

## **2023 - 2024 National Club Achievement Competition**

### *Category of Entry: Programs*

Introduction: The Ad 2 Houston team collectively established the following goals at the beginning of the term:

1. Host a successful series of Happy Hour Socials in collaboration with AAF-Houston.
2. Foster relationships with young professionals at collegiate chapters and recent graduates to attend more of our events.
3. Expanding promotional capabilities by implementing reels, audio ads and cross collaborations with local artists.

Our calendar of events for the 2023-2024 year can be seen in Exhibit 1. This calendar includes Ad 2 Houston and AAF Houston events so we make sure not to overlap.

### **Program 1: Member Mix**

**Event Details:** Member Mix was our inaugural event, designed as a membership drive and networking opportunity held on July 20th at 5:30 p.m. Attendees enjoyed discounted Ad 2 and AAF Houston memberships along with complimentary professional headshots.

**Target Audience:** This event was open to the Houston advertising community, encouraging both existing and potential members to join Ad 2 and AAF Houston. Board members were present to facilitate networking and recruitment.

**Method of Promotion:** To create buzz, we introduced a fun mascot for the event and utilized our social media platforms (Instagram, LinkedIn, Facebook) to share posts (Exhibit 02). Board members actively reposted content, and we introduced a "Know Before You Go" (KBYG) email to assist attendees in registration and event navigation (Exhibit 03). AAF Houston also supported promotion on their socials and through email campaigns.

**Average Attendance:** We saw a fantastic turnout with around 30 attendees, including both familiar faces and newcomers interested in the Advertising Federation (Exhibit 04). Four individuals joined Ad 2 Houston during the event, and post-event, we welcomed 12 new active members (Exhibit 05).

**Feedback Mechanism:** Attendees provided positive feedback during the event, with members of AAF Houston also endorsing the event's success. The new memberships acquired serve as a positive indicator of attendee satisfaction.

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**Results:** The Member Mix event was a strong start to our year, fostering new connections and welcoming 15 fresh faces into Ad 2 Houston. With a mix of existing and new members, the event provided an engaging platform for networking and recruitment.

### **Program 2: Beers with Peers**

**Event Details:** The Beers with Peers program, encompassing two distinct events, aimed to foster a sense of community and networking within the advertising sector. The first event took place on September 28th from 6:00 to 9:00 p.m., continuing the series of happy hour socials (Exhibit 06). It provided a relaxed environment for networking. The second installment, held on February 8th, served as a community gathering before the advertising awards, offering a platform for members, new attendees, and students to connect (Exhibit 27).

**Target Audience:** The target audience for both events included Houston's advertising professionals, active members, and students seeking industry connections. The first event encouraged students from local colleges to engage with established professionals, while the second aimed at current members, newcomers to the advertising industry, and students completing their spring semester. Efforts were made to reach a diverse group through outreach to local university clubs and social media promotion (Exhibit 28).

**Method of Promotion:** Promotion for these events spanned various platforms, including social media channels, podcast advertisements, and audio-centric ads for the first event (Exhibits 07, 08). The second event's promotion extended to university clubs, social media channels, and AAF Houston's luncheon announcements, employing engaging graphics and posts across platforms to generate interest.

**Average Attendance:** The first Beers with Peers event exceeded expectations with over 40 participants, while the second event maintained a strong turnout with 30 individuals, including a significant number of new students (Exhibit 27).

**Feedback Mechanism:** Feedback was actively collected during both events by the execution team. The first event utilized QR codes for easy event registration and feedback submission through a Google form (Exhibit 09). The second event continued this practice, providing an easy avenue for attendees to share their thoughts and contact information (Exhibit 29).

**Results:** The combined Beers with Peers program was successful in strengthening community ties and attracting a new pipeline of potential members. The first event resulted in one new board member and 10 additional contacts for the email list. The second event built upon this success, setting a strong foundation for future collaborations and networking opportunities within the Houston advertising community.

### **Program 3: Student Conference - What's Next Panel Discussion**

**Event Details:** As part of the AAF Houston student conference on November 4th, 2023, Ad 2 Houston organized a panel discussion focusing on various fields within the advertising industry. The panel aimed to answer students' questions about entering the industry post-college.

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**Target Audience:** This event catered to students attending the conference, along with young professionals interested in media planning, project management, social media, marketing, graphic design, and public relations. Our speaker selection aimed to create a diverse panel representing these fields. (Exhibit 10)

**Method of Promotion:** Promotion was closely tied to the student conference, with AAF and Ad 2 Houston utilizing social media channels to encourage student registrations. The event was integrated into the conference's promotional efforts. (Exhibit 11).

**Average Attendance:** The student conference drew 40 students, with an additional 15 attendees joining the panel discussion, demonstrating strong interest in industry insights. (Exhibit 12)

**Feedback Mechanism:** Post-event, we gauged audience reactions through simple hand-raising surveys. We also engaged attendees at our career fair booth, gathering contact information for future event notifications. (Exhibit 13)

**Results:** Our panel discussion at the student conference proved successful, fostering new relationships with student attendees. We expanded our email contacts by 29, enabling us to further promote upcoming events and opportunities within the advertising industry (exhibit 14).

### **Program 4: Pickle Pitch**

**Event Details:** Pickle Pitch was our unique Pickle Ball Fundraiser event, featuring a bracket-style tournament, a silent art auction with local artists' creating custom art paddles (Exhibit 15), and ample networking opportunities. Held on November 26th, the event aimed to blend fun and networking within Houston's advertising community (Exhibit 16).

**Target Audience:** We targeted Houston's advertising and marketing professionals, inviting them to network in a casual yet competitive setting. To broaden our impact, we collaborated with AAF-Houston to extend invitations to students and community members, offering sponsorships for student groups. We utilized previous events such as Beers with Peers with announcement materials (exhibit 17) and the student conference where we organized a raffle to the students attending themed around Pickle Pitch (exhibit 18). All efforts helped raise awareness and assisted people to register early.

**Method of Promotion:** Our production and execution team employed diverse promotion tactics, including social media reels (exhibit 19), radio ads on our podcast (exhibit 20), scheduled social media posts (exhibit 21), email pieces (exhibit 22) and animated content (Exhibit 23). Additionally, We created artist spotlights for our art sponsors who in return reshared the posts and extended event awareness across their network around the city (Exhibit 24).

**Average Attendance:** The event drew 35 attendees, including students introduced during the student conference. AAF board members also attended to show their support, and sponsored tickets allowed additional community members to participate.

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**Feedback Mechanism:** Board members present at the event engaged with attendees, gathering feedback on the event's promotions and execution. This direct interaction provided valuable insights for future events.

**Results:** Pickle Pitch proved to be a successful fundraising event, generating \$1200 in revenue as shown in (exhibit 25). Everyone who attended had a enjoyable time, and had many positive feedback to share post event (Exhibit 26). We welcomed a new board member and established a solid foundation for future fundraising endeavors. The event's promotion strategies displayed promise for future events, highlighting the use of varied promotional strategies.

