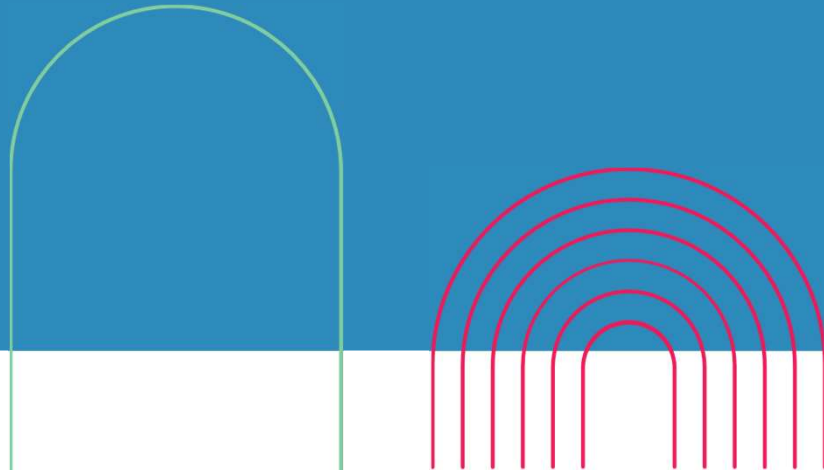


THE SOUND AT CYPRESS WATERS

2024 SPONSORSHIPS



01. WHO WE ARE

02. DEMOGRAPHIC INFORMATION

03. SOCIAL MEDIA NUMBERS

04. SPONSORSHIP OPPORTUNITIES

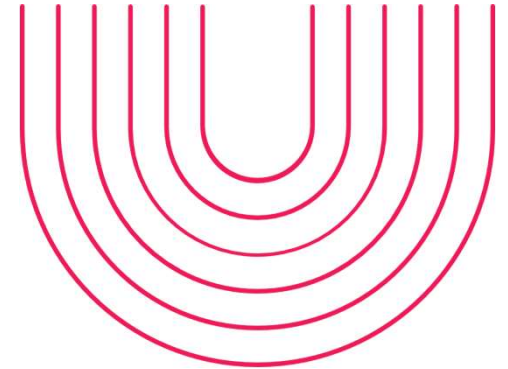
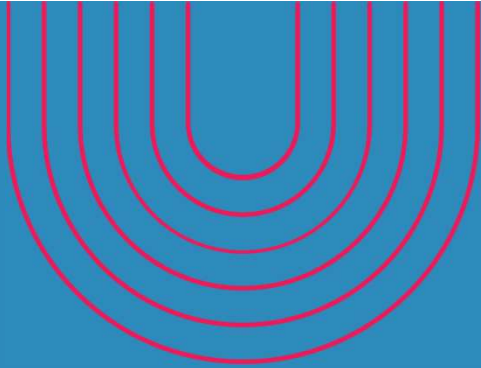


TABLE OF CONTENT





HELLO!


The Sound at Cypress Waters is a dynamic, life-enhancing community built on the shores of scenic North Lake. Anchored by a lakeside Rogers-O'Brien Amphitheater, the community currently includes eight indoor and outdoor event venues, six restaurants, 3160, apartment homes, 95 Corporate offices AND growth continues.



02. DEMOGRAPHICS


 NIGHTTIME POPULATION
+3,167 RESIDENTS

 DAYTIME POPULATION
+7,000 OFFICE RESIDENTS

 POPULATION WITHIN 5 MILES
+189,808 Residents

 WEEKLY RETAIL VISITORS
+4,848

 VISITOR DEMOGRAPHICS
•50.3% Female
•49.7% Male
•35.86 Average Age
25-54 Target Demo

 ETHNICITY
•42.5% White
•17.4% Hispanic
•25.39% Asian
•11.1% African American

 HOUSEHOLD INCOME
(AVERAGE)
+\$139,895



03.

