

FY 2025

CORPORATE SPONSORSHIP



BEAUMONT
Heritage Society



BRIEF HISTORY OF BEAUMONT HERITAGE SOCIETY



BEAUMONT
Heritage Society

The Beaumont Heritage Society (BHS) is a nonprofit organized to educate and engage the community through preservation of Beaumont's history and heritage for a better future together

The John J. French Museum, owned and operated by BHS, is the oldest, fully - restored home in Beaumont, built in 1845. The home is currently operated as a historic house museum and hosts several educational events every year.



BRAND POSITIONING AND TARGET MARKETS

Beaumont Heritage Society has a long and trusted history in Beaumont, TX and beyond. For over 50 years the organization has been instrumental in the preservation of Beaumont's history.

Beaumont Heritage Society has several audience segments that they reach every year. Their audience consists mostly of women ages 25 and up.

Event audiences are mostly young and growing families. Heritage Happy Hours audiences consist of young and middle-aged professionals; both men and women. The membership audience is made up of older adults ages 50 and up.

SPONSORSHIP DOLLARS

WHERE DO THEY GO?

Sponsorship dollars go towards our annual community events, educational programming, and subsidizing school tours.

Sponsorship helps us keep our events and fundraisers low cost for our community while still helping us raise funds for the costly care and maintenance of the John J. French Museum. Sponsorships help us improve our impact on our community at large.

EVENTS

- Pumpkin Walk
- Christmas Candlelight
- Easter Egg Hunt
- 6 Heritage Happy Hours
- Camp Lookinback

BENEFITS

There are several benefits to being a corporate sponsor of Beaumont Heritage Society. Some of the benefits include:

- Your business name and logo associated with ALL annual events for one calendar year on
 - Social media
 - Website
 - Live Media
- A booth setup at all of our annual events
- A special Thank You post on our website and social media including the name and logo
- A footer with your logo on the Beaumont Heritage Society website for a full year
- A banner with your business name and logo hung on the fence of the John J. French Museum for one calendar year
- Primary sponsorship space on all event flyers and current event flyers
- Free tickets to annual events at the John J. French Museum



HOW WE REACH OUR AUDIENCES

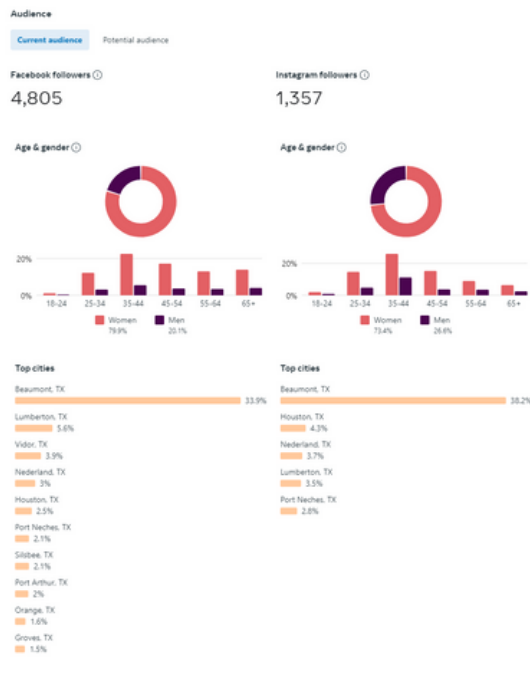
Corporate sponsors and Beaumont Heritage Society also benefit from the cross-promotion of our audiences.

We reach our audience through a combination of traditional and digital marketing coupled with events.

For every event, media includes:

- Website event
- Facebook Event
- Social Media postings
- Press Release to area media
- Email Marketing blasts
- and more!

Page Audience



FY 24 Page Overview

Page overview

Discovery

🌐 Post reach	41,202
👥 Post engagement	2,777
👤 New Page Followers	72

FY 24 Interaction Analytics

Interactions

😊 Reactions	756
💬 Comments	80
➦ Shares	123
🖼️ Photo views	734
🔗 Link clicks	56

SPONSORSHIP GOAL

We are seeking \$5,000 in funding for October 2024 - December 2025.

Whether you'd like to give \$10 - \$5,000, your sponsorship dollars go a long way in keeping our mission of preservation and education alive for our community.

OUR GOALS FOR 2024

- Educational tours and programming
- New and current events
- Outreach community events
- New exhibits
- and more!

Help us reach our goals by becoming a sponsor today.