**Conclusion:** Throughout 2023-2024, Ad 2 Houston crafted engaging programs to unite Houston's advertising community. From Member Mix to Pickle Pitch, each event aimed to foster connections and inspire growth.

Our commitment to inclusivity shone through in every program, welcoming new faces at Beers with Peers and guiding students in the What's Next Panel. We bridged the gap between professionals and emerging talent, creating a platform for ideas to flourish. Success was seen not just in numbers, but in the energy of our attendees. Familiar faces returned, eager to connect, while new voices enriched our community.

We are grateful for our members, sponsors, and partners. The ad 2 Houston board dedication has driven our success. Together, we've strengthened Houston's advertising landscape. Looking ahead, we're excited to build upon this foundation, exploring new collaborations and innovations.

**Exhibits:**

Exhibit 01: Calendar of Events

## **Ad 2 HOUSTON EVENT SCHEDULE**

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AD 2 HOUSTON BOARD RETREAT






- **July 20, 2023 : Member Mix**
- **August 2023 : -**
  - August 2023: AAF - Luncheon
- **September 2023 : (BWP) Sept 28, 6-9pm**
  - September 2023: AAF - Luncheon
- **October 2023 :**
  - October 2023: AAF - Night of Diversity
- **November, 2023 : - Pickleball (Pickle Pitch) November 26**
  - **November 3 & 4, 2023: Student Conference**
- **December 2023 :**
  - December 2023: In Cahoots Holiday Mixer
- **January 2024 : -**
  - January 2024 - Luncheon
- **Febuary 2024 : (BWP) February 8th**
  - February 15, 2024 : American Advertising Awards

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Exhibit 02: Social Media posts scheduled and posted on all Social Media Channels, including AAF-Houstons.

Tue  
**Jul 11**

10 AM

-  **Ad 2 Houston** 10:00AM  
Thank you Kolanowski Studio f...  
**Published**
-  **aaf.houston** 10:00AM  
Join AAF and Ad 2 Houston on J...  
**Published**
-  **Ad 2 Houston** 10:00AM  
Thank you Kolanowski Studio f...  
**Published**
-  **AAF-Houston** 10:00AM  
Join AAF and Ad 2 Houston on J...  
**Published**
-  **ad2houston** 10:00AM  
Thank you Kolanowski Studio f...  
**Published**

▲ Show less

## Exhibit 03: Member Mix Know Before You Go Email

Total
Desktop
Mobile

Last click recorded Tue, Jul 18, 2023, 11:59 AM

View this email in your browser

1 (31.3%)

1 (31.3%)

### Click Summary


<b>Click Rate</b> <small>1 recipients who clicked / 14 successful deliveries</small>	<b>7.1%</b>
<b>Clicks Per Unique Open</b> <small>1 recipients who clicked / 11 unique opens</small>	<b>9.1%</b>
<a href="#">View more</a>	

Links by: **Appearance order**

<a href="#">eventbrite.com/e/beers-with-peers-triviat... 33.3%</a>	33.3%
<a href="#">eventbrite.com/e/member-mix-happy-hour... 33.3%</a>	33.3%
<a href="#">facebook.com/Ad2Houston 33.3%</a>	33.3%
<a href="#">instagram.com/ad2houston/ 0.0%</a>	0.0%
<a href="#">linkedin.com/company/ad-2-houstontx 0.0%</a>	0.0%
<a href="#">ad2houston.com/ 0.0%</a>	0.0%


# ad 2 houston

Exhibit 04: Images of Attendance in Member Mix



**AAF-Houston**  
835 followers  
7mo • 🌐

AAF was in full force at last Thursday's member mixer. Special thanks to all those who showed up to support and get involved in this community. Big thanks to DMMD and Kolanowski Studios for sponsoring. Interested in ...see more



👍🌱 33 1 comment · 4 reposts






  Like  Comment  Repost  Send



Exhibit 05: Membership of Members who registered as members during the month of July

Date Signed Up	Membership Type	Work Email	First Name	Last Name	Company
07/31/2023	Ad 2	aforman@thegeneral.com	Aarian	Forman	The General
07/31/2023	Ad 2	adg547@gmail.com	Adam	Groce	Freelance
07/14/2023	Ad 2	heloualex1@gmail.com	Alexander	Helou	Zurvita
07/08/2023	ad 2	ekernell@gmail.com	Emily	Kernell	
08/02/2023	Ad 2	elong352@gmail.com	Erika	Cherelle Rodriguez	Medium Giant
07/31/2023	Ad 2	FranklinAlfaroJ@gmail.com	Franklin	Alfredo	Moroch Digital Solutions
09/22/2022	Ad 2	ashleydavis0395@gmail.com	Jacob	Dantone	iHeart Media
08/04/2023	Group / Ad 2	jamie@dmmdesign.com	Jamie	Koenig	DMMD
07/30/2023	Ad 2	kaitlynnarieltturner@gmail.com	Kaitlynn	Turner	Hewlett Packard
08/24/2023	Ad 2	abukishkw@gmail.com	Noor	Abukishk	Mountaintop Consulting
07/24/2023	Ad 2	tatianalzelaya@gmail.com	Tatiana	Zelaya	Decode
07/20/2023	Ad 2	Heiwayen2013@gmail.com	Yen	Le	SSHU

Exhibit 06: Beers with Peers Announcement post

**Beers with Peers**

**September 28th**

**6pm - 9pm**

**Moonshine deck  
1239 W 19th St  
Houston, TX 77008**

**Join us for a night of networking and fun!**

**ad 2 + aaf houston**

ad2houston  
Original audio

ad2houston Mark your calendars! Beers with Peers is just around the corner. Get ready for a night of networking and brews. 🍺

25w

Liked by heiwayen and 12 others  
September 8, 2023




Add a comment... Post




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Exhibit 07: Beers with Peers Promotional Materials posted across all Social Media Channels including AAF-Houston.

Fri  
**Sep 8**

9 AM




  aaf.houston 9:00AM  
Calling all professionals in the a...  


  AAF-Houston 9:00AM  
Calling all professionals in the a...  





  AAF-Houston 9:00AM  
Calling all professionals in the a...  


