

[www.HoustonYoungProfessionals.com](http://www.HoustonYoungProfessionals.com)



100,000



**Email Subscribers**

100,000



**Website Impressions**

14,000



**Facebook Fans**

18,000



**Text Marketing**

Freddy Goerges, CEO & Founder  
[www.HoustonYoungProfessionals.com](http://www.HoustonYoungProfessionals.com)  
713-409-6127 | [fgoerges@gmail.com](mailto:fgoerges@gmail.com)

# HYP's Events Calender Website receives Over 100,000 Impressions/month

Events in Houston

Membership ▼

Houston Business Articles



DEC 9 December 5 @ 8:00 am -  
December 9 @ 5:00 pm CST  
**THE 23RD WORLD  
PETROLEUM  
CONGRESS**



DEC 9 4:00 pm - 6:00 pm  
**Future Founders Club  
Pizza Party**



DEC 9 6:00 pm - 7:30 pm  
**Buffalo Bayou Picnic  
by  
@debs\_picnic\_designs  
DM for details!**



DEC 10 5:15 am - 8:45 am  
**Camp Gladiator  
Hermann Park**



DEC 10 1:00 pm - 6:00 pm  
**Operation FINALLY  
HOME 5th Annual  
Sporting Clays Shoot**



DEC 11 9:00 am - 1:00 pm  
**The Shenandoah  
Farmers Market**



DEC 11 1:00 pm - 3:00 pm  
**Houston – Business  
Networking Local In  
Person – HTX – Central**



DEC 12 11:00 am - 3:00 pm  
**Second Sunday Market  
Days**



DEC 12 12:00 pm  
**Houston Texans vs.  
Seattle Seahawks**

# Speak, Host , Sponsor or Exhibit at an EXPO

Grand Opening  
Business Networking  
Expo over 15k RSVPs

**POST BUSINESS EXPO**

Business Expo  
11 am - 7 pm

SPEAKER PANEL  
12PM - 1:30PM

NETWORKING MIXER  
5PM - 7PM

Join us for the Grand Opening of POST Houston. Vendors receive access to our VIP Vendor Lounge with complimentary beverages and private networking.

To attend as an exhibitor or sponsor please text "POST" to 88202

RSVP on Eventbrite

In partnership with  
Austin Martin Houston Waste Management and Michael's Ultra Jim Beam Makers Mark Houston Rockets Houston Texans Houston Dynamo Houston Dash High Noon Sun Spas Swift Company

London Star Zee Win Sports Austin Economics Bull Bow Houston Community Association

**11/05/2021**

**Grand Opening for POST Houston Business Expo**

**Over 40,000 in Attendance**

## Oil Gas Energy Expo

**ESC** Energy Security Council

**PERMEX PETROLEUM CORPORATION**

**Valens** PRO CON

**HMC** HOUSTON MOTOR & CONTROL INC.

**MIDSTREAM CALENDAR**

**LAPCO** Manufacturing, Inc.

**IHTS**

**PSC** Process Safety and Reliability Group

**WARD** VESSEL & EXCHANGER

**OGGN**

**CASTLE SYSTEMS**

**Golden Field Services, Inc.**

**HTS AmeriTek** CELEBRATING OVER 30 YEARS

**SWAN ENERGY**

**BlackPearl TECHNOLOGY**

**Chevron**

**EISI** ENERGY SUPPORT INTERNATIONAL

**SPE International** Gulf Coast Section

**OGG EXPO**

**HYP** Business Networking Expo

**Port Corpus Christi**

**HTS**

**Valmar** Fueling Services

**Over 1,000 in attendance**

# City of Houston

OFFICE OF BUSINESS OPPORTUNITY

## Speaker:

Porscha Jackson,  
PhD  
Business  
Development  
Manager



Hilton Houston Plaza/Medical Center  
6633 Travis Street Houston, TX 77030



Special Agent  
John Shim  
"Public  
Corruption"



Just Got Fit CBD



Tailored  
REAL ESTATE GROUP



CLEARRENT™

SterlingCreditRepair.org



# Small Business Expo

May 25<sup>th</sup>, 2021, at The Houston Club

- 20 Exhibitors
- Over 500 in attendance and at capacity

September 28<sup>th</sup>, 2021, at The Hilton

- 30 Exhibitors
- Over 800 in attendance

May 24<sup>th</sup>, 2022, at The Hilton

- 60 Exhibitors
- Over 1500 in attendance and at capacity



\*Attendance is based on venue capacity



Murder mystery event at M5250 Luxury Highrise “When young professionals grow up, they role play: Getting a Clue was never so much fun” **200+ in attendance**



