

HOUSTON SUPER BOWL HOST COMMITTEE

STRATEGIC PARTNERSHIPS AND COMMUNITY ENGAGEMENT

HOUSTON SUPER BOWL HOST COMMITTEE (HSBHC) GOALS



Engage residents from the Greater Houston area and local organizations in HSBHC events

Leave a legacy in the city of Houston after Super Bowl 51

Develop strategic partnerships

WHAT WE DID

Ruiz Strategies was engaged to develop and execute a community outreach strategy to ensure hard-to-reach and underserved communities in the Greater Houston area felt they could participate in the SuperBowl activities. The HSBHC also wanted to leave a legacy after the big game. As part of that, Ruiz Strategies' team members developed a Houston mural concept that involved four sites for the HSBHC. Identifying and engaging local community and city organizations, stakeholders and leaders were important in order to make this a city-wide spruce up effort. Strategic partnerships with Houston City Council members, Houston Housing Authority, site partners like Skanska USA Commercial Development, and local businesses like The Breakfast Klub were achieved to help with the success of the initiative.

The pillars of the strategy included:

- Stakeholder and influencer engagement in the desired communities
- Community meetings, sponsorship opportunities and presentations
- A mural artist – Reginald Adams
- Student involvement in the painting of the murals
- Community partners
- PR strategy for the mural initiative
- Social media strategy

WHAT WE ACHIEVED

Hundreds of students participated in the mural initiative. Civic leaders and community organizations embraced the concept and became actively involved. Television and print coverage was extensive and very favorable.

globest.com
stylemagazine.com
chron.com

houstonchronicle.com
click2houston.com