▼ Show 3 more

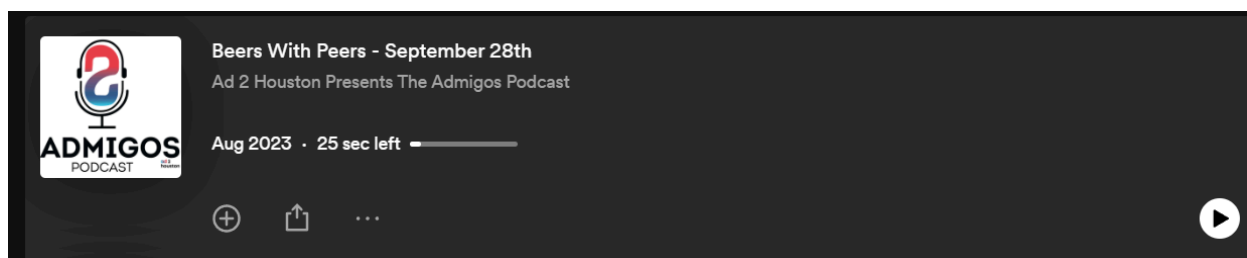
10 AM

  ad2houston 10:11AM  


1 PM

  ad2houston 1:21PM  



## Exhibit 08: Podcast Ad for Beers with Peers



## Exhibit 09: Beers With Peers Google Form Responses

Timestamp	Name	Email	Phone number	Industry/Workplace	Are you a current member?	Would you like us to reach out to you for future events?	Are you under 32
9/28/2023 15:59:43	Macon Leiper	macon@leiperphotography.com	713-598-7530	Media creation. Photo/video	Yes	Yes Please	No
9/28/2023 16:10:26	Greg Kolanowski	greg@kolanowskistudio.com	7137034032	Photography	No	Yes Please	No
9/28/2023 16:11:19	ROSE MULRONEY	rose@blackjadecreative.com	7734855815	Marketing	No	Yes Please	Yes
9/28/2023 16:12:16	John Deltatto	john@zakool.com	713 927-4784	Advertising	Yes	Yes Please	No
9/28/2023 16:20:06	Cameron Newhouse	newhousecameron.work@gmail.com		4 The One Studio	Yes	Yes Please	Yes
9/28/2023 16:20:36	Cooper Murphy	cmjyhawk@gmail.com	7134165739	5 + 8	Yes	Yes Please	Yes
9/28/2023 16:23:35	Guido falconi	gfalconi210@gmail.com	7038951332	Marketing	Yes	Yes Please	No
9/28/2023 16:31:48	Mike Demma	mad1445@gmail.com	3154047911	Adcetera	No	Yes Please	No
9/28/2023 16:34:32	Caitlyn Mcintyre	caitymcityre1@gmail.com	2104154624	Advertising	Yes	Yes Please	Yes
9/28/2023 16:54:20	Aarian J. Forman	alforman@thegeneral.com	2175973834	The General Insurance   Financial Services	Yes	Yes Please	Yes
9/28/2023 16:54:38	Karem Garcia-Loera	uberaktv@gmail.com	9153551789	Design	No	Yes Please	No
9/28/2023 16:55:25	Josiah George	josiahgeorge2@yahoo.com	19044140789	Basis	No	Yes Please	Yes
9/28/2023 16:56:21	Carol Bishara	ccbishara@yahoo.com	8326039492	Adv @ integer	No	Yes Please	Yes
9/28/2023 17:00:07	Jag Singh	jag0910@gmail.com	7327668869	A.R.M. Consulting	No	Yes Please	No
9/28/2023 17:01:49	Allyyah Espinoza	allyyah@gmail.com	8322316002	Harris health system	No	Yes Please	Yes
9/28/2023 17:02:07	Francel Regondola	francel.reg@gmail.com	8326434905	AAF-UH	No	Yes Please	Yes
9/28/2023 17:04:58	Jennifer Cuello	jennycuello@gmail.com	7133201707	Social media management / student	Yes	Yes Please	Yes
9/28/2023 17:25:13	Jennyfer Arqueta	jennyfer.arqueta@gmail.com	8328593152	Manager	No	Yes Please	No
9/28/2023 17:30:04	Marc Bacani	marc@mbacani.com	7138250512	Product Dev	No	Yes Please	No
9/28/2023 16:23:14	Maite Jimenez	jmate296@gmail.com	8323709493	Marketing	No	No Thanks	Yes
9/28/2023 16:54:35	Marcos Harris Jr.	marcos@xceleader.com	6157151387	Advertising/Xceleader	No	No Thanks	Yes
9/28/2023 16:39:41	Pablo	pablovasquez0890@gmail.com	7604584944	Lopez Negrete communications	Yes	No Thanks	Yes
9/28/2023 16:40:10	Marcelo	mmarisal1998@gmail.com	214-609-0646	Lopez Negrete communications	No	No Thanks	No


## Exhibit 10: What's Next Speaker Panel Line Up



**What's next?**  
Panel discussion.

ad 2 - aaf  
houston

**PANEL BIOS**





**ANESSA GUESS**

an currently employed with Karbach, an early-career Sr. Project Manager at Uniblock Health, an Innovative Healthcare Marketing and Technology Agency in Houston, TX. In her career, she has managed many projects across the healthcare, wellness, energy, and entertainment industries.

In 2017, Anessa received her B.S. in Integrated Marketing Communications from the University of Mississippi and will pursue a MBA degree in 2024. By the end of Q4 2023, Anessa will launch Project InfluenceHE, an online community on a mission to help female Millennial and Gen-Z women feel supported and motivated in their project management careers.

Anessa spends her free time serving the Houston community, playing golf and volleyball, and checking off her non-native Houston bucket list.







**ERIKA RODRIGUEZ**

Erika brings over 8 years of client success experience. Currently she serves as an Account Director at Dallas based agency Medium Giant. She has a heavy background in digital strategy & programmatic, working to build collaborative strategies with effective processes to meet and enhance the growth of her clients. She has worked with clients across several verticals to include retail, automotive, non-profit, health and real estate. Erika also has a heavy involvement and passion for DEI&S efforts that tie into her work as well as into the organizations she partners with.

In addition to helping strategize new ways to engage customers for her clients, Erika serves as the Vice Chair of Ad 2 National, the 3rd and under division of AAF. When not at her job or hanging out with her organization, you can find her spending time with her family at a sporting event.







**LINDA LE**

As a digital and brand strategist and freelance consultant, I combine my passion for creativity, entertainment, and activism to craft compelling insights and tell dynamic stories that inspire and create change. I have worked with diverse clients, such as McDonald's, Wells Fargo, AARP, State Farm, luxury apartments, and bars & restaurants to design and execute data-driven and culturally relevant social media campaigns that differentiate them in competitive markets.

I am a proud Vietnamese American female, first-gen college graduate, daughter of immigrants, and grand-daughter of refugees. I am honored to be part of the American Advertising Federation's Most Promising Multicultural Students class of 2023 and the AFA's Multicultural Advertising Intern Program Fellow class of 2022. I am always eager to learn new skills, explore new opportunities, and collaborate with other passionate and talented professionals in the industry.






**SARAH BONE**

Lover of fonts, lattes, orange cats & mountains. I recently graduated Summa Cum Laude from Stephen F. Austin State University with a Bachelor of Arts in graphic design and a minor in marketing. I am currently employed with Karbach Brewing Company as a Graphic Designer.

