



13th ANNUAL
LYONS AVE
RENAISSANCE
FESTIVAL



2026 SPONSORSHIP OPPORTUNITIES



The Lyons Avenue Renaissance Festival is hosted by the Fifth Ward Community Redevelopment Corporation and 5th Ward Cultural Arts District



**“Celebrating 160
Years of 5th Ward”**

March 28, 2026

www.lyonsavenuefestival.com



JOIN US IN CELEBRATING
160 YEARS
OF CULTURE, COMMUNITY,
CREATIVITY, AND THE
SPIRIT OF 5TH WARD



**We invite you to be a part of this
milestone celebration.**

Established in 1866, Houston's 5th Ward quickly grew into a vibrant center of African American life, where freedmen, immigrants, and working families built homes, churches, and businesses that anchored a rich cultural legacy. Over time, the neighborhood became known for its music, art, and entrepreneurship — nurturing world-renowned talent in gospel, blues, and jazz while inspiring generations of educators, leaders, and activists. Today, landmarks like the historic DeLUXE Theater stand as symbols of resilience and creativity as 5th Ward continues to honor its past and invest in a bright, connected future.

As we honor **160 years** of resilience and creativity, the Lyons Avenue Renaissance Festival stands as a living expression of the 5th Ward's enduring spirit. Your partnership helps make this celebration possible — uplifting local artists, inspiring new generations, and ensuring that this beloved tradition continues to grow. Join us as we celebrate the rich legacy and vibrant future of Houston's 5th Ward.



TABLE OF CONTENTS

5	<u>Festival Highlights</u>
6	<u>Our Impact</u>
7	<u>Festival Hosts</u>
8	<u>Sponsorship Levels</u>
10	<u>Beyond the Festival</u>
12	<u>Next Steps</u>
13	<u>Festival Team</u>
14	<u>Get In Touch</u>

