

11th ANNUAL LYONS AVE RENAISSANCE FESTIVAL FIFTH WARD FOREVER!

THIS YEAR'S THEME:

HOMECOMING

Celebrating 5th Ward's schools and educators.

— MARCH 23, 2024 —

SAVE THE DATE!
¡RESERVE LA FECHA!

@ @lyonsavefestival
lyonsavenuefestival.com

Use our hashtag!
#LARF2024



2024 LYONS AVENUE RENAISSANCE FESTIVAL SPONSOR PRESENTATION

March 23, 2024

Hosted by the
Fifth Ward Community
Redevelopment Corporation and the
5thWard Cultural Arts District



About Fifth Ward Community Redevelopment Corporation (FWCRC)

Fifth Ward CRC was organized in April 1989 by 5th Ward community members, business owners, and church leaders. FWCRC strives to be a driving force for redevelopment in 5th Ward, offering its leadership and coalition building skills to improve the quality of life for its residents. FWCRC strives to make 5th Ward a Community of Choice—a better place for people to live, work and play!

FWCRC realizes its mission through Real Estate Development, Homeownership Promotion and Preservation, Arts and Cultural Development, Community Engagement and Economic Development.

About the 5th Ward neighborhood

Beginning in the early 1920s, French-speaking Catholic migrants from southwestern Louisiana began moving to 5th Ward. The enclave that became known as “Frenchtown” developed when the Southern Pacific Railroad recruited Creoles of color in 1922. By 1925, over 40 Black-owned businesses lined Lyons Avenue, the main thoroughfare. During the 1980s and 90s, the community experienced a decline due to disinvestment and a downed economy. However, today the community is enveloped in revitalization, growth, and inclusivity. The Greater 5th Ward has more than 25,000 residents, and is increasingly diverse, with the historically African American neighborhood now about half Hispanic and half African American.

The site of the city's first black settlement, many historic churches and the first black arts complex, the 5th Ward has a rich history. Its native sons and daughters include the late Congressman Mickey Leland, Congresswoman Barbara Jordan, and El Franco Lee. 5th Ward also birthed Hip-hop artist DJ Premier, the Geto Boys' Willie D, World Heavyweight Champion George Forman and music standouts, Joe Sample and the Crusaders.





ABOUT THE FESTIVAL





ABOUT THE 11TH ANNUAL LYONS AVENUE RENAISSANCE FESTIVAL

Saturday, March 23, 2024 * 12pm – 5pm

**LOCATION: Lyons Avenue, between Gregg and Benson Street
[Blocks 3800-4000 Lyons Ave.]**

Now in its eleventh year, the Lyons Avenue Renaissance Festival's theme for the year is **HOMECOMING!** We are celebrating the rich history of education and remarkable educators in the 5th Ward community!

The festival is **FREE** to the community and continues to celebrate the history, art, culture, and current revitalization of Houston's 5th Ward. We use the allure of music, dance, and other art forms to engage the community and showcase the positive changes that are taking place.

The festival also features Houston's only egg drop by helicopter!

[Click here to view the 2023 LARF recap video!](#)

The 2023 Festival included:

- 150+ Volunteers
- 125 Vendors
- 20+ music/entertainment acts
- 20,000+ goodie-filled eggs dropped
- Over 5000+ Patrons



2024 FESTIVAL ACTIVITIES

- Houston's Ultimate Easter Season Egg Hunt! Over 20,000 plastic, goodie-filled eggs are dropped by helicopter to kick off the celebration.
- Community Parade & Classic Car Show
- Four stages featuring zydeco, blues, gospel, jazz, R&B, soul, and hip-hop performances.
- 100+ small businesses, service providers, and community organizations
- Kid Zone – featuring games, music, and entertainment for children of all ages.





