



## 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!

The Tour made a triumphant return in 2022 under the aegis of the Olmsted 200 Celebration, and what a wonderful return we had! With the most idyllic weather imaginable, a record breaking turnout, and with over a dozen of the most incredible homes & gardens we've ever featured - all situated on streets from Frederick Law Olmsted's original plan for Druid Hills - we couldn't have asked for better!

### HELP US CELEBRATE OUR 53rd TOUR THROUGH SPONSORSHIP

**2023's Historic Druid Hills Home & Garden Tour will be held April 28 - 30th.** 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. Thanks to Fernbank Museum of Natural History, tour-goers will have free access to Fernbank Forest, one of the nation's largest urban old growth forests. They'll also have the opportunity to enjoy special programming and guided tours along Peavine Creek Trail and in Deepdene Park.

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.

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

# TOUR SPONSORSHIP BENEFITS



## SPONSOR LOGO PLACEMENT & ADVERTISING OPPORTUNITIES IN LOCAL PUBLICATIONS

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 27th** will be included in ALL Tour advertising.*

SPONSOR BENEFITS	Presenting \$10,000 +	Platinum \$5,000	Gold \$3,000	Silver \$2,000
Tour Tickets (\$35 value)	24	12	6	4
Druid Hills Gala Tickets (\$125 value)	8	6	4	2
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	♣	♣	♣	♣
Logo featured on Tour ticket booklets	♣ prominently featured	♣	♣	♣
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)



## JOIN US FOR THE HISTORIC DRUID HILLS SPRING CELEBRATION!

Olmsted 200 gave the community of Druid Hills the opportunity to come together in a week of celebration. In addition to our outstanding tour, the neighborhood toasted Olmsted's 200th birthday with a beautiful gala at Callanwolde, Emory Village Alliance invited everyone to a free outdoor concert on the lawn in the Village, and so much more. **In this wonderful spirit of community, Druid Hills neighborhood groups are joining together to present another week of great events!**

THURSDAY, APRIL 20 | OLMSTED LINEAR PARK ALLIANCE AND OLMSTED PLEIN AIR INVITATIONAL PRESENT  
"PROSECCO IN THE PARK" | DELLWOOD PARK

SATURDAY, APRIL 22 | COCA-COLA "CLEAN UP THE CREEK CONCERT" ON THE LAWN BY EMORY VILLAGE ALLIANCE

SUNDAY, APRIL 23 | OLMSTED PLEIN AIR INVITATIONAL PAINTQUICK™ | DELLWOOD PARK

WEDNESDAY, APRIL 26 | DRUID HILLS GALA | CALLANWOLDE

FRIDAY, APRIL 28 - SUNDAY, APRIL 30 | DRUID HILLS HOME & GARDEN TOUR

Learn more at [druidhillstour.org](http://druidhillstour.org)!