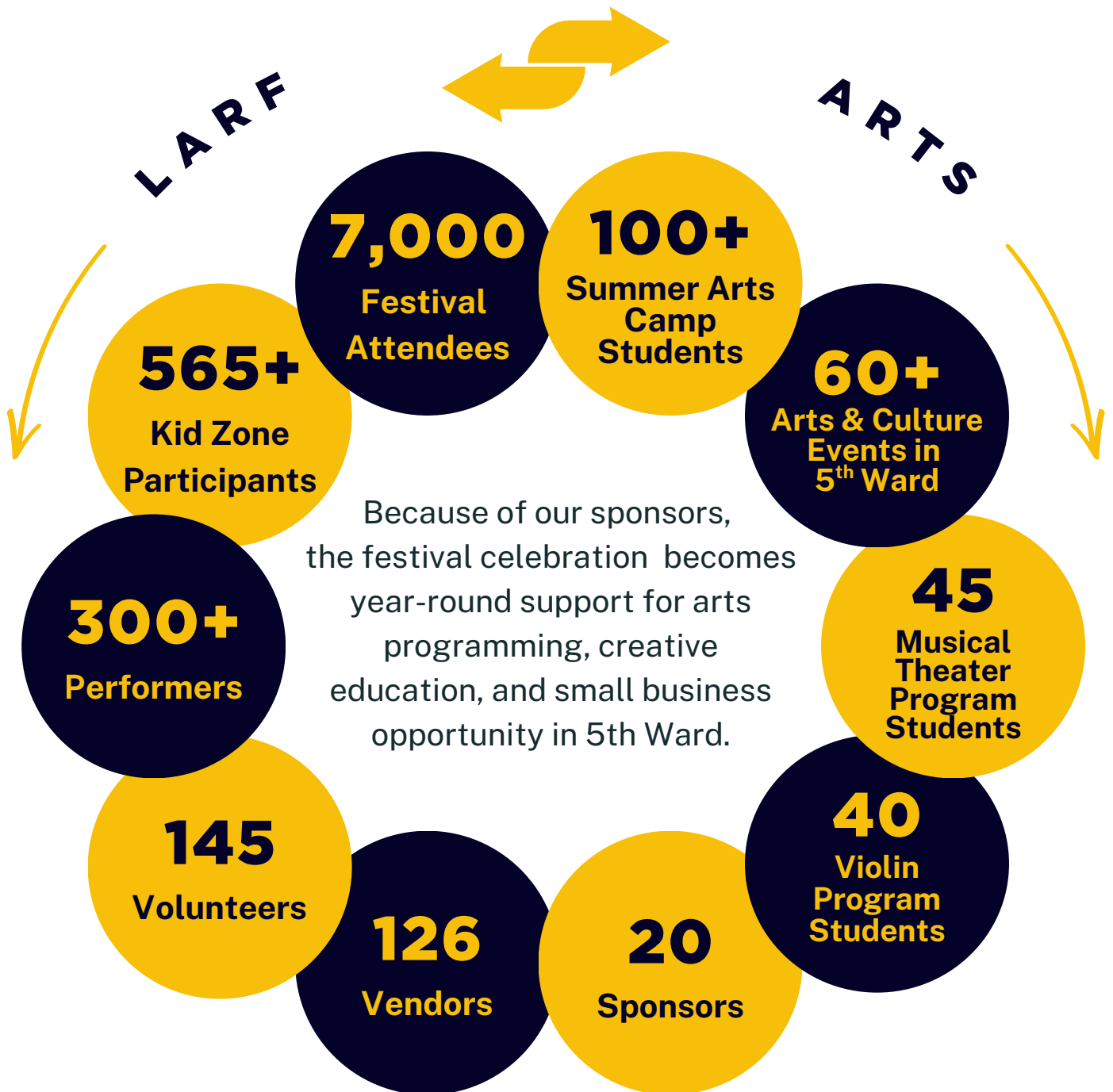
FESTIVAL HIGHLIGHTS

The Lyons Avenue Renaissance Festival (LARF) brings thousands of residents and visitors together each year to experience the art, culture, and energy of Houston's 5th Ward. With performances, family activities, and cultural traditions at its core, the festival creates meaningful opportunities for connection, celebration, and community pride.





OUR IMPACT: BY THE NUMBERS



FESTIVAL HOSTS



Fifth Ward CRC

Fifth Ward Community Redevelopment Corporation (FWCRC) was organized in 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 & Cultural Development, Community Engagement, and Economic Development.



5th Ward Cultural Arts District

The 5th Ward Cultural Arts District is rooted in the spirit of this historic Black neighborhood and the generations of people who have made it a home for creativity, resilience, and culture. We believe that 5th Ward is art, and that art belongs to everyone — it is democratic, accessible, and inseparable from the lives of the people who create and experience it. Here, art is more than a hobby; it is a living force that honors our history, uplifts our community, and responds to the challenges and triumphs we face together.

Ready to be part of something unforgettable?

Here's your chance to join the celebration and help bring the Lyons Avenue Renaissance Festival to life!

SPONSORSHIP LEVELS & BENEFITS

10x20
Booth

Presenting Sponsor - \$50,000

- Festival naming: “Lyons Avenue Renaissance Festival presented by [Your Company]”
- Exclusive press release announcing partnership
- Logo dominance on all media, banners, print, and digital materials
- Speaking opportunity during opening ceremony and VIP events
- 10 VIP reception passes + access to VIP hospitality lounge
- Year-round recognition on 5th Ward Cultural Arts District platforms

10x20
Booth

Headlining Sponsor - \$25,000

- Prominent logo placement on main stage signage, media, print and digital materials
- Featured social media spotlight and dedicated email feature
- On-stage acknowledgment during headline performances
- Premium booth space and custom signage in high-traffic areas
- 8 VIP reception passes + access to VIP hospitality lounge
- Option to co-host a youth arts or cultural program during the year

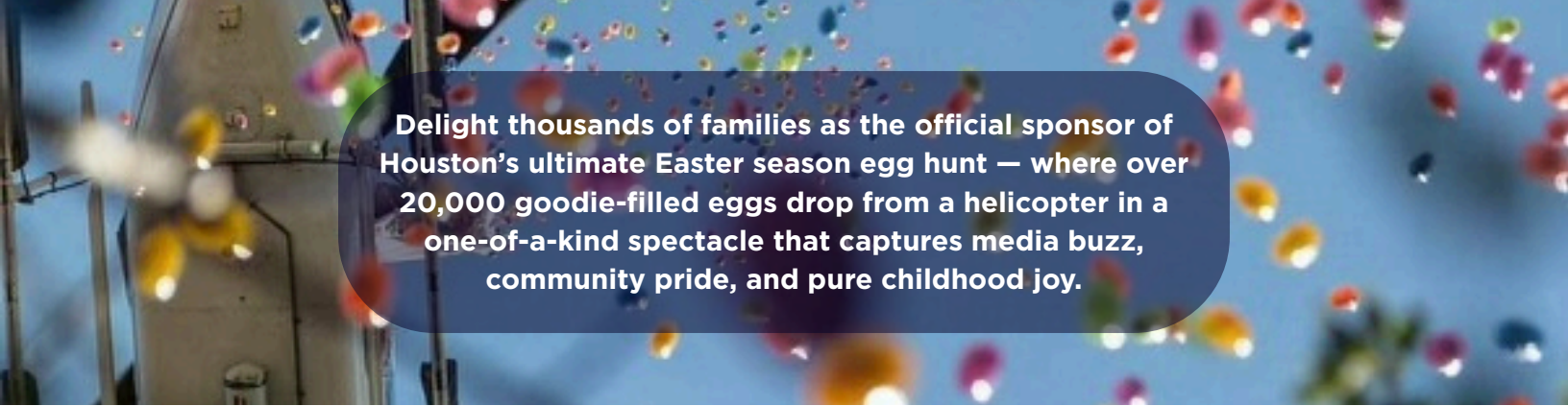
10x10
Booth

Stage Sponsor - \$15,000

3 STAGE OPTIONS: GOSPEL | JAM PARK | YOUTH

- Logo featured on selected stage signage and digital program
- Recognition in festival announcements and website
- On-site booth in a priority location
- 6 VIP reception passes + access to VIP hospitality lounge
- Sponsor highlight on social media and in post-festival recap





Delight thousands of families as the official sponsor of Houston's ultimate Easter season egg hunt — where over 20,000 goodie-filled eggs drop from a helicopter in a one-of-a-kind spectacle that captures media buzz, community pride, and pure childhood joy.