The Great Gatsby Event “Speakeasy Style at Eighteenth”  
**200+ in attendance**

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cm  
H O U  
J.CREW

Grand Opening for J.Crew “Hip young professionals and hot spring fashions collide at new J.Crew store: Cute Young Things prowl the racks” **200+ in Attendance**



cm  
H O U

SAINT  
GENEVIEVE  
— Divine Plates for the Devout Drinker —

Saint Genevieve at West Ave “Young Professionals groups collide in a wild, weekday party that kicks cancer butt” **300+ in Attendance**

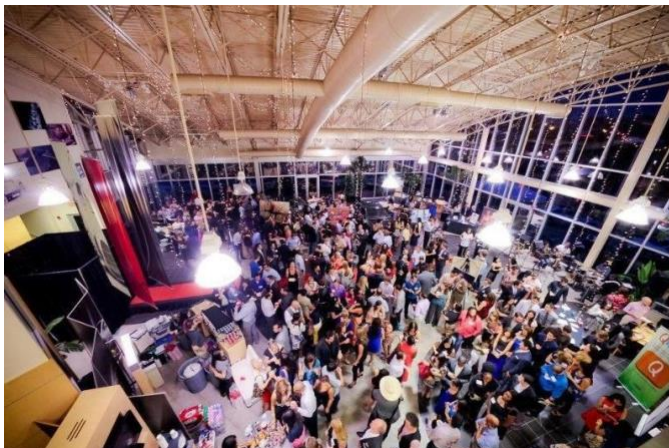
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2<sup>nd</sup> Annual Toys for  
Tots event at The  
Palm Restaurant,  
over 1,000 toys  
collected and  
**500+ in Attendance**



Prohibition  
Networking Event in  
The Galleria  
**300+ in Attendance**



A Preview to Fashion  
Houston at  
Momentum Audi  
**600+ in Attendance**

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in fluencer

# Over 6,860,000 People Reached Organically in Houston In 100 Days with Facebook Events

INSIGHTS SINCE 11/02/2017 **24 Hours** [See More](#)

860K Reached  40K Viewed  18K Responded 

[Edit](#) [...](#)

## Parade After Party @Batanga

corner of Travis and Congress



**NOV 3** **Astros Parade Day After Party at Batanga**  
Public · Hosted by Batanga Houston and 3 others · 1 co-host pending [?]

**in fluencer**



**HP HYP**  
CONNECTING HOUSTON  
Freddy Goerges,  
HYP Founder

INSIGHTS SINCE 11/08/2017 **in 23 Days** [See More](#)

2.6M Reached  135K Viewed  77K Responded 

[Edit](#) [...](#)



**DEC 1** Christmas Tree lighting Downtown Houston  
Public · Hosted by Houston Young Professionals + Houston Professionals

**in**fluencer



Freddy Goerges,  
HYP Founder

# Facebook Events Work!

INSIGHTS SINCE 10/27/2017 **in 42 Days** [See More](#)

2.3M Reached  138K Viewed  61K Responded 

[Edit](#) [...](#)



**DEC 9** Christmas in The Heights and a celebration of Lights at Night  
Public · Hosted by Houston Young Professionals + Houston Professionals and Berryhill In The Heights

**in**fluencer



Freddy Goerges,  
HYP Founder

INSIGHTS SINCE 08/08/2017

**In 106 Days**

See More

1.1M Reached



87K Viewed



49K Responded



Edit ...



NOV  
23

Thanksgiving Day Parade November 23rd  
Downtown

Public · Hosted by Houston Young Professionals + Houston Professionals

**in**fluencer



CONNECTING HOUSTON  
Freddy Goerges,  
HYP Founder

When you market your event with Houston Young Professionals Facebook Event page, you will reach HYP's 14,000 FB Fans and your event will also be listed on the HYP Website under our Event Tab!