I am also working with clients of my own to complete freelance design contracts for projects such as logo design, web design, t-shirt design, graphic illustration and more.





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Exhibit 11: Social Media Content promoted on all channels including AAF-Houston

Thu  
Oct 26

9 AM

 AAF-Houston 9:00AM  
2 days left to register. Don't mis...  
Published

 aaf.houston 9:00AM  
2 days left to register. Don't mis...  
Published

 Ad 2 Houston 9:00AM  
2 days left to register. Don't mis...  
Published

▼ Show 3 more

11 AM


 AAF-Houston 11:52AM  
(Post with no description)  
Published via social

Exhibit 12: Picture of Audience who were present during our What's Next Panel Discussion during Student Conference



Exhibit 13: Career Fair Booth at Student Conference



Exhibit 14: Updated Contact list after Student Conference


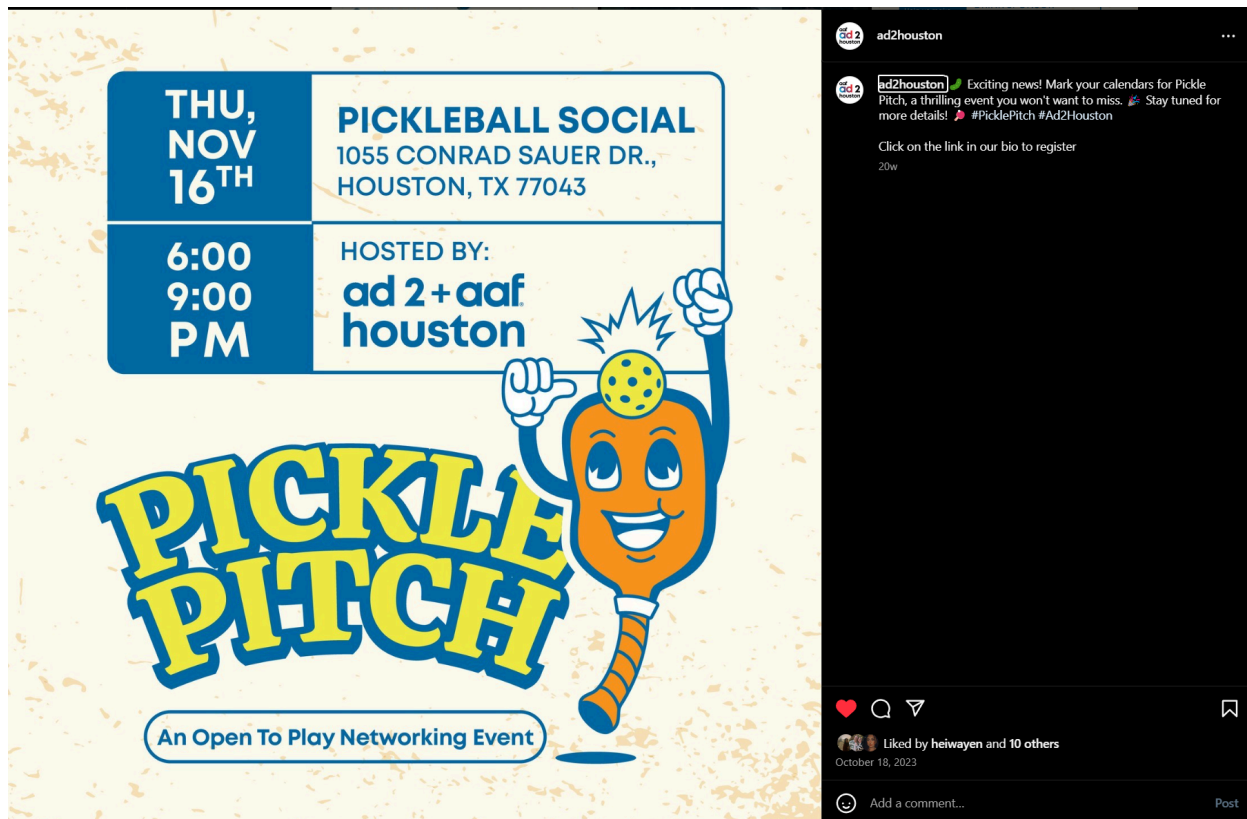
1		 <b>People</b>		Alex's Tip → A Person is someone you have already qualified to be a potential member. They may be a current members, potential members, or some other contact type. This is the list of people that also works for a Companies that we would want to do business with.				
2								
3		<b>Sources/Assigned</b>	<b>Name</b>	<b>Company</b>	<b>Work Email</b>	<b>Title</b>	<b>Contact Type</b>	<b>Work Phone</b>
6	Student Conference	Luke Pettingill			lukepetting2@gmail.com	Student		832-655-0243
7	Student Conference	Stephanie Ruvalcaba			Sruval7@outlook.com	Student		281-757-4061
8	Student Conference	Nuvi Xon			nuvx7327@gmail.com	Student		832-579-6282
9	Student Conference	Destiny Spearman			desspearman@my.lonestar.edu	Student		210-870-7888
10	Student Conference	Bryce Hopkins			Bryce_hopkin82@adl.com	Student		214-728-9154
11	Student Conference	Marcus Jackson Jr.			mjacksonjr@gmail.com	Student		346-351-7774
12	Student Conference	Emmanuel Ayokanmbi			saviorqb1@gmail.com	Student		228-233-5150
13	Student Conference	Robert Lin			liuchiac@gmail.com	Student		281-961-4927
14	Student Conference	Bailey orger			bjbarg1102@gmail.com	Student		832-744-9128
15	Student Conference	Mairim Alvarez Pavsa			mairimpavsa2022@gmail.com	Student		281-902-9402
16	Student Conference	Esmeralda Alvarez			esmeraldaalvarez2023@gmail.com	Student		832-244-2465
17	Student Conference	Oliver Santos			olivergarcia6068@gmail.com	Student		832-670-4867
18	Student Conference	Adrianna Zuniga			andreinacubillan10@gmail.com	Student		713-280-8997
19	Student Conference	Evangeline Vazuez			evagelinavcaquez@gmail.com	Student		832-260-9988
20	Student Conference	Carmen Cervantes			Cervantescarmen403@gmail.com	Student		714-445-8790
21	Student Conference	Eimy Longoria Alvarado			Studio.iv@outlook.com	Student		409-433-7625
22	Student Conference	Irvin Garcia			irvingarcia1995@gmail.com	Student		832-391-0651
23	Student Conference	Ben Amundson			benjamina.12345@gmail.com	Student		346-600-508
24	Student Conference	Victorian Chan			Victoria.chan432@gmail.com	Student		832-704-3681
25	Student Conference	Jordan Salinas			jordan.salinas@gmail.com	Student		281-467-0688
26	Student Conference	Bailey Kerns			baileykerns@gmail.com	Student		512-318-8425
27	Student Conference	Jordan Torres			jordant601911@gmail.com	Student		281-745-6558
28	Student Conference	Miranda Negrete			miracialamarn@tamu.edu	Student		956-270-0991
29	Student Conference	Katibeth Stanford			Katibethstanford@tamu.edu	Student		972-268-4535



