests usage of product as a trial
- Promotional deal for our guests (drive in-store or online)
- 'Sponsor Thank You' Throughout the event
- Branded banners (x 2) onsite

Event build-up, marketing & promotion:

- Company logo on all digital creative marketing material (including 12,500+ Instagram audience and all local media and community event announcements)
- Company logo at bottom of newsletter banner
- Company logo on website (link to company website)
- Exclusive monthly deal linked to Family Art Fest promoted on social media & to newsletter database

Product Sponsorship Snack & Beverages for Family Art Fest

What we require

- Snacks & beverages catered to an average of 600-800 guests
- *Exact RSVP list numbers to be sent beforehand

Ideally, this will be an ongoing sponsorship, where our team works with yours to ensure all marketing objectives are met and tracking of all after event sales from promotional deals aimed at our audience.

In return your company will receive:

At the event:

- Branded guest goody bag & inserts
- Guests sample of snacks/ beverages
- Exclusive promotional deal for our guests (drive in-store or online)
- Product Display area in studio
- 'Sponsor Thank You' Throughout event
- Branded banners (x 2) onsite

Event build-up, marketing & promotion:

- Company logo on all digital creative marketing material (including 12,500+ Instagram audience and all local media and community event announcements)
- Company logo at bottom of newsletter banner
- Company logo on website (link to company website)
- Optional competition for online audience (1 per quarter)



Presenting Partner
\$24,000 * (\$2,000 per event / 12 events)
Or \$2,500 per event (minimum of 3 month confirmation)

Primary Paint Party - Presenting Partner Receives :

At the event:

- Prominent company branding at studio entrances
- Co-branded banner (Photo opportunities)
- Branded apron
- Branded guest goody bag & inserts
- Exclusive promotional deal for our guests (drive in-store or online)
- Product Display area in studio
- 'Sponsor Thank You' Throughout event

Event build-up, marketing & promotion

- 'Brought to you by' your company on all creative marketing material (including 12,500+ Instagram audience and all local media and community event announcements)
- Company logo at bottom of newsletter banner
- Company logo on website (link to company website)
- Competition & monthly giveaways for online audience

Single Event Hospitality Sponsor \$150 - \$1000

***Based on an average 50-800 guests**

- Guest Goody Bag promotional/sample insert
- Exclusive promotional deal for our guests (drive in-store or online)
- 'Sponsor Thank You' & mention during event

Single Event Treat Sponsor x 3 \$1000

**Based on an average 800 guests
(Family Art Fest)**

- Guest goody bag promotional/sample insert





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Contact

Primary Paint Party

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