5th Ward Kids Sponsor - \$10,000 **2 OPPORTUNITIES: KIDS' ZONE | HELICOPTER EGG DROP**

**10x10
Booth**

- Recognized as the official Kids' Zone or Urban Helicopter Egg Drop Sponsor
- Logo featured on the festival website, printed materials, and event signage
- Recognition signage prominently displayed in sponsored area
- 4 VIP reception passes + access to VIP hospitality lounge
- Featured mention in social media thank-you post

**10x10
Booth**

Community Impact Sponsor - \$5,000

- Logo placement on website and select signage
- 2 VIP reception passes + access to VIP hospitality lounge
- Recognition in community thank-you announcements

**10x10
Booth**

Festival Champion - \$1,000

- Name listed on website and program
- Certificate of appreciation and social media thank-you

Festival Friend - \$500

- Name listed on website and program
- Certificate of appreciation

YOUR SPONSORSHIP MATTERS

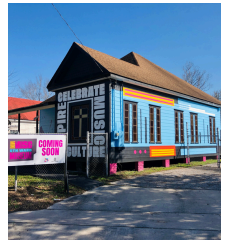
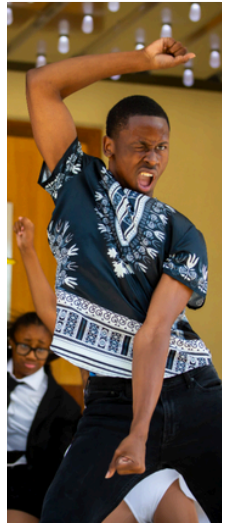
The Lyons Avenue Renaissance Festival offers sponsors a unique opportunity to align with Houston's growing cultural and economic revitalization. By supporting this signature 5th Ward event, your brand helps strengthen local businesses, drive community engagement, and highlight the creative excellence that defines our community.

Your investment extends far beyond the festival — supporting year-round programming that demonstrates measurable community impact:

- **DeLUXE Theater** – One of Houston's premier entertainment destinations that attracts diverse audiences and media attention
- **DeLUXE Kids** – Arts education in violin and theater for youth ages 7-13
- **Artist Residencies** – Upcoming affordable live/work spaces supporting local artists and cultural producers
- **Film & Media Projects** – Film programming and productions including *Memory Builds the Monument*, an NAACP Image Award-nominated documentary
- **Cultural District Partnerships** – Collaborations with AFA, Houston Cinema Arts Society, Houston Symphony, Meow Wolf, and more

Partnering with us positions your organization as a visible champion of culture, creativity, and community investment in Houston's historic 5th Ward.





READY TO MAKE AN IMPACT?

Visit our [donor page](#) to confirm your sponsorship and join us in celebrating the spirit of Houston's 5th Ward.



Early confirmation
helps guarantee
sponsor placement in
festival branding and
promotions.

larf@fifthwardcrc.org



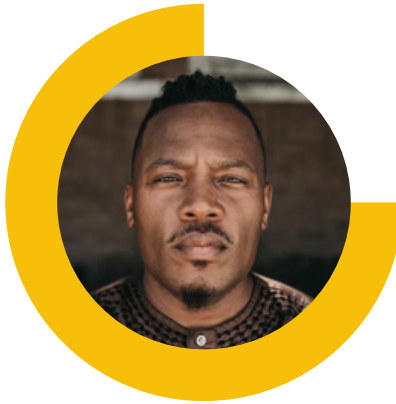
FESTIVAL LEADERSHIP



Kathy Flanagan-Payton

CEO, FIFTH WARD CRC

kpayton@fifthwardcrc.org



Harrison Guy

DIRECTOR OF ARTS & CULTURE

hguy@fifthwardcrc.org



Keda Sharber

5TH WARD CULTURAL ARTS
DISTRICT MANAGER &
FESTIVAL LEAD

ksharber@fifthwardcrc.org

PLANNING COMMITTEES

- | | |
|-------------------|------------|
| Art & Activations | Outreach |
| Entertainment | Vendors |
| Logistics | VIP |
| Marketing/PR | Volunteers |
| Youth Experience | |

PAST SPONSORS





THANK YOU FOR YOUR SUPPORT!

Your sponsorship of the Lyons Avenue Renaissance Festival helps us honor the rich heritage of Houston's 5th Ward while investing in its vibrant future. Together, we carry forward this treasured tradition — building community, celebrating history, and spreading joy for generations to come.

GET SOCIAL WITH US!



www.facebook.com/LyonsAveFestival



[@LyonsAveFestival](https://www.instagram.com/LyonsAveFestival)

