



MAKE A HUGE IMPACT WITH THE 60th ANNUAL H-E-B HOLIDAY PARADE

EXPOSURE & AUDIENCE REACH OPPORTUNITIES

- Reach **400,000 fans** on the street
- Reach approximately **2.2 million** in Houston, Dallas, San Antonio, Austin and other markets in the region and beyond
- **Statewide and regional television coverage;** local, regional and national publicity -- stations include **KHOU-TV (Channel 11) in Houston** and **WFAA-TV (Channel 8) in Dallas**
- **24 million impressions via publicity**
- **Publicity value - \$1.026 million**
- **Advertising and promo value - \$792,401**
- **Employee participation opportunities**
- **Client entertainment opportunities**
- **Sampling opportunities**



PARADE FEATURES



special effects.

- **Giant Viareggio-style Floats**
 - Showcasing six uniquely styled, **gigantic, elaborate, brightly animated floats** featuring live entertainment, bringing excitement and energy to this year's event and nothing like it anywhere else in the United States.
 - Each **float holds costumed performers and participants** who contribute to the animation, along with

PARADE FEATURES (CONT)

- **Enormous helium-filled balloons** will soar in the sky, rubbing noses with Houston's famed downtown skyscrapers.
- **Thousands of musicians in marching bands** will join **drill teams, dancers, cheerleaders** and **clowns** to complete this 60-year-old tradition.



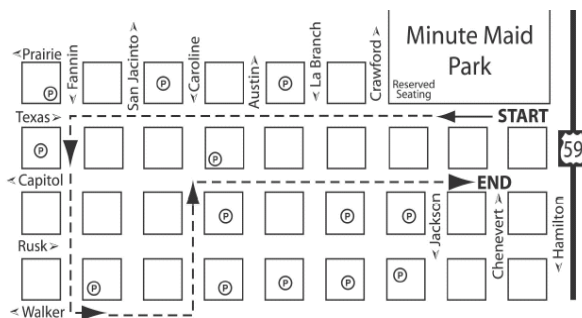
TV RATINGS & COVERAGE

- **BROADCAST LIVE** on Houston's CBS affiliate, KHOU-TV, Channel 11, 9 a.m. to 10 a.m.
- **Pre-parade coverage beginning at 5 a.m.** during morning news broadcast and local programming – **a total of 7 hours of coverage on Thanksgiving morning**
- In 2008, the four Houston broadcasts reached **1.2 million television viewers**.
- A total of **7.5 hours of television exposure** in Houston alone with live and three repeat broadcasts in 2008. Syndication in major markets outside of Houston such as Dallas, San Antonio and Austin.
- **Parade had broadcast coverage by all major Houston television stations** for seven pre-event media opportunities

PRINT COVERAGE

- **33 million impressions** via 214 stories and listings in **newspapers and magazines**
- **306 column inches of advertising** in the Houston Chronicle

WHEN & WHERE



- Thanksgiving Day, Thursday, November 26, 2009
- 9:00 a.m. to 10:00 a.m.
- Streets of Downtown Houston