SOCIAL MEDIA



FOLLOWERS
+15,480



FOLLOWERS
+7,195



THE SOUND NEWSLETTER
+9,783



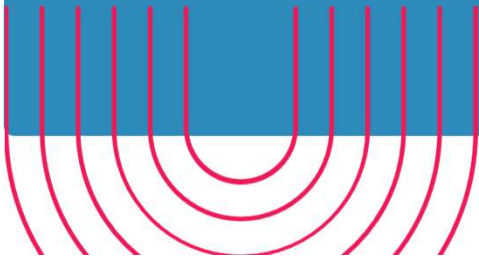
WHAT'S NEW AT CYPRESS
WATER TENNANT EMAIL
+1,700



04.



SPONSORSHIP OPPORTUNITIES



Live! & Local!

Local musicians from across North Texas play every Friday and Saturday evenings at the Rogers-O'Brien Amphitheater.

Featuring rock, folk, soul, classical, country, jazz, blues and more!!

Attendance is up 10% year over year.

April thru October

Exclusive recognition on all event programs and publicity at The Sound as the "Naming Sponsor of The Lakeside Live Music Series"

Recognition on The Sound website

Social Media Recognition every week starting March 15 thru December 13

2 post per week on Instagram – Total of 80 post for 575,600 impressions

2 post per week on Facebook – Total of 80 post for 1,238,400 impressions

Print & Digital on-site signage

Olympus Signage

Elevator Signs in Commercial and Residential buildings

Signage around The Sound

Recognition on all "Upcoming Events" promotional materials

Email Blast – 459,320 Impressions (1 per week for 40 weeks)

Represented in all press materials as the "____Lakeside Live Music"

Opportunity to personally engage with visitors of the events

Attendance in 2023 as of 10.6.23: 60,200**

CPP: \$.42

2 use of the Town Hall for sponsor

Subject to availability

Must be booked in advance

VALUE: \$3,600



Sponsor Receives

Exclusive recognition on all event programs and publicity at The Sound as the "Presenting Sponsor of Easter at The Sound"

Recognition on The Sound website as Presenting Sponsor of Easter at The Sound

Social Media Recognition every week starting March 18 thru March 29

2 post per week on Instagram starting 2 weeks before event

4 post to 28,780 Impressions

2 post per week on Facebook starting 2 weeks before event

4 post to 61,920 Impressions

Print & Digital on-site signage

Olympus Signage

Elevator Signs in Commercial and Residential buildings

Signage around The Sound

Recognition on all "Upcoming Events" promotional materials

Email Blast – 22,966 impressions (1 per week for 2 weeks)

Represented in all press materials as the Presenting Sponsor

Opportunity to personally engage with visitors of the event with an on-site activation

Attendance in 2023: 3,300**

CPP: \$.76



2nd Annual Easter at The Sound

March 29

5-10pm

Enjoy a delightful Good Friday at The Sound at Cypress Waters with an array of exciting activities! Join us for a free, family-friendly reverse Easter Egg Hunt, where the thrill of discovery awaits. Explore the Community Market showcasing the talents of local artisans, offering unique treasures to discover and support. Live music at the Rogers-O'Brien Amphitheater, creating an ambiance of joy and celebration. Cap off the day with a screening of the beloved movie "Hop," adding an extra touch of magic to an already memorable experience. Don't miss out on this wonderful opportunity to create lasting memories with loved ones in a vibrant and welcoming atmosphere!

****Source:Placer.AI, Property Report: The Sound 10.11.2023**

Sponsor Receives

Exclusive recognition on all event programs and publicity at The Sound as the “Presenting Sponsor of Sensory Sensitive 4th of July Celebration”

Recognition on The Sound website as Presenting Sponsor of Sensory Sensitive 4th of July Celebration

Social Media Recognition every week starting June 4 thru July 3

3 post per week on Instagram starting 4 weeks before event

30 post to 215,850 Impressions

3 post per week on Facebook starting 4 weeks before event

30 post to 464,400 Impressions

Print & Digital on-site signage

Olympus Signage

Elevator Signs in Commercial and Residential buildings

Signage around The Sound

Recognition on all “Upcoming Events’ promotional materials

Email Blast – 45,932 impressions (1 per week for 4 weeks)

Represented in all press materials as the Presenting Sponsor

Opportunity to personally engage with visitors of the event

Attendance in 2023: 5,700**

CPP: \$2.04

2 uses of the Town Hall for sponsor

Subject to availability

Must be booked in advance

VALUE: \$3,600



3rd Annual Sensory Sensitive 4th of July Celebration will once again come to The Sound on Tuesday, July 3.