Exhibit 15: Custom Art Paddles for Silent Art Auction

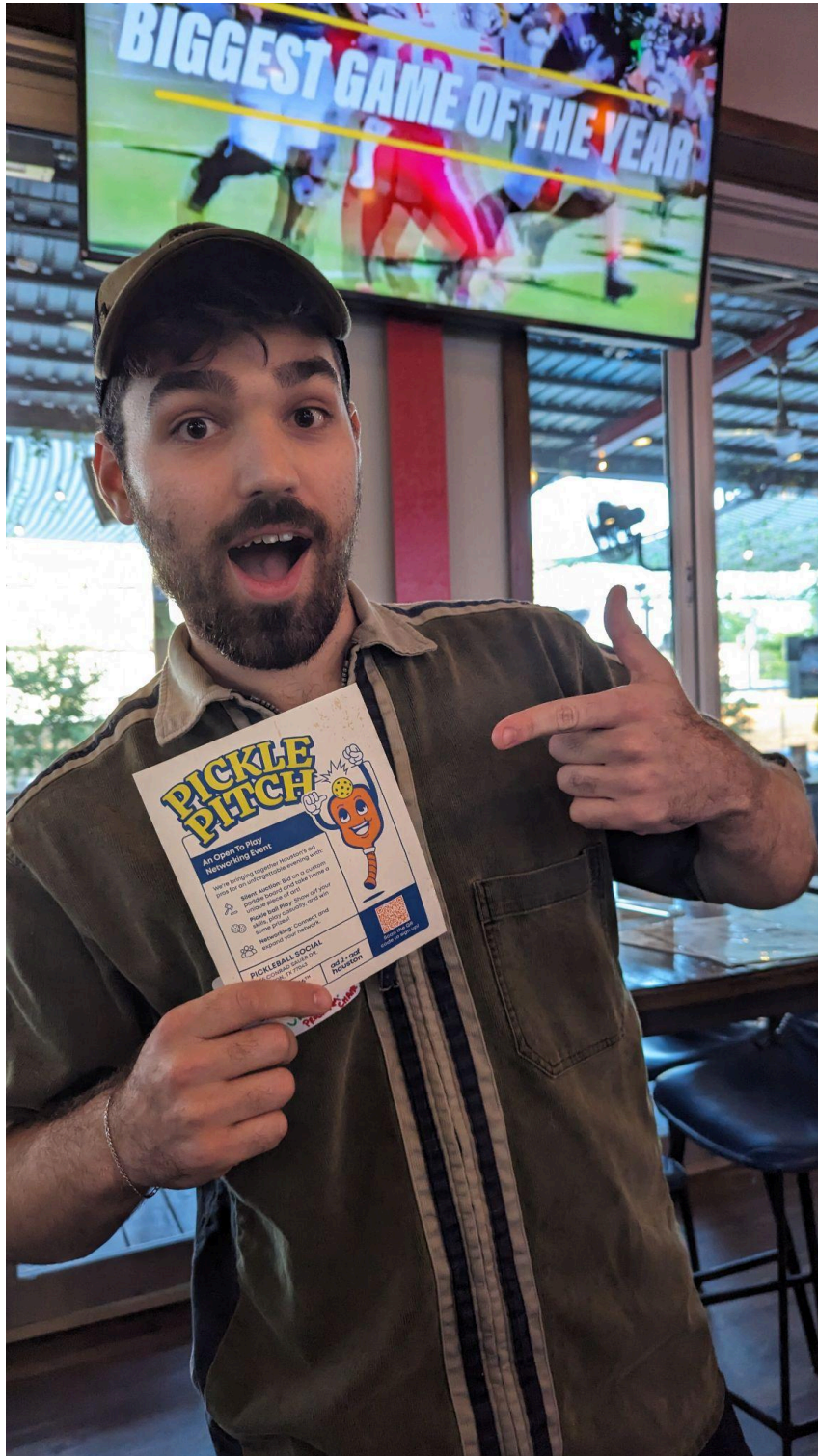


Exhibit 16: Social Media Announcement Post for Pickle Pitch



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Exhibit 17: Pickle Pitch Materials Present during Sept 28th Beers With Peers



# ad 2 houston

Exhibit 18: Student Conference Raffle Winner with custom Pickle Pitch Themed Merchandise



