



BOSTON-EDISON
HOLIDAY HOME TOUR

43RD ANNUAL | DECEMBER 10, 2017



Sponsorship and Advertising Opportunities



43rd Annual Holiday Home Tour & VIP Twilight Tour

Sponsorship Descriptions

The Historic Boston-Edison Association proudly presents the 43rd Annual Holiday Home Tour. Having just celebrated our 90th year as an association, this is our largest fundraiser with proceeds going to support beautification efforts and other projects within the historic neighborhood boundaries. The Holiday Home Tour is scheduled for Sunday, December 10, 2017 from 9:40 a.m. to 4:00 p.m. Tickets are \$40 each – 700 available – and sold out in only a few days last year. Our VIP Twilight Tour is Saturday, December 9, 2017 from 4:00 p.m. to 10:00 p.m. Tickets are \$75 each – 150 available – and this event also sold out.

Sunday's Tour features five historically significant homes. Visitors will have a chance to view the fine exterior and interior residential architecture of the early 1900s. Tours begin at Sacred Heart Major Seminary with buses leaving every 20 minutes from 9:40 a.m. until 4:00 p.m. Tours last two hours. Following the tour, complimentary refreshments are served at the Seminary during the Cookie Reception. The Saturday, VIP Twilight Tour, features the five homes on Sunday's tour, dinner, a thank you gift, and a special sixth home that will host our exclusive "Sips & Sweets" Reception".

Tour guests receive a commemorative program with histories and photographs of the homes. Our programs will be used at both events and we will have 1200 copies available. Attendees from across metro-Detroit who purchased tickets for these events will reference this program often.

For more information, email us at HHT@historicbostonedison.org or call Charlie Howard-Putnam at 248.990.1313.

SUBMISSION DEADLINE

Sponsorship agreement and payment are due by November 13, 2017.

Available Sponsorships

House Sponsor

\$1500 - 5 Available

- (2) tickets for Holiday Home Tour
- Signage in front of home on both event days
- Full-page ad in commemorative program
- Available display area in Cookie Reception room
- Recognition on house description and sponsorship pages in program
- Recognition on home tour webpage and social media channels

VIP Twilight Tour - Dinner Sponsor

\$1500 - 1 Available

- (4) tickets to VIP Twilight Tour
- Recognition during dinner welcome speech
- Signage at dinner welcome area and on tables
- Full-page ad in commemorative program
- Available display area during dinner
- Recognition on VIP description and sponsorship pages in program
- Recognition on home tour webpage and social media channels

Additional Available Sponsorships on Next Page

Available Sponsorships Cont.

VIP Twilight Tour - Sips Sponsor

\$750 - 1 Available

- (2) tickets to VIP Twilight Tour
- Signage at bar serving area
- Half-page ad in commemorative program
- Recognition on VIP description and sponsorship pages in program
- Recognition on home tour webpage and social media channels
- Optional – sponsor may provide branded cocktail napkins – *design must be approved by HBEA*

VIP Twilight Tour - Sweets Sponsor

\$750 - 1 Available

- (2) tickets to VIP Twilight Tour
- Signage at dessert serving area
- Half-page ad in commemorative program
- Recognition on VIP description and sponsorship pages in program
- Recognition on home tour webpage and social media channels
- Optional – sponsor may provide branded desserts – *designs must be approved by HBEA*

VIP Twilight Tour - Thank You Gift Sponsor

Gift Value - \$1500 - 1 Available

In-hand Date - December 6, 2017

- (2) tickets to VIP Twilight Tour
- Half-page ad in commemorative program
- Recognition on VIP description and sponsorship pages in program
- Recognition on home tour webpage and social media channels
- Sponsor to provide ready-to-hand-out gift for 150 guests branded with sponsor's name and "Historic Boston-Edison Association 43rd Annual Holiday Home Tour 2017". HBEA must have final signoff on gift and artwork.

Small Business Bus Sponsor

\$150 - 20 Available

Intended for local restaurants, bars, or retail establishments

- Signage at Holiday Home Tour check-in table and space for brochures
- Verbal recognition by bus tour guides
- Recognition on sponsorship page in program

Additional Information

All logos and/or ads must be received by November 22, 2017 for inclusion in the program book. This is a hard deadline. Standard text will be used if artwork is not received by deadline.

Program book is 6.5" x 8" and is printed in full color. Half-page ads included in sponsorship may be upgraded to a full-page for an additional \$50.

Please be sure to complete and submit the attached Sponsorship Agreement Form by November 13, 2017.

Thank you for your consideration!



43rd Annual Holiday Home Tour & VIP Twilight Tour Ad & Sponsorship Agreement Form

SUBMISSION DEADLINE
Signed agreement and payment are due by November 13, 2017.

Ad Specifications and Cost

Please select one:

- Full Page (6.5" W x 8" H) \$300
- Half Page (6.5" W x 4" H) \$200

Available Sponsorships

Please select desired sponsorship(s):

- House Sponsorship \$1500
- VIP Twilight Tour Dinner \$1500
- VIP Twilight Tour Sips \$750
- VIP Twilight Tour Sweets \$750
- VIP Twilight Tour Thank You Gift \$1500
- Bus Sponsorship \$150
- Upgrade to full-page ad \$50

*Please be sure to check with HBEA for current sponsorship availability before submitting form

Important Notes

- All ads are printed in full color.
- Logos are preferred as vector files.
- Please provide a PDF or JPEG file format of ads
- Advertisement placement will be at the discretion of the program designer.
- Payment must be received by the submission deadline.
- There is a \$35 fee for returned checks.
- All logos and/or ads must be received by **November 22, 2017** for inclusion in the program book. This is a hard deadline. Standard text will be used if artwork is not received by deadline.

Learn more about us at
www.historicbostonedison.org

Payment Due Calculation

Cost of Ad	\$ _____
Cost of Sponsorship(s)	\$ _____
Additional Donation	\$ _____
Total Due	\$ _____

Business / Contact Information

Business Name _____

Address _____

City _____ State _____ Zip Code _____

Contact Person _____

Phone Number _____

Email _____

Signature _____ Date _____ / ____ / ____

Submission Guidelines

Option 1:
Complete agreement and pay online:
www.historicbostonedison.org

Option 2:
Email artwork to: HHT@historicbostonedison.org
and mail signed agreement and check payable to:
Historic Boston-Edison Assoc.

Mail to: Boston-Edison Home Tour
PO Box 02100, Detroit, MI 48202