



GOOD PEOPLE SA  
**GROWING  
PARTNERSHIPS**

*Sponsorship & Partnership  
Opportunities*

**EHCü**  
PUBLIC RELATIONS



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# GENERAL PRINCIPLES

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## GREETINGS NETWORK!

We invite social entrepreneurs, community organizations, and local brands to support "active neighboring" at the inaugural **#GoodPeopleSA Mixer and Awards, Thursday, January 24, 2019 at an undisclosed location** (*cough, Pearl Stable, cough*).

- Engage with community-centered neighbors
- Personalized introduction to local and regional influencers
- Creative event development increases social reach of experiences

It takes a community to grow a business - and at the rate that San Antonio is growing. there must be a ton of good neighbors doing their part everyday to support local, homegrown businesses and brands.

This unique event will spotlight San Antonio leaders, trendsetters, executives, scholars, brand managers, and developers who strive daily to be good neighbors.





## HONORING GOOD NEIGHBORS





# MARKETING PROPOSAL

## MISSION

The #GoodPeopleSA event series will serve as a personal introduction to San Antonio's most diverse, professional and interactive neighbors.

## OBJECTIVES

Through experiential place-making we hope to:

- Help create networks between San Antonio natives and transplants
- Broaden connections between industry leaders and community groups.
- Nurture friendships, partnerships, and commerce



## TIMELINE

January 5 - Campaign Launch  
January 13 - Marketing Seminar  
January 21 - Media Blitz  
January 24 - Event Date!!

## MARKET STATS

**4000+**

*San Antonians have attended a #GPSA event since 2013*

**58**

*individual small & minority businesses have participated as vendors*

**45%**

*Of attendees have attended more than 2 #GPSA events*

**12**

*Food trucks have participated in #GPSA events*

**#GOODPEOPLES A**

WWW.GOODPEOPLES A.COM

## TITLE SPONSORSHIP

**\$2500**

- Prominent brand placement on all printed materials.... blah, blah, blah.
- Send your sales team to interact with an expected 1500+ attendees
- Create a unique marketing footprint in the midst of the event venue
- Marketing videos and curated content placed on designated event pages.

## GOOD NEIGHBORS

**\$1500**

- Upcoming brands are invited to build prominent marketing footprints at event space.
- Three available (entertainment, food, and beverage sponsor recognition)
- In-kind sponsor petitions available

## GOOD PARTNERS

EHCUPublic Relations, LLC  
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 [facebook.com/ehcupr](https://facebook.com/ehcupr)

 [@ehcupr](https://twitter.com/ehcupr)

## SEEKING PLANNING PARTNERS

Join EHCUPublic Relations founders in the planning, compiling, and distribution of Good Neighbor perks and awards.

Planning Partners assist mainly by curating unique award items, as well as promote interactions on the event discussion board.

To participate as a Planning Partner contact Christian Reed-Ogba, [chris@ehcupr.com](mailto:chris@ehcupr.com)

## PARTNER A LA CARTE

