

# Media Kit

## Holland Heineken House



### 1. About us

**Name:** Holland Heineken House

**What is it:** an initiative of the Dutch Heritage and Culture Foundation together with its loyal partners Heineken and Texas T Tavern.

**Purpose:** To establish a place for the Dutch and other soccer fans to call “Home” during the upcoming soccer tournament. A five-week long experience where we will celebrate soccer, culture & community. For all people who have “soccer fever”. We will celebrate this “the Dutch way” and welcome people of all ages, backgrounds and cultures to celebrate with us. Especially during the more Dutch events, we will have activities for kids, so the whole family is welcome.

The Dutch Heritage and Culture Foundation promotes, educates and preserves Dutch culture and heritage by organizing events and facilitating activities with similar purposes, connecting Dutch people and friends of the Dutch or people who somehow feel related to the Netherlands.

We organize cultural events like Sinterklaas, King’s Day, Dutch Happy Hours, and ad-hoc events like during sports events. Events are typically accompanied by Dutch food, music, and traditions.

This summer we love to take the opportunity to show, share and celebrate our soccer culture and cheer as the Orange Legion is known for.

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### 2. Reach / Community

- Texas, and Houston in particular, is an important partner to the Netherlands. Therefore the Dutch community in Houston is pretty large, consisting of permanent residents and expats, young and older. Around 500 more closely connected subscribers.
- Very well connected to multiple other Dutch groups and networks in the Houston area, Texas, and the USA at large.
- 1500 + followers on social media
- On average 250+ visitors at the events

**Target group:**

Everyone is welcome. However, typically Dutch people, people of Dutch heritage or closely related to the Dutch language or the country of the Netherlands are attracted most. Of course partners don’t have to speak Dutch to join as well. We all speak English at least.

We aim to include and cater towards people of all ages, including children.

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### 3. Activities / Events

All the soccer games will be displayed at the Holland Heineken House.

We have special events:

- **June 11:** Networking & Opening Ceremony
- **June 14, 20, 25:** Oranje Watch Parties
- **June 19:** Dutch Happy Hour XXL

We'll definitely keep an eye on countries we are somehow related with, like USA, Curacao, Belgium. Feel free to reach out regarding organizing watch parties for other countries.

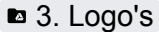

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### 4. Partnerships

To keep the activities affordable for participants, families and guests, we rely on financial partners and on many volunteers as well. We can be reached easily for more information regarding this. We typically have a dedicated form for this. Payments can also be made directly through the link on our website. Per event packages will be proposed, however in general, partners will be promoted throughout all communications and are able to promote themselves during the events as well.

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### 5. Media & pictures

- Event pictures <https://photos.app.goo.gl/Y4mDRUJ7qsM4j4UPA>
  - Logo Holland Heineken House 
  - Logo DHFH download 
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### 6. Contact

If you have any questions please contact:

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