The benefit to you is that HYP events have a higher potential to go viral and that can result into higher attendance that equals to higher revenue for you as an event organizer

# Meet the Mentors

Freddy Goerges, CEO & Founder  
Houston Young Professionals



Peter Remington – Publisher of Modern Luxury Magazine  
Brian Greene - CEO of Houston Food Bank  
Lily Jang - Morning News Anchor KHOU 11  
Pete Garcia - Executive Director U.S. Mexico Chamber of Commerce  
Michael S. Land President - Mid-Continent Occidental Oil and Gas Corporation  
Donna Alley Sr. Managing Partner & National Trainer J. Hilburn  
Joan Jefferson President & CEO of Dragonfly Strategy



Robert Del Grande Owner RDG + Bar Annie  
Jamey Rootes President of the Houston Texans  
Stephen Riddell CSO [Blinds.com](http://Blinds.com)  
Ben Young Pastor Second Baptist  
Angela Putnam President Prosperity Bank (West University)  
Marsha Murray President, Murray Resources  
Brian Birr Director of Marketing Live Nations



**Hyp**



Ryan Hildebrand - Executive Chef and Partner, Trinitri restaurant

Fritz Colinet- Executive Creative Director, Retna Media

Maria Todd - Radio Talk Show Host at Radio-One Houston at 92.1fm

Jose Gonzalez- President / CEO Phoenix Insurance

Sir McMillen - Owner of McMillen Communications, H Texas, Pilates Style & Chile Pepper magazines

Michael Briggs - President / CEO Briggs TRUE Hot Sauces & Seasonings



**Wendy Craven**  
Apache Corporation  
Manager of Corporate Outreach



**Johnny V**  
Mo's Restaurant  
Owner



**Mary Jo Rapini, LPC**  
Relationship Therapist  
and Media Personality



**Jerry Martin**  
KPRC Channel 2  
General Manager



**Jere Ame Johnson**  
VISTAGE  
CEO Forum Chair



**Jared Lang**  
Fashion Houston  
President & CEO



Wendy Craven Apache Corporation, Manager of Corporate Outreach

Johnny V. Owner of Mo's a Place for Steaks

Mary Jo Rapini, LPC Relationship Therapist and Media Personality

Jerry Martin KPRC Ch 2 General Manager

Jere Ame Johnson VISTAGE CEO Forum Chair

Jared Lang Founder & President Fashion Houston



Geoffrey Greenwade –President & CEO of Green Bank

Tod Eason – Managing Partner of Culturemap

Patricia Herrera – Executive Director-Southern US & Colorado, Mexico Tourism Board

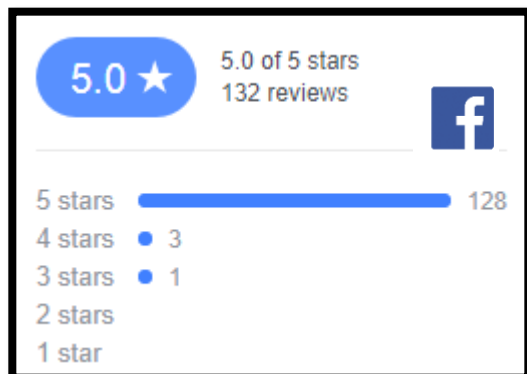
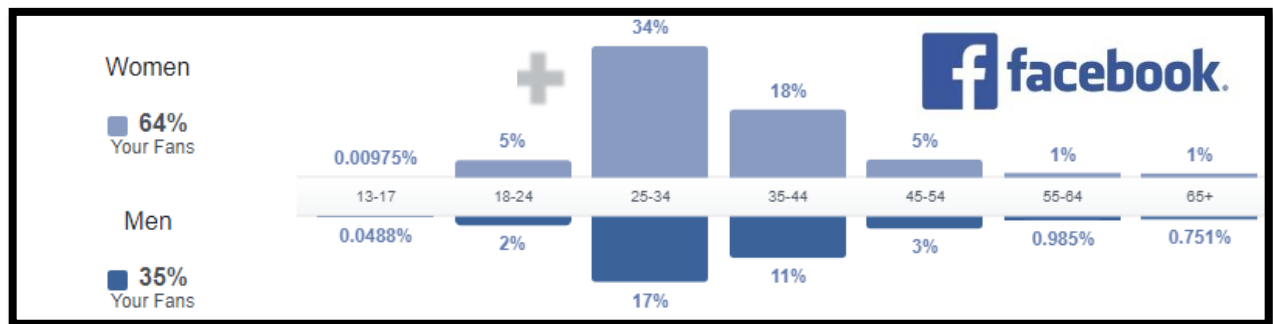
Sam Malone – President of Phonoscope Media