Sensory Sensitive refers to how sensitive children, adults or pets are regarding each of their sensory channels: sight, sound, taste, smell, touch and pain.

This year, the event will be bigger and better. Creature Teacher, Face Painting & Balloon Arts, Arts and Crafts, and addition of Snow Machines. Close the event with Live Music and a special interactive Finale. This event is free to the public.

**Source:Placer.AI, Property Report: The Sound 10.11.2023

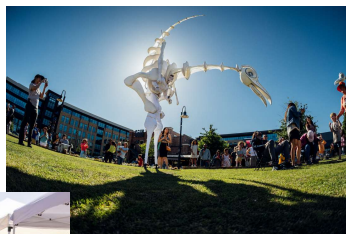
On-Site Vendor at The Sound Events

Be On-site at The Sound!

Have a new product to get to the masses, need to sample, want to sell, promote your business, meet the community, sign up people for your business, The Sound is the place to be!

Several locations to set up your space including The Sound Logo, In The Round at The Sound, On The Oval at The Sound, Near the Rogers-O'Brien Amphitheater, Cypress Waters Trail, The Event Lawn at The Sound.

Let's get creative, have an idea, let's bring it to life.



2024 Events

Easter at The Sound (March)

Lakeside Live Music (April - October)

The Sound's Community Market (March - December)

Sensory Sensitive 4th of July Celebration (July 3, 2024)

The Sound's Beer Feast (Spring or October)

Movies at The Sound (March - December)

Watching Parties at The Sound (February - December)

Tunes or Treats (October)

Drink North Texas Wine Festival (November)

Santa at The Sound (December)

North Texas Toy Run (December)

Special Events (TBD)



Sponsorship of the Cypress Waters & The Sound Newsletters

Your message will reach your target market by including a Leaderboard Ad (728x90) in the weekly newsletters sent to Cypress Waters tenants and The Sound Database.

Each newsletter goes out weekly.
 Cypress Waters – Mondays
 The Sound – Wednesday

Only 1 ad per newsletter will be allowed, exclusive!

