

HAPPY BIRTHDAY PASADENA: *Chalk Up Another Year!*

Fact Sheet

Sunday, June 11, 1:00 to 4:00 pm

Pasadena Museum of History
470 W. Walnut Street, Pasadena 91103

Over 1,200 are anticipated for the free community festivities as PMH and the City of Pasadena present *Happy Birthday Pasadena*. A diverse multi-generational audience, including many families with children under 12, will enjoy free entertainment and slices of birthday cake as well as chalk art and railroad inspired craft workshops.

BE INSPIRED!

View two colorful exhibitions: *Art of Getting There: Railroad Inspired Artistry* & *Art in the Street: 25 Years of the Pasadena Chalk Festival*

EXPLORE!

Visit the Finnish Folk Art Museum & Interactive Stations featuring art, education, music, and history

HAVE FUN!

Railroad Themed & Chalk Art Workshops

BE AMAZED & DELIGHTED!

Music performances • Face Painting • Balloon Artists • Magicians

SING HAPPY BIRTHDAY!

Official Cake Cutting Ceremony with Mayor Tornek and VIPs at 2:00 pm

INDULGE YOUR SWEET TOOTH!

Birthday Cake for everyone sponsored by Baja Ranch



HBP 2016 photos by Marilyn Woo/Joanne Wilborn

Contact: Katie Brandon / 626.577.1660, ext. 14 / kbrandon@pasadenahistory.org

Pasadena Museum of History / www.pasadenahistory.org / 626.577.1660

HAPPY BIRTHDAY PASADENA: *Chalk Up Another Year!* Media Outreach

Happy Birthday Pasadena (HBP) reaches thousands of individuals and families through extensive media outreach. Our ever-growing presence in Pasadena and communities beyond encompasses:

PMH Website

Our website receives more than 3,000 unique visits per month.

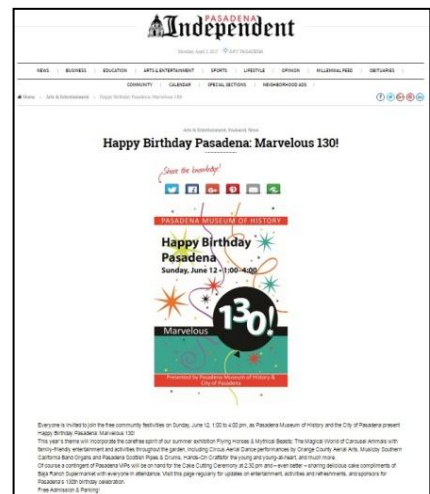
Social Media

Our Twitter and Facebook pages are constantly active with tweets and posts, likes and shares. These formats allow us to both “show and tell” about the excitement of HBP, by posting numerous photos and even short video. Our followers include both the public and representatives from many media outlets. Our basic reach of approximately 3,000 individuals grows much larger via shares from others who find our posts of interest.



Print Media

HBP is a favorite event of local print media and publications that focus on family-friendly activities. Listings, photos, and features in newspapers and magazines are one of the main ways the public hears about the celebration. In addition, print media outside of Pasadena -- from Claremont to Santa Clarita -- receive and print information about HBP.



Online Media

Online magazines, blogs, calendars provide extensive information and colorful pictures leading up to the date of our birthday party. We are always finding new sources for outreach in this area.

Broadcast Media

HBP is featured on radio and television news, cultural/arts, and public service programs.

In-House Publications & Fliers

Widespread community announcements in church and school bulletins, business district newsletters, and fliers produced by PMH invite one and all to Happy Birthday Pasadena.

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Sponsorship Opportunities & Benefits

Sponsor Categories

Diamond Sponsor - \$2,500

- Opportunity to participate in the Cake Cutting Ceremony with City dignitaries and VIPs
- Acknowledgement on Sponsor Banner prominently displayed behind the Cake Ceremony
- Half page ad in Printed Event Program (10.25" w x 6.3" h) distributed in advance and at event
- Prominent acknowledgement in PMH newsletters, press releases, and website
- Prominent listing on over 1,000 flyers distributed throughout the community
- Listing in the PMH e-newsletter announcement to more than 4,400 subscribers
- Social media linking on Twitter and Facebook (reach: 3,000+)
- Distinguished Founders Circle level gift PMH membership
- Admission tickets to the Museum's current exhibitions for 25 guests

Platinum Sponsor - \$1,000

- Acknowledgement on Sponsor Banner prominently displayed behind the Cake Ceremony
- Quarter page ad in Printed Event Program (5.1" w x 6.3" h) distributed in advance and at event
- Acknowledgement in PMH newsletters, press releases, and website
- Listing on over 1,000 flyers distributed throughout the community
- Listing in the PMH e-newsletter announcement to more than 4,400 subscribers
- Social media linking on Twitter and Facebook (reach: 3,000+)
- Patron level gift PMH membership
- Admission tickets to the PMH current exhibitions for 10 guests

Gold Sponsor - \$500

- Acknowledgement on Sponsor Banner prominently displayed behind the Cake Ceremony
- Eighth page ad in Printed Event Program (5.1" w x 3.25" h) distributed in advance and at event
- Acknowledgement in PMH newsletters, press releases, and website
- Listing on over 1,000 flyers distributed throughout the community
- Listing in the PMH e-newsletter announcement to more than 3,900 subscribers
- Sponsor level gift PMH membership

Ruby Sponsor - \$250

- Acknowledgement in PMH press releases and website
- Listing on over 1,000 flyers distributed throughout the community
- Friend level gift PMH membership

Pearl Sponsor - \$100

- Acknowledgement in PMH press releases and website

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Sponsorship Support

Sponsorships received by Friday, May 12, 2017 will be listed on all HBP materials.

Sponsorship Levels

- Diamond Sponsor ▪ \$2,500
- Platinum Sponsor ▪ \$1,000
- Gold Sponsor ▪ \$500
- Ruby Sponsor ▪ \$250
- Pearl Sponsor ▪ \$100

Donor Acknowledgment

Donor name as it should appear in all materials:

Contact (if different from above) _____

Address _____

Telephone _____ Email _____

Payment

- My check made payable to Pasadena Museum of History is enclosed
- Please charge my: Visa MasterCard American Express Discover

Card number _____ Exp _____

Signature _____ Total Enclosed _____

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Tax ID: #95-6133954