Bob Arriaga – Life Coach

Kent Schaffer – Criminal Defense Attorney, Partner at Bires Schaffer & DeBorde

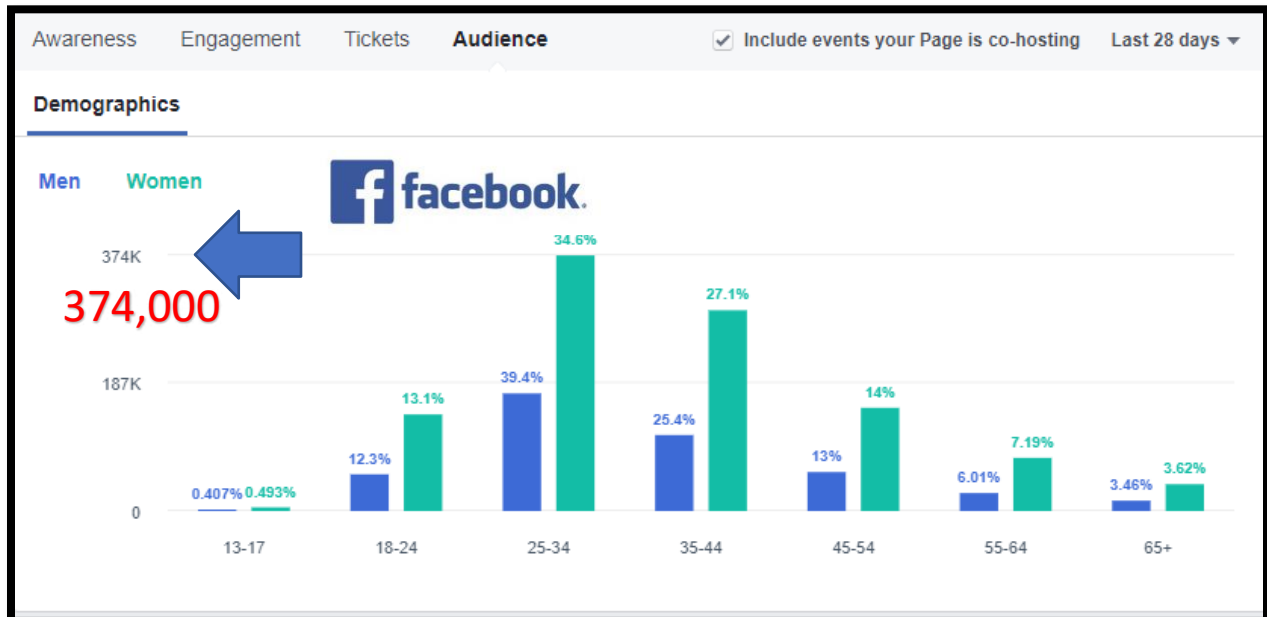
# HYP by the numbers

## 14,000 FB Fans


















City	facebook.	Your Fans
Houston, TX		8,084
Katy, TX		169
Austin, TX		165
Spring, TX		141
Sugar Land, TX		136
The Woodlands, TX		133
Cypress, TX		117

# Houston Young Professionals Facebook marketing reaches thousands of Houstonians!



# Houston Young Professionals Facebook Events are viewed by thousands of consumers in Houston

	July 21st Live Music and Cocktails at Four Seasons Hotel pool side	47.6K 	1.4K 
	White Linen Night in the Heights Pub Crawl at White Oak Drive	319.9K 	10.2K 
	The Market at Sawyer Yards	75.2K 	2.5K 
	Miller Outdoor Theater ExxonMobil Summer Symphony Nights: July 4th	177.8K 	5.1K 
	After Dark with the Arts	48.8K 	1.6K 
	Food Truck Festival in The Heights	210.5K 	6.6K 

