

# Preservation Greensboro's

## 2017 Tour of Historic Homes & Gardens in Fisher Park

### Sponsorship Opportunities

Preservation Greensboro's Tour of Historic Homes & Gardens will celebrate the architecture and history of Fisher Park. By serving as a tour sponsor, your business is helping to celebrate and preserve the irreplaceable history of Greensboro's historic neighborhoods, buildings, and community treasures. Participation levels include Patron's PLUS with access to private parties in this amazing Fisher Park homes, and an in-depth **lecture** on the architecture and development of Fisher Park. The **Fisher Park Tour of Historic Homes & Gardens** is scheduled for Saturday and Sunday, May 20 and 21. It is a signature event of Preservation Greensboro and the only historic home tour in the city of Greensboro.

See below for all of our tour sponsorships levels. To purchase a sponsorship, please contact Operations Director by email [jkastner@preservationgreensboro.org](mailto:jkastner@preservationgreensboro.org) or by phone 336.272.5003.

#### Deadlines

Sponsor logos and Ad Artwork due by April 15th

Payments due by May 1st

Ads may be emailed directly to Benjamin Briggs, Preservation Greensboro Executive Director, at [bbriggs@preservationgreensboro.org](mailto:bbriggs@preservationgreensboro.org). All ads should be high resolution 300 dpi jpg or pdf.

#### Sponsorship Levels

##### **TITLE Sponsorship (1 Available) \$10,000**

- Preservation Greensboro's Tour of Historic Homes & Gardens **Presented By Your Company**
- **Category Exclusivity** (no other advertisers allowed within your business category).
- **"Presented by" logo placement** in all advertising:
  - Print Collateral (tickets, posters, postcards)
  - *LandmarksOnline* newsletter and Email blasts with link-through (2000+ recipients)
  - Website content with link-through
  - Radio, Print, TV Advertising
  - "Presented by" name placement in all PR: Web, Print, TV, Radio
- **Full page, full color ad on back cover** of tour program (8.5" w x 11"h).
- **4 Patron's Package Tickets** (three parties, \$150 per ticket value!)
- **16 Complimentary Tickets** to the Tour

##### **GEORGIAN Level Sponsorship (2 Available) \$5,000**

- **Full page, full color ad on inside cover** (front or back) of tour program (8.5"w x 11"h).
- **Category Exclusivity** (only two advertisers allowed within your business category).
- **Prominent logo placement** in the following:
  - Print Collateral (tickets, posters, postcards)
  - *LandmarksOnline* newsletter and Email blasts with link-through (2000+ recipients)
  - Website content with link-through
- **4 Patron's Package Tickets** (three parties, \$150 per ticket value!)

- 10 Complimentary Tickets to the Tour

#### **CLASSICAL Level Sponsorship \$2,500**

- Full page, full color ad in tour program (8.5" w x 11" h).
- Logo placement in the following:
  - Print Collateral (tickets, posters, postcards)
  - *LandmarksOnline* newsletter and Email blasts with link-through (2000+ recipients)
  - Website content with link-through
- 4 Patron's Package Tickets (three parties, \$150 per ticket value!)
- 8 Complimentary Tickets to the Tour

#### **ITALIANATE Level Sponsorship \$1,000**

- Half Page Color Ad (8" w x 5.1875" h)
- Logo placement on website, newsletter, and email blasts with link-through to your website
- 2 Patron's Package Tickets (three parties, \$150 per ticket value!)
- 2 Complimentary Tickets to the Tour

#### **COTTAGE Level Sponsorship \$600**

- One Quarter Page Color Ad (3.9375" w x 5.1875" h)
- Text link on website, newsletter, and email blasts
- 2 Patron's Package Tickets (three parties, \$150 per ticket value!)
- 2 Complimentary Tickets to the Tour

#### **EAT FISHER PARK! Sponsorship \$150** One Business Card Color Ad (3.5" w x 2.0" h)

#### **About Our Residents and Tour Guests**

Our residents and guests represent several desirable demographic groups for area service providers and merchants. They own homes, are interested in renovation projects, are socially aware, are educated, and have buying power. Tour attendees trend to females, between the ages of 30 and 60. Geographic range is broadly spread across central North Carolina, with a focus on Guilford County, and especially Greensboro.

#### **We see the following in our body of tour attendees:**

- **Young Professionals:** Younger, affluent, and community-minded individuals living in the large cities of central North Carolina. These individuals may be first time homeowners, or in the market for "close-in" neighborhoods to purchase, or looking for renovation inspiration for their home.
- **Established Neighbors:** Residents from around Central North Carolina whose interests include history, culture, and heritage tourism. These individuals typically have a disposable income and may be attending the tour to gather design ideas for their home or looking for real estate investment potentials.
- **Baby Boomers:** Like the other two groups, these attendees have a love for the unique architecture found in historic neighborhoods and their stories. These individuals also have a strong buying power, and may be potentially looking for design and decoration ideas. Additionally, Baby Boomer and are trending toward relocating to traditional neighborhoods with high walkability and convenience as they enter their later years.

Please contact us if you have any questions or are interested in volunteering!