2024 SPONSORSHIP OPPORTUNITIES



YOUR SPONSORSHIP MATTERS

Your Renaissance Sponsorship supports arts and community programs like:

- Lyons Avenue Renaissance Festival
 - It's the 11th year of fun for all ages
 - We've grown to have over 5,000 people in attendance at the festival!
- DeLuxe Theater Programming
 - Featuring some of Houston's premier performing artists
- DeLuxe Kids
 - Violin and theater arts for youth ages 7-13
- Artist Residency
 - Refurbished, historic cottages will provide affordable housing/creative spaces for local artists
- Film and Video Productions
 - Making of more award-winning documentaries like, Memory Builds the Monument (NAACP Image Award Nominee)
- 5th Ward Cultural Arts District Partnerships like:
 - AFA, Houston Cinema Arts Society, Houston Symphony, Meow Wolf, US Dream Academy



SPONSORSHIP PRICING AND BENEFITS

Presenting Sponsor | \$30,000 | Recognition as Official Event Sponsor | 10x20 Booth Space at the event | 4 – Commemorative Festival T-Shirts | Recognition on all promotional items | Inclusion on Lyons Avenue Renaissance Festival Website | Recognition on all social media posts | Event recognition from event Emcee

Headlining Sponsor | \$15,000 | Recognition as Official Headlining Sponsor | 10x10 Booth Space at the event | 2 – Commemorative Festival T-Shirts | Recognition at Stage and on entertainment promotional items | Inclusion on Lyons Avenue Renaissance Festival Website | Recognition on social media posts promoting the Stage sponsorship | Event recognition from event Emcee

Houston's ONLY Egg Drop- Premier Sponsor | \$15,000 | Recognition as official Egg Drop Sponsor | 10x20 Booth Space at the event | 4 – Commemorative Festival T-Shirts | Recognition on all promotional items | Inclusion on Lyons Avenue Renaissance Festival Website | Recognition on all social media posts | Event recognition from event Emcee

Houston's Ultimate Easter Season Egg Hunt! Over 20,000 plastic goodie-filled eggs are dropped by helicopter as part of the Festival. Prominent media coverage based on the unique activity and an unmatched opportunity to reach our diverse community.

Kid Zone Sponsor | \$10,000 | Recognition as Official Kid Zone Sponsor | 10x10 Booth Space at the event | Recognition at Kid Zone and on all promotional items | Inclusion on Lyons Avenue Renaissance Festival Website | Recognition on social media posts promoting the Kid Zone | Event recognition from Emcee



SPONSORSHIP PRICING AND BENEFITS (CONTINUED)

Stage Sponsor | \$7,500 | (4) available – LAR (Main Stage), Gospel, JAM, Youth | Recognition as Official Stage Sponsor | 10x10 Booth Space at the event | 2 – Commemorative Festival T-Shirts | Recognition at Stage and on entertainment promotional items | Inclusion on Lyons Avenue Renaissance Festival Website | Recognition on social media posts promoting the Stage sponsorship | Event recognition from event Emcee

VIP Experience Sponsor | \$5,000 each | VIP Tent, VIP Reception, VIP Swag | Recognition as the Official VIP Experience Sponsor | Inclusion on Lyons Avenue Renaissance Festival website | 2 – Commemorative Festival T-Shirt | Recognition on select social media posts | 10x10 Booth Space at the event

Public Art Sponsor | \$2,500.00 | Recognized as a Public Art Sponsor | 2 – Commemorative Festival T-Shirts | Inclusion on Lyons Avenue Renaissance Festival Website | Recognition on all social media posts | Event recognition from event Emcee

Festival Champion | \$1,000 | Inclusion on Lyons Avenue Renaissance Festival website | 2 – Commemorative Festival T-Shirt | Recognition on select social media posts | 10x10 Booth Space at the event

Festival Friend | \$500 | Inclusion on Lyons Avenue Renaissance Festival website | 2 – Commemorative Festival T-Shirts | 10x10 Booth Space at the event

If unable to attend, but would like to donate to the Lyons Avenue Renaissance Festival, please send us an email at LARF@fifthwardcrc.org

All sponsorship levels include access to the Festival VIP Tent and an invitation to the Festival Kickoff Reception on Thursday, March 21st from 4:30pm to 8:30pm.

**If you are ready to become a sponsor or donate click here: <http://tinyurl.com/sponsorlarf24>
If you need more information about the festival , please send us an email at LARF@fifthwardcrc.org**



JOIN THE TEAM!

PREVIOUS SPONSORS INCLUDE:



FIFTH WARD

COMMUNITY REDEVELOPMENT CORPORATION

Making 5th Ward a better place to live, work, and play!

CONTACT INFO

Fifth Ward Community Redevelopment Corporation

4300 Lyons Avenue Suite #300

Houston, Texas 77020

(713)674-0175

www.fifthwardcrc.org

Festival Questions, LARF@fifthwardcrc.org

Kathy Flanagan Payton, kpayton@fifthwardcrc.org

Harrison Guy, hguy@fifthwardcrc.org