Exhibit 19: Pickle Pitch Social Media Reels

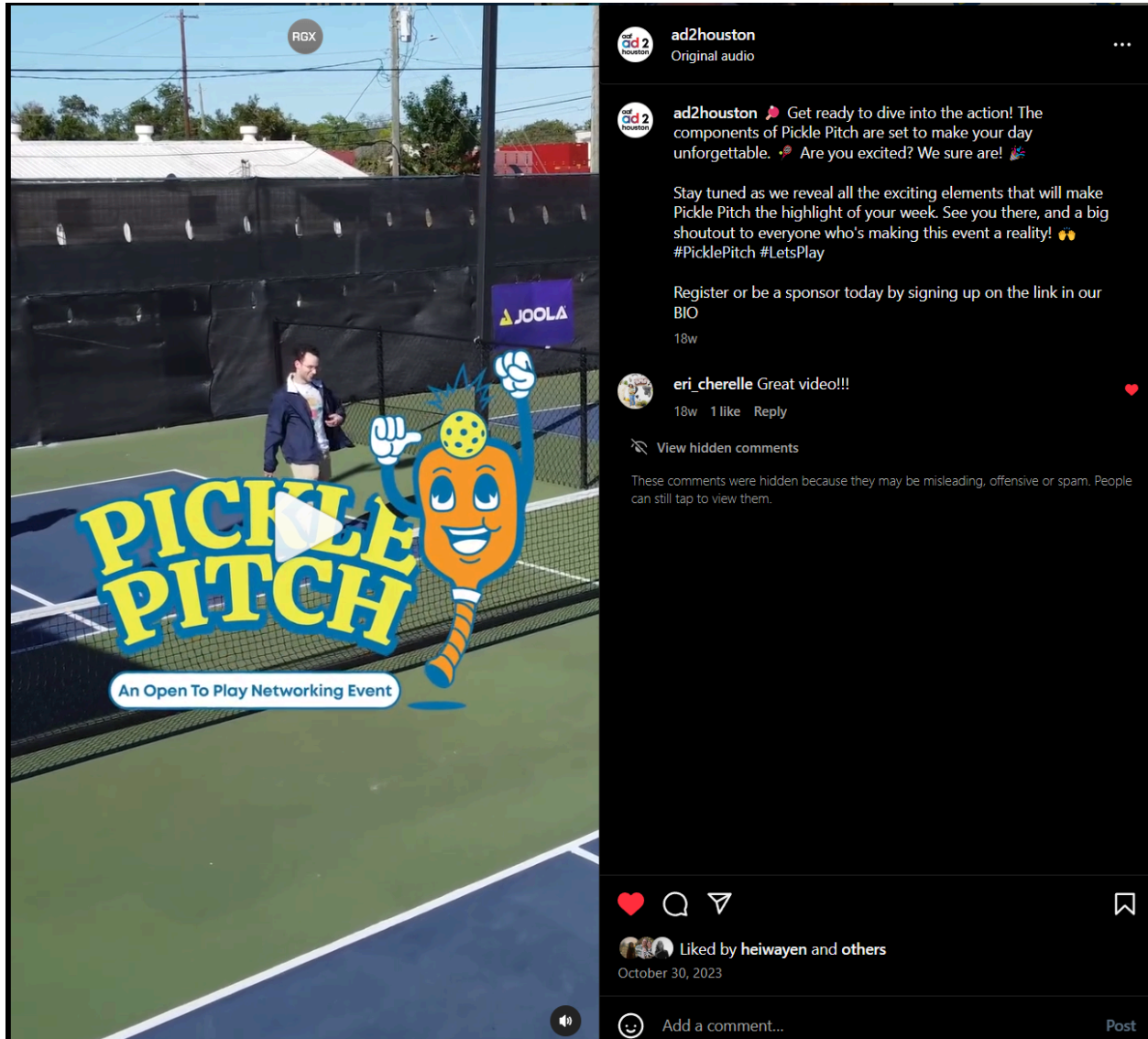
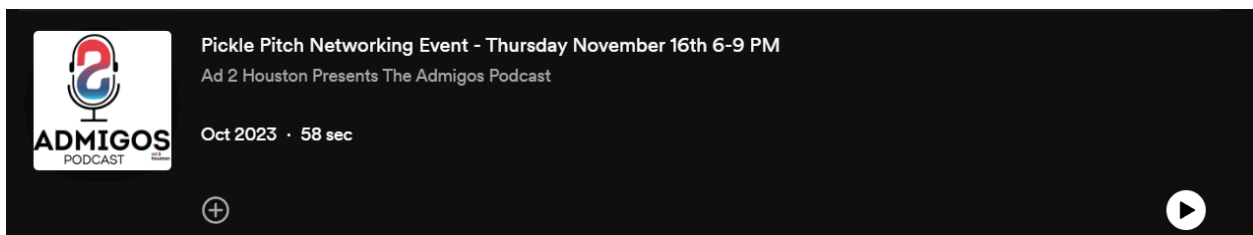


Exhibit 20: Pickle Pitch Podcast Advertisement -




# ad 2 houston


Exhibit 21: Scheduled social media content across all channels including AAF-Houston's

Fri  
**Oct 20**


10 AM



Instagram icon aaf.houston 10:00AM  
Hey everyone! We've got so...  
Published



Facebook icon AAF-Houston 10:00AM  
Hey everyone! We've got so...  
Published

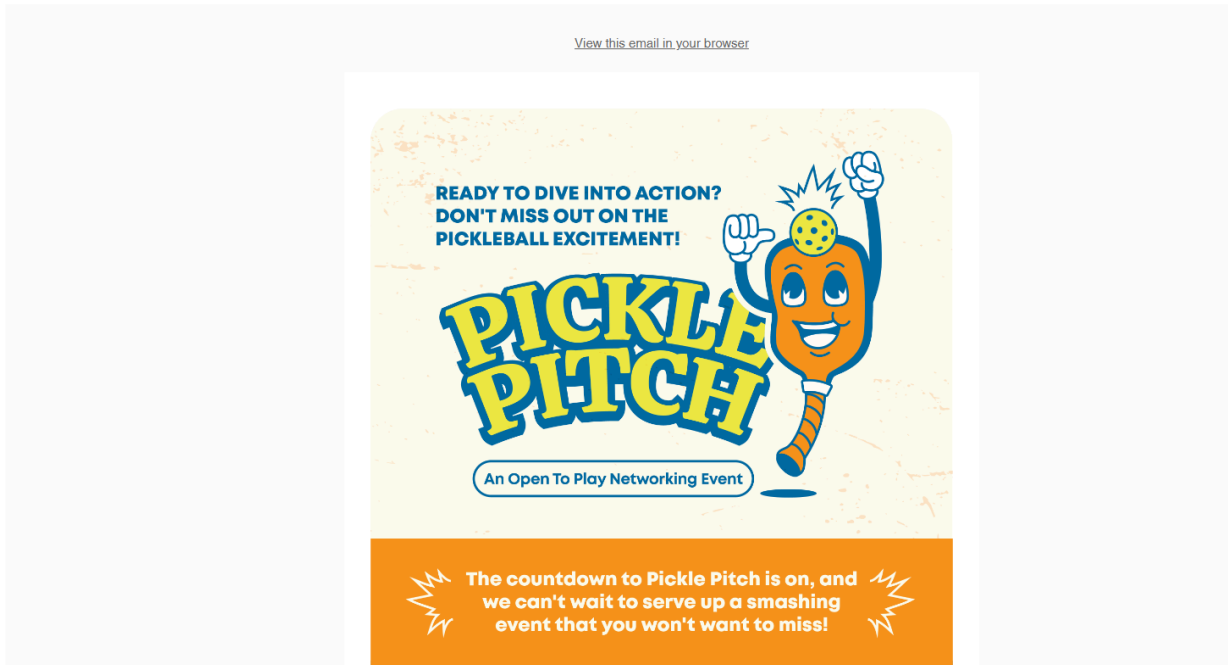


LinkedIn icon AAF-Houston 10:00AM  
Hey everyone! We've got so...  
Published

▼ Show 3 more

## Exhibit 22: Pickle Pitch Email Content

[Campaign Preview](#) [HTML Source](#) [Plain-Text Email](#) [Details](#)



<input type="checkbox"/>		<b>Pickle Pitch-Know Before You Go</b> Regular · general mailing Segment: Pickle Pitch Emails Sent <b>Wed, November 15th, 2023 12:00 PM</b> to 85 recipients by you. Edited Tue, November 14th, 2023 12:15 PM by you	<b>Sent</b> Classic Builder	<b>45</b> Opens	<b>5</b> Clicks	<a href="#">View Report</a>
<input type="checkbox"/>		<b>Pickle Pitch_Last Chance</b> Regular · general mailing Segment: Pickle Pitch Emails Sent <b>Mon, November 13th, 2023 12:00 PM</b> to 95 recipients by you. Edited Mon, November 13th, 2023 11:10 AM by you	<b>Sent</b> Classic Builder	<b>35.9%</b> Opens	<b>4.3%</b> Clicks	<a href="#">View Report</a>
<input type="checkbox"/>		<b>Pickle Pitch_General Email</b> Regular · general mailing Segment: Pickle Pitch Emails Sent <b>Tue, November 7th, 2023 8:00 AM</b> to 78 recipients by you. Edited Mon, November 6th, 2023 9:28 PM by you	<b>Sent</b> Classic Builder	<b>41.1%</b> Opens	<b>0.0%</b> Clicks	<a href="#">View Report</a>