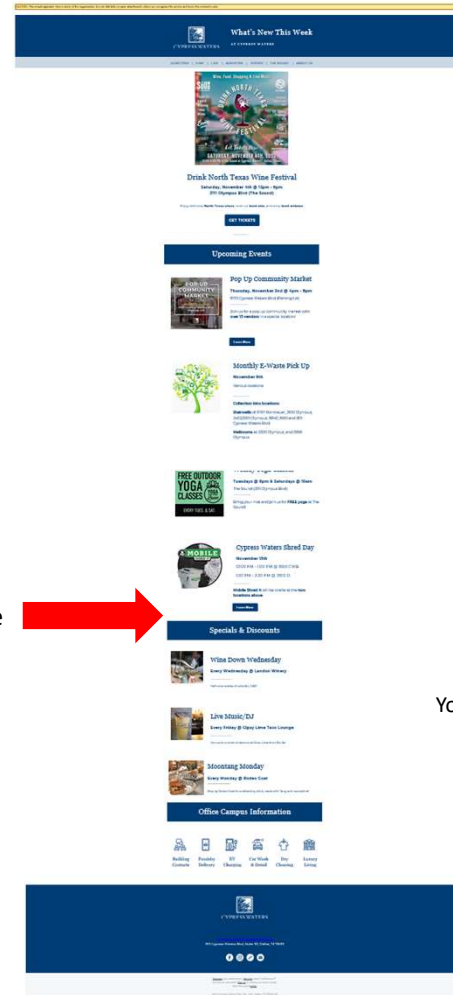


728 x 90
 72 resolution
 RGB

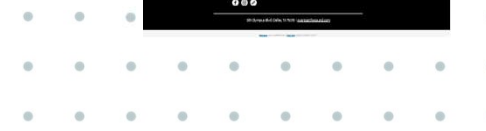
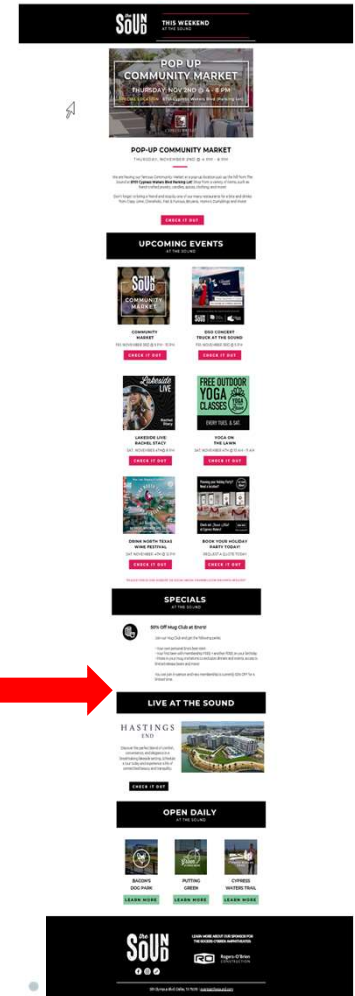
AD REQUIREMENTS

- Your ad message must be 70 characters or less.
- Your ad must include your logo at a readable size.
- Your ad must include a call to action.
- You must provide a link for us to direct users to when clicking on your ad.

Your Ad Here

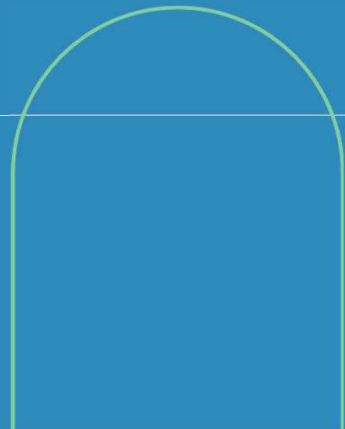


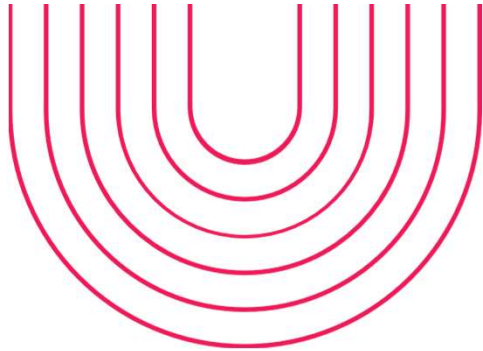
Your Ad Here





**“A HIDDEN
JEWEL IN THE
MIDDLE OF
DFW.”**





The Community Market at The Sound is a family-friendly open-air market. It's held at The Sound Logo every Friday evening: 40+ events during the year. It features food, nut butters, candles, local artisan goods, high-end pet food/treats and more. This event is free to the public.

****Source:Placer.AI, Property Report: The Sound 10.11.2023**

SPONSOR RECEIVES

Exclusive recognition on all event programs and publicity at The Sound as the "Presenting Sponsor of The Community Market"

Recognition on The Sound website as Presenting Sponsor of The Community Market at The Sound

Social Media Recognition every week starting March 15 thru December 13

2 post per week on Instagram – Total of 80 post for 575,600 impressions

2 post per week on Facebook – Total of 80 post for 1,238,400 impressions

Print & Digital on-site signage

Olympus Signage

Elevator Signs in Commercial and Residential buildings

Signage around The Sound

Recognition on all "Upcoming Events' promotional materials

Email Blast – 459,320 Impressions (1 per week for 40 weeks)

Represented in all press materials as the Presenting Sponsor

Opportunity to personally engage with visitors of the events

Attendance in 2023 as of 10.6.23: 60,200**

CPP: \$.42

2 use of the Town Hall for sponsor

Subject to availability

Must be booked in advance

VALUE: \$3,600

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SPONSOR RECEIVES

Exclusive recognition on all event programs and publicity at The Sound as the “Presenting Sponsor of Tunes or Treats at The Sound”

Recognition on The Sound website as Presenting Sponsor of Tunes or Treats at The Sound

Social Media Recognition every week starting October 2 thru October 28

3 post per week on Instagram starting 4 weeks before event – 30 post to 215,850 Impressions

3 post per week on Facebook starting 4 weeks before event – 30 post to 464,400 Impressions

Print & Digital on-site signage

Olympus Signage

Elevator Signs in Commercial and Residential buildings

Signage around The Sound

Recognition on all “Upcoming Events’ promotional materials

Email Blast – 45,932 impressions (1 per week for 4 weeks)

