

# White Linen Night on 19th Street

*Celebrating* **20**  
YEARS



## 2026 Sponsorship Opportunities



## 13,500+ GUESTS. ONE NIGHT. REAL ENGAGEMENT.

White Linen Night on 19th Street is Houston's original White Linen celebration and one of the city's most anticipated summer events. Each year, more than **13,500 ticketed guests** walk the 200 and 300 blocks of Historic 19th Street, creating unmatched in-person exposure for participating brands.

This is not a passive logo placement opportunity.

This is face-to-face engagement with thousands of consumers in a highly curated, walkable, small business district.

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### ALL SPONSORSHIPS INCLUDE

- Direct access to **13,500+ attendees**
- Placement within the event footprint for real-time brand interaction
- Inclusion in event communications and marketing materials
- Recognition on official event map
- Integration into a 20-year Heights tradition

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## 20TH ANNIVERSARY TITLE SPONSORSHIP – \$20,000

### Presenting Sponsor | Maximum On-Site Presence

Engage 13,500+ guests as the exclusive Presenting Sponsor of White Linen Night.

Your brand becomes the primary experiential partner of the evening.

### On-Site Activation

- Up to four premium branded activation spaces within the event footprint
- Fully customizable experiential areas for sampling, interaction, content capture, or immersive brand engagement
- Dominant presence across key pedestrian traffic corridors

### Event Integration

- Event Naming Rights:  
*White Linen Night presented by [Sponsor Name]*
- Exclusive logo placement on all event wristbands worn by 13,500+ guests
- Media & PR recognition in all event communications
- Dedicated email blast to 17,000+ contacts
- Year-long linked logo placement on 19thstreetheights.com
- First right of refusal for 2027 Title Sponsorship

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## 20TH ANNIVERSARY FAMILY AREA PRESENTED BY YOUR BRAND – \$10,000

### High-Traffic Experience Hub

The Family Area is one of the highest dwell-time zones in the event footprint, designed as a gathering space for dining, relaxing, and connecting.

### On-Site Engagement

- Branded naming rights:  
*"The Family Area presented by [Sponsor Name]"*
- Prominent entrance banner at this high-traffic zone
- Dedicated 10x10 branded activation space for sampling or experiential engagement

- Opportunity to customize the area with interactive brand moments

#### **Guest Impact**

- Direct interaction with thousands of attendees throughout the evening
  - Recognition in event media outreach and communications
  - Dedicated email highlight to 17,000+ contacts
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## **20TH ANNIVERSARY ACTIVATION SPONSORSHIP – \$5,000**

#### **Branded Activation Space**

Engage directly with 13,500+ attendees through a premium experiential footprint.

#### **On-Site Activation**

- One premium 10x10 branded activation space within the event footprint
- Full customization for sampling, product demonstrations, data capture, or experiential marketing
- Placement designed for maximum pedestrian engagement

#### **Visibility**

- Inclusion in sponsor recognition graphics
  - Recognition in sponsor highlight social media post
  - Logo placement on official event map
  - Inclusion in sponsor recognition email to 17,000+ contacts
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## **20TH ANNIVERSARY GOOD NEIGHBOR SPONSORSHIP – \$500**

#### **Community Support Partner**

- Recognition on event website
  - Inclusion in event social media and email promotions
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# EXPERIENCES & A LA CARTE OPPORTUNITIES

Rather than traditional placements, we offer high-impact branded experiences integrated directly into guest flow:

## Arrival Experience Sponsor

Brand the entry moment as guests enter the event footprint.

## Hydration or Cooling Lounge Sponsor

Create a branded rest and refresh space that provides comfort and extended dwell time.

## Photo / Content Station Sponsor

Design an Instagram-worthy content moment tied directly to your brand.

## Branded Food Zones

Sponsor designated dining areas within the footprint.

Example:

*"Food Zone One, presented by [Sponsor Name]"*

Custom signage and naming rights included.

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# 20 YEARS OF WHITE LINEN NIGHT

For two decades, White Linen Night on 19th Street has celebrated Houston's entrepreneurial spirit in one of the city's most charming small business districts.

What began as a merchant-driven gathering has grown into a ticketed event welcoming more than **13,500 attendees annually**. Guests dressed in white transform Historic 19th Street into a pedestrian-only celebration of culture, community, and local business.

This event is not just a festival.

It is a tradition rooted in real relationships, real foot traffic, and real economic impact.

# Contact Details

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