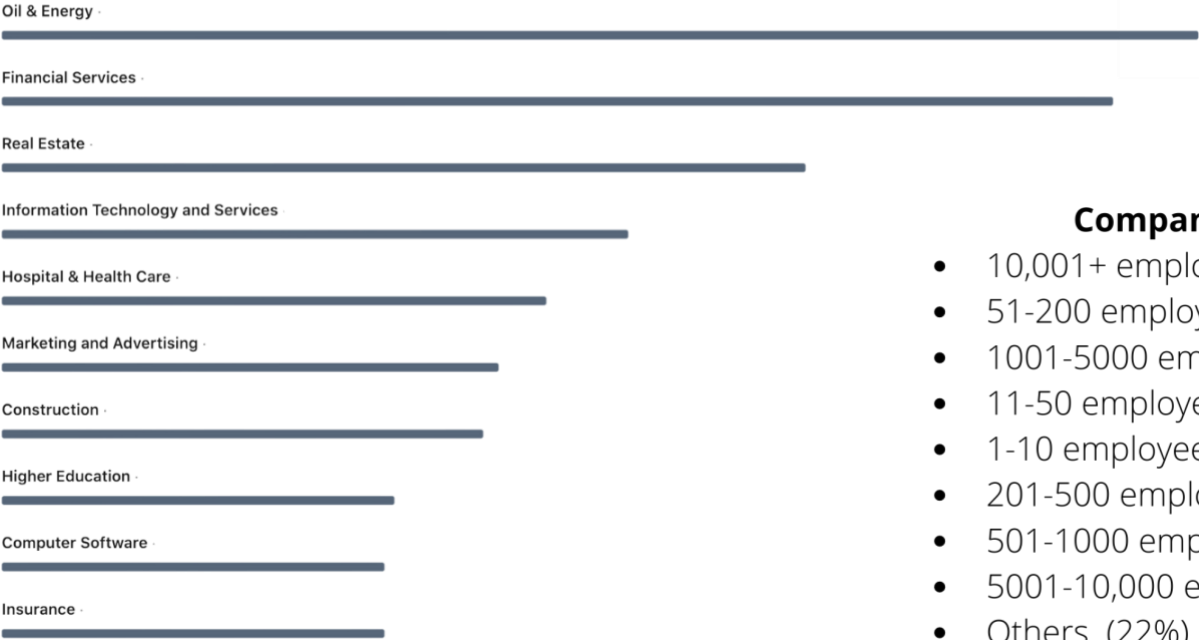


## 1<sup>st</sup> Page of Google for the Following Key Words:

- Houston Young Professionals OR Young Professionals in Houston
- Professionals in Houston OR Houston Professionals
- Events in Houston OR Networking Events in Houston OR Houston networking events
- Groups in Houston OR Houston groups OR Houston networking groups
- Houston business groups OR list of Houston businesses OR Houston professional organizations OR Organizations to join in Houston OR Houston meetups
- Houston Entrepreneur OR Houston Business
- Houston Small Business Expo OR Small Business Expo Houston
- List of Houston Business OR Business in Houston OR List of Organizations in Houston

Analytics ▾

Industry ▾



Seniority ▾

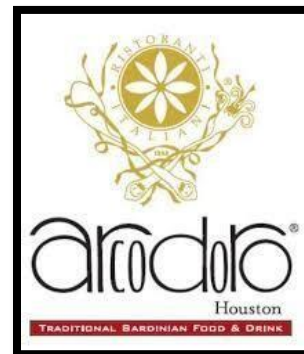


Job function ▾



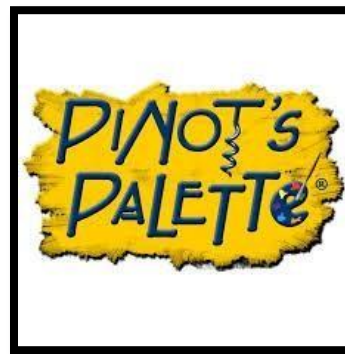
Company Size

- 10,001+ employees (18%)
- 51-200 employees (11%)
- 1001-5000 employees (11%)
- 11-50 employees (11%)
- 1-10 employees (10%)
- 201-500 employees (7%)
- 501-1000 employees (5%)
- 5001-10,000 employees (5%)
- Others (22%)









...Just to name a few!

# Custom plans that meets your Advertising & Marketing needs!

## **Standalone Email**

- Email sent to 100,000 Email Subscribers

## **HYP Text Marketing**

- Over 18,000 local Houstonians in or near the 610 loop

## **Facebook Marketing**

- Social Media post by HYP FB Administrator or Editor
- Become an Editor on the HYP fan page and advertise 24/7 with (1) post per day

## **HYP Events**

- Host an event at your venue
- Sponsor an event
- Exhibit at an event
- Speak at an event
- Distribute samples or marketing collateral at an event

## **Event support for existing or future events:** This can be per event or a yearly pkg

- Marketing support for your events
- List your event on the HYP FB fan page and Website
- Our event support reaches over **1,000 – 1Million +** people on FB organically
- Your event can be listed as a recommended event on our home page
- You can be featured on the HYP website Home Page or Other page on the website

## **Submit a write up | advertorial | article about your Company | Video Interview**

- 500 words or less with an attached image