Represented in all press materials as the Presenting Sponsor

Opportunity to personally engage with visitors of the event

Attendance in 2023: 2,400** – CPP: \$.68

1 use of the Town Hall for sponsor

Subject to availability

Must be booked in advance

VALUE: \$2,000



Family friendly and a safe night out with trunk and treating along Olympus Blvd. Spooky and fun Characters walking The Sound to interact with the little goblins and finish off the night with Live Music featuring a local Tribute Band. Also, a Halloween Spooky market will be set up for the Big Goblins to buy artisan goods.

This is a free event to the public



**Source:Placer.AI, Property Report: The Sound 10.11.2023



From the DFW Metroplex to the Red River, The North Texas Wine Country flows through gentle hills and rolling river valleys, bounded by the four forks of the Trinity Rive on the East and West. North Texas Wine Country is quickly becoming one of the hottest new wine destinations.

Drink North Texas Wine Festival features over 25 local wineries form the North Texas Region, sampling their wines, local artisan vendors in the market and to finish off the event, Live Music on the Rogers-O'Brien Amphitheater.

SPONSOR RECEIVES

Exclusive recognition on all event programs and publicity at The Sound as the “Sponsor of Drink North Texas at The Sound”

Recognition on The Sound website as Sponsor of Drink North Texas

Social Media Recognition every week starting October 9 thru November 4

3 post per week on Instagram starting 4 weeks before event – 30 post to 215,850 Impressions

3 post per week on Facebook starting 4 weeks before event – 30 post to 464,400 Impressions

Print & Digital on-site signage

Olympus Signage

Elevator Signs in Commercial and Residential buildings

Signage around The Sound

Recognition on all “Upcoming Events’ promotional materials

Email Blast – 45,932 impressions (1 per week for 4 weeks)

Represented in all press materials as the Sponsor

Opportunity to personally engage with visitors of the event

Attendance in 2022: 2,600**

CPP: \$.68

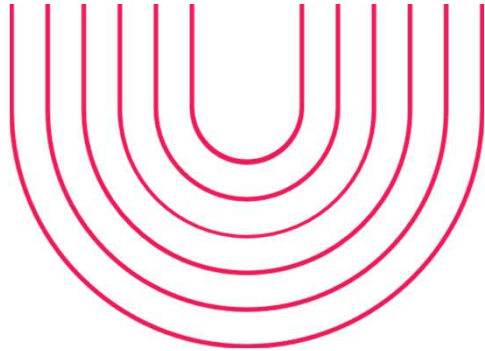
1 uses of the Town Hall for sponsor

Subject to availability

Must be booked in advance

VALUE: \$2,000

**Source:Placer.AI, Property Report: The Sound 10.11.2023



SPONSOR RECEIVES

Exclusive recognition on all event programs and publicity at The Sound as the "Presenting Sponsor of Santa at The Sound"

Recognition on The Sound website as Presenting Sponsor of Santa at The Sound
Social Media Recognition every week starting November 13 thru December 9

3 post per week on Instagram starting 4 weeks before event - 30 post to 215,850 Impressions

3 post per week on Facebook starting 4 weeks before event - 30 post to 464,400 Impressions

Print & Digital on-site signage

Olympus Signage

Elevator Signs in Commercial and Residential buildings

Signage around The Sound

Recognition on all "Upcoming Events" promotional materials

Email Blast - 45,932 impressions (1 per week for 4 weeks)

Represented in all press materials as the Presenting Sponsor

Opportunity to personally engage with visitors of the event

Attendance in 2021: 1,500**

CPP: \$.69

1 uses of the Town Hall for sponsor

Subject to availability

Must be booked in advance

VALUE: \$2,000



Santa and Mrs. Clause land the Reindeer at The Sound on December 9, 2024, from 11-4pm. Families from across North Texas attend this event that includes free pictures with Santa and his reindeer, a holiday market, hot cocoa and other treats, and carolers.

***Source:Placer.AI, Property Report: The Sound 10.11.2023*

“I LOVE THIS
PLACE! FROM
THE SCENERY,
THE FOOD, &
TO THE MUSIC—
EVERYTHING IS
A VIBE”

ASHLEY M.





