



## TOUR SPONSORSHIP INFORMATION 2023

As the longest running home Tour in Atlanta, the Druid Hills Home & Garden Tour has showcased many stunning homes over the years. Brought to you by the Druid Hills Civic Association, and organized by a small army of dedicated volunteers, it is the one Atlanta home tour you don't want to miss!

### HELP US CELEBRATE OUR 54th TOUR THROUGH SPONSORSHIP

**2024's Historic Druid Hills Home & Garden Tour will be held April 26 - 28th.** Planning is in full swing and we are excited to provide you with the opportunity to sponsor this premier event! We will be opening the doors to some beautiful homes and the gates to some breathtaking gardens in the neighborhood.

Sponsorship of the Tour not only supports Druid Hills by helping to fund the DHCA's work in the neighborhood, but also offers many advertising opportunities for your company. The Tour is DHCA's largest fundraiser of the year. The money we raise helps us maintain and improve our local parks & greenspaces, provide grants to neighborhood schools and other local non-profits, host or sponsor community events, provide great communication with our neighbors, and much more.

**Depending on sponsorship level, your company logo will be included in some or all:**

- Tour advertising in local publications,
- Tour website and Druid Hills Civic Association websites
- Our ticket sales platform and in printed Tour ticket booklets
- Posters and/or other signage

**Your business will be featured multiple ways on the Tour's social media platforms,** such as Instagram and Facebook. We will partner with you to repost relevant content that you provide, potentially expanding your social media following.

Silver sponsors and above will have their logos featured in Decatur Living, Druid Hills News, and in a special pull-out section of Atlanta Intown\* exclusively dedicated to our Tour and other Druid Hills partner events happening that week. ***\*Sponsors will also have to opportunity to advertise in the Atlanta Intown special section at a preferred rate.*** Tour content will also appear digitally in the companion daily newsletter, Rough Draft Atlanta and their website. *Please note: Due to publication deadlines, qualifying sponsors who commit prior to February 15th will be included in ALL Tour advertising.*

**Sponsors will have the opportunity to connect with diverse and enthusiastic tour-goers before, during, and after the Tour.**

# TOUR SPONSORSHIP BENEFITS

SPONSOR BENEFITS	Presenting \$10,000 +	Platinum \$5,000	Gold \$3,000	Silver \$2,000	Benefactor \$1,000
Tour Tickets (\$35 value)	24	12	6	4	2
Druid Hills Gala Tickets (\$125 value)	8	6	4	2	1
Logo and mentions on Tour social media (Facebook, Instagram)	✿	✿	✿	✿	✿
Opportunity to advertise in exclusive Druid Hills insert of Atlanta Intown	✿	✿	✿	✿	✿
Logo featured on Tour and DHCA websites	✿	✿	✿	✿	name listing only
Logo featured on Tour ticket booklets	✿ prominently featured	✿	✿	✿	name listing only
Logo in Tour ads in all advertising	✿ prominently featured	✿	✿	✿	
Preferred site sponsorship	✿ prominently featured	✿	✿	✿	
Logo featured on ticket sales website	✿ prominently featured	✿	✿	name listing only	
Logo on Tour banners displayed at 2 major intersections in Druid Hills	✿				
Fullpage Ad in the Druid Hills News thanking our Presenting Sponsor	✿				

## BECOME A SPONSOR TODAY!



### REGISTER YOUR SPONSORSHIP & PAY VIA OUR WEBSITE

We are excited to offer sponsors a new way to register, pay, and upload logos/usage details for their sponsorship via [druidhillstour.org](http://druidhillstour.org)!

Take a pic of this QR code to link directly to the registration form.

### HAVE QUESTIONS? NEED HELP?

Please reach out to Kit Eisterhold, Tour Chair at 404-210-9155 or at [tour@druidhills.org](mailto:tour@druidhills.org)