Exhibit 23: Pickle Pitch Animated Content

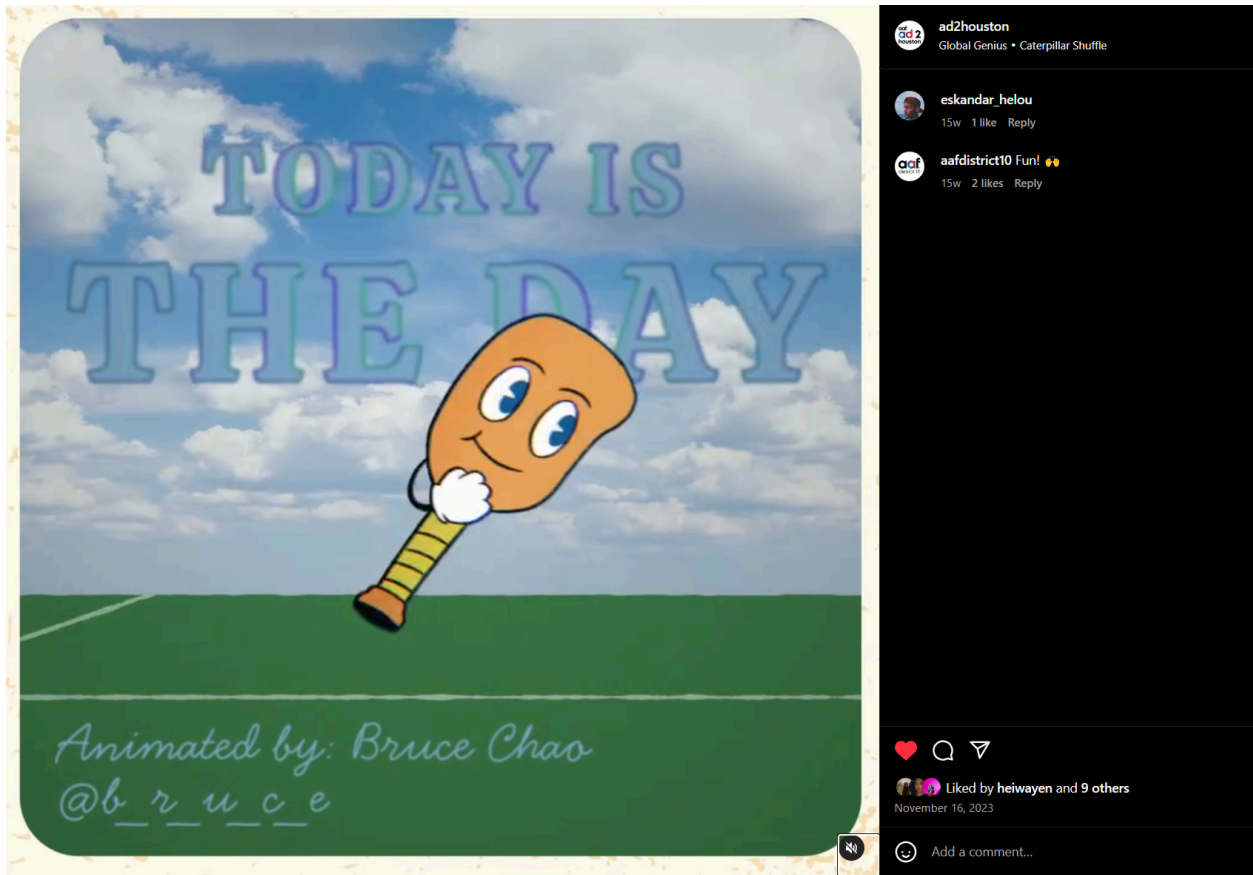




Exhibit 24: Pickle Pitch Artist Spotlights



Ad 2 Houston

266 followers

4mo • 🌐

🎨 A massive thank you to our incredible Art Partners! 🎨 ✨ They've crafted custom art paddles for Pickle Pitch's silent auction. Join the play, mingle, and seize the chance to take home a one-of-a-kind masterpiece. 🎨 ✨ Come join ...see more

SHOUTOUT TO OUR AMAZING

# ART PARTNERS



ART PARTNER

## ANA HUERTA



a Mexican American designer and artist based in Houston. She excel at doing illustrative design work. If you can think it, I bet you I can draw it. I've been practicing art my whole life; it's my passion! I like to find inspiration all over, from street art to art museums. In my free time I enjoy bouldering, kickboxing, and local live music.

[in @ana-huerta-designs](#)  
[@anahuerta.jpg](#)

ART PARTNER

## CHASITY PORTER



a Texas based, mixed media artist with a concentration in collage, assemblage, and mixed. She is the owner of Dormalou Project, an art studio, and former mobile art gallery. Her work is inspired by everyday life experiences, nostalgia, and the absurd, often using objects and animals as metaphors for life and people.

[dormalouproject.com](#)  
[@chasity\\_lady](#)

ART PARTNER

## JAY BERRONES



a 4th gen Chicano artist, left Houston to work in Wyoming after his art job and did have a unique, surreal, and often in Jackson Hole. In 2010, he went to Mexico City for a 2-month screen printing apprenticeship, turning into 3 years between Mexico and Wyoming. He currently works with photos or illustrations in ink on canvas, focusing on socio-psychic mirrors. Jay challenges social norms through screen printing, turning a regionalist medium into free-flowing universals.

[jayberronesart.com](#)  
[@jayberrones](#)

ART PARTNER

## ERIKA CUTRERA



a Houston-based graphic designer and the owner behind Girl Division. I love making posters and t-shirt designs for my favorite songs. I am heavily inspired by vintage signs and love using vibrant colors and bold typography. I combine vintage combinations to create eye-catching designs. If you are interested in working on a project together, contact me!