Become the Title Sponsor of Bacon's Dog Park here at The Sound in Cypress Waters. Currently, we have two dog parks on-site used by over 5,000 residents and guest and their 4-legged friends.

Pet owners are guaranteed to spend money to make their pet have a better life than they do, capture this audience at Bacon's Dog Park at The Sound in Cypress Waters.

***Source:Placer.AI, Property Report: The Sound 10.11.2023*

SPONSOR RECEIVES

Exclusive recognition on all event programs and publicity at The Sound as the "Presenting Sponsor of Bacon's Dog Park"

**Recognition on The Sound website as Presenting Sponsor of Bacon's Dog Park
Social Media Recognition every week starting March 6 thru December 31**

1 post per week on Instagram - 44 post to 316,580 Impressions

1 post per week on Facebook - 44 post to 681,120 Impressions

Print & Digital on-site signage

Olympus Signage

Elevator Signs in Commercial and Residential buildings

Signage around The Sound including special signage at Bacon's Dog Park

Recognition on all promotional materials

Email Blast - 413,388 impressions (1 per week for 36 weeks)

Represented in all press materials as the Presenting Sponsor of Bacon's Dog Park

Opportunity to personally engage with visitors of The Sound

Average Weekly Visitors in 2022: 4,848** (252,096 on average for the year)

CPP: \$.60

2 uses of the Town Hall for sponsor

Subject to availability

Must be booked in advance

VALUE: \$3,600



Sponsor Receives

Exclusive recognition on all event programs and publicity at The Sound as the “The Sound WIFI Presenting by Sponsor”

Recognition on The Sound website as Presenting Sponsor of The Sound WIFI Presenting Sponsor

Social Media Recognition every week starting March 6 thru December 31

1 post per week on Instagram – 44 post to 241,208 Impressions

1 post per week on Facebook – 44 post to 639,716 Impressions

Print & Digital on-site signage

Customized login page accessed by all WIFI users at The Sound
Olympus Signage

Elevator Signs in Commercial and Residential buildings

Signage around The Sound including special signage thru-out The Sound, “WIFI Presenting by Sponsor”

Recognition on all promotional materials

Email Blast – 413,388 impressions (1 per week for 36 weeks)

Represented in all press materials as the Presenting Sponsor

Opportunity to personally engage with visitors of The Sound

Average Weekly Visitors in 2022: 4,848** (252,096 on average for the year)

CPP: \$.09

1 uses of the Town Hall for sponsor

Subject to availability

Must be booked in advance

VALUE: \$1,800



Position your company’s brand around The Sound on our “Free WIFI” signage and customizable login page. All patrons at The Sound have access to the WIFI and will see your branded landing page upon joining the public network.



**Source:Placer.AI, Property Report: The Sound 10.11.2023

SPONSOR RECEIVES

Exclusive recognition on all event programs and publicity as the sponsor of The Green at Cypress Waters

Recognition on The Sound website as Sponsor of The Green at Cypress Waters

Social Media Recognition every week starting March 6 thru December 31

1 post per week on Instagram – 44 post to 241,208 Impressions

1 post per week on Facebook – 44 post to 639,716 Impressions

Print & Digital on-site signage

Logo on all 9 flags at The Green at Cypress Waters

Special signage produced for the entrance at The Green at Cypress Water

Olympus Signage

Elevator Signs in Commercial and Residential buildings

Recognition on all “The Green at Cypress Waters’ promotional materials

Email Blast – 413,388 impressions (1 per week for 36 weeks)

Represented in all press materials as the Sponsor of The Green at Cypress Waters

Opportunity to personally engage with visitors of The Sound

Average Weekly Visitors in 2022: 4,848** (252,096 on average for the year)

CPP: \$.52



The newest attraction at The Sound at Cypress Waters, The Sound’s Putting Green. Located near the Event Lawn, The Sound’s Putting Green attracts employees during lunch or after work, residents after work or on weekends and guest who come to The Sound for an entertainment experience.

**Source:Placer.AI, Property Report: The Sound 10.11.2023



THANK YOU

Have any question?

mparrish@billingsleyco.com

www.thesoundtx.com



THE SOUND