[girldivision.net](#)  
[@erikacutrera](#)  
[@girldivision](#)

Exhibit 25: Pickle Pitch generated Revenue

		Revenue				
Type	Description	Rate	Planned Revenue	Actual Revenue	Estimated Ticket Quantity	Actual Ticket Quantity
Ticket Sales	Student Tickets - Individual entry to Tournament	\$10.00	\$70.00	\$10.00	7	1
	Tickets - Individual entry to Tournament	\$15.00	\$30.00	\$480.00	2	32
	Member: Team of 2	\$30.00	\$60.00	\$60.00	2	2
Silent Auction				\$155.96		
<b>Total Ticket</b>			<b>\$160.00</b>	<b>\$705.96</b>	<b>11</b>	<b>35</b>
Sponsorships	In Kind Donation	\$0.00	\$0.00	\$350.00		
	Drink Sponsor	\$250.00	\$250.00		1	
	Grand Slam Sponsor	\$500.00	\$1,000.00		2	
	Ace Sponsor	\$250.00	\$250.00		1	
	Rally Sponsor	\$100.00	\$300.00	\$200.00	3	2
Media Sponsor			\$0.00			1
<b>Total Sponsorship Revenue</b>			<b>\$1,800.00</b>	<b>\$550.00</b>	<b>7</b>	<b>3</b>
<b>Total Event Revenue</b>			<b>\$1,960.00</b>	<b>\$1,255.96</b>		

Exhibit 26: Pickle Pitch attendees grouped together for a photo.



Exhibit 27: Beers With Peers February 8th Announcement Post



Exhibit 28: Board Members actively promoting events at collegiate chapters

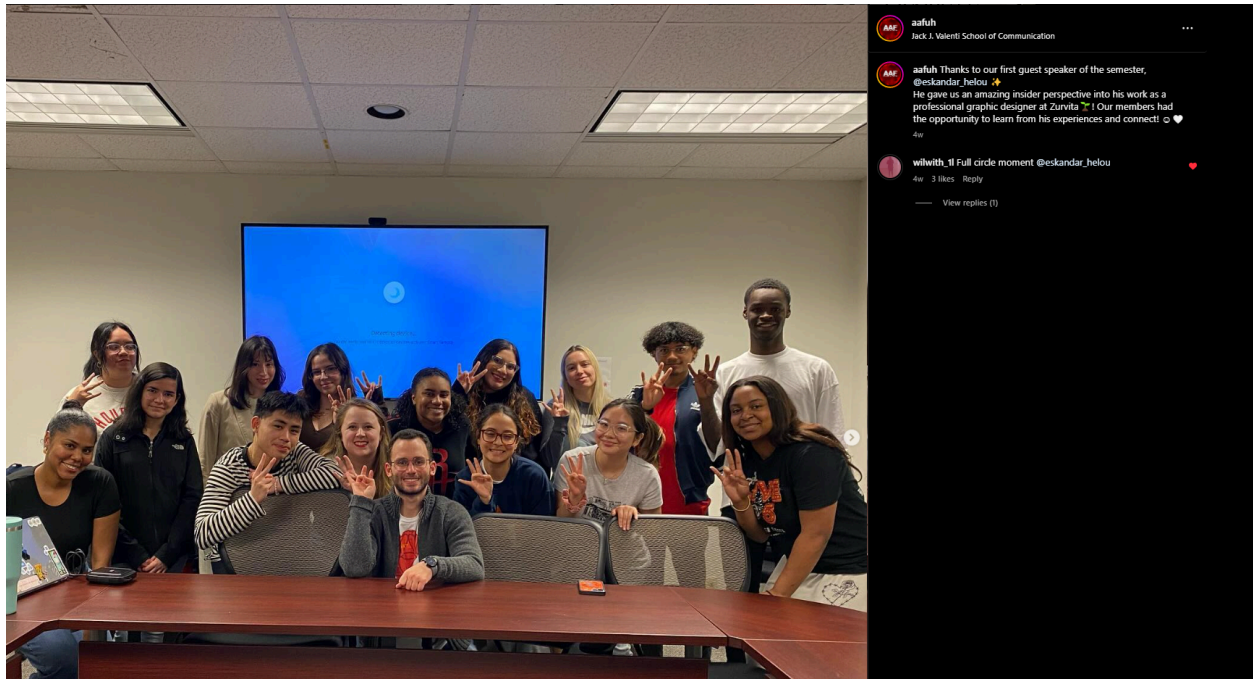


Exhibit 29: February 8th Beers with Peer Feedback results -

Timestamp	First Name	Last Name	Are you under 32 Years old?	Industry/Workplace	Would you like us to reach out to you for future events?	Email	Phone Number	Email Address	How did you hear ab
2/8/2024 14:20:12	Alexander	Helou	Yes	Zurvita	Yes		3466008653	heloualex1@gmail.com	
2/8/2024 16:00:00	Brooke	Choppin	Yes	Vantage marketing	No		8323383108	broolect1997@gmail.com	Instagram
2/8/2024 16:00:12	Mairim	Alvarez Pausa	Yes	AEC Marketing	Yes		8327449128	mairimpausa2002@gmail.com	Instagram
2/8/2024 16:07:41	Ana	Tinajero Ruiz	Yes		Yes		3463175728	anaktinajeroz@gmail.com	Instagram
2/8/2024 16:18:10	Kali	Gardner	Yes		Yes			kali.gardner00@gmail.com	Instagram
2/8/2024 16:18:39	Allie	Wilson	No	Technology	Yes		8325412598	allierswilton@gmail.com	Friend
2/8/2024 16:18:47	Raven	Maneggio	No	Financial services	Yes		8322836101	maneggio.raven@gmail.com	LinkedIn
2/8/2024 16:22:27	Hannah	Fei	Yes	Manufacturing	Yes		8328850068	hannahfeifei@gmail.com	Joni
2/8/2024 16:26:08	Cameron	Newhouse	Yes	Marketing	Yes		9364421849	newhousecameron.work	I'm on the board
2/8/2024 16:30:50	Noelle	Biddle	Yes		No		3616783703	biddlene@uhv.edu	Instagram
2/8/2024 16:32:09	Jess	Levenson	Yes		No			levenson.jess@gmail.com	
2/8/2024 16:32:15	Victoria	Mendez	Yes	AAF-UH	Yes		346-302-2150	victoriacmendezv@gmail.com	Instagram
2/8/2024 16:32:21	Torie	Mendez Reyna	Yes	Advertising	Yes		8328169824	DVictoriaRegina@gmail.com	AAF
2/8/2024 16:32:39	Gladis	Escalante	Yes		Yes		8327680640	gescalante23@gmail.com	Ad2amanillo
2/8/2024 16:33:37	Caleb	Hernandez	No	Fitness Professional	Yes		8324838144	sechs.calebhernandez@	Instagram
2/8/2024 16:34:57	Melanie	Nunez	Yes	AAFUH	Yes		8328148096	melanie.nunez114@gmail.com	Instagram
2/8/2024 16:40:44	Alliyah	Espinoza	Yes	UH student	Yes		18322316002	alliyah@gmail.com	Instagram
2/8/2024 16:44:04	Mariela	Aguirre	No	Film - post production	Yes		8323231141	mariela@terresresidential	Khary
2/8/2024 17:07:14	Richard	Le	Yes	Student	Yes		8323152775	richard.le.6464@gmail.com	Instagram
2/8/2024 17:12:39	Stevie	Jimenez Villa	No	AAF-UH	Yes		3469320778	steve.jimenez2020@gmail.com	AAF