Cultural Tourism DC, Inc. (CTDC) is a learning organization. It develops and delivers authentic memorable experiences that give residents and visitors opportunities to learn about the District of Columbia. For over 20 years, we’ve helped more than a million people feel the rich history of DC’s neighborhoods, the warm welcome of numerous embassies and the creativity of our city’s local talent. Our programs enlighten, engage and empower DC residents and visitors to explore, understand and appreciate DC.

Whether walking along a Neighborhood Heritage Trail, enjoying a guided tour through WalkingTown DC, visiting an embassy during Passport DC or dancing to the music at PorchFest, everyone learns something new!

**Corporate Giving and Sponsorship**
Cultural Tourism DC is committed to developing strategic partnerships with companies that share our vision to create a better Washington, DC, by helping residents and visitors learn about, engage with and appreciate programs and opportunities that build community and economic vitality.

**Why Partner with Cultural Tourism DC?**
A partnership with Cultural Tourism DC offers your company the chance to:

- Promote your commitment to America’s historic capital city and maximize your visibility and influence in local, federal and global Washington.

- Align your interests with meaningful programs that affect local residents and visitors to Washington for brand enhancement, local economic contributions and outreach to a more diverse and multicultural audience.

- Give you and your employees an opportunity to experience and participate in a variety of CTDC programs and events throughout the year.

- Access our dynamic social media channels* -- Facebook (22,496), Instagram (4,000), Twitter (20,610), Culture Communiqué newsletter (21,000) and monthly webpage views (26,000).

*As of February 7, 2020
Passport DC  
May 1-31, 2020

Cultural Tourism DC produces Passport DC and Around the World Embassy Tour each spring. The 2020 edition marks 13 years of celebrating Washington’s thriving international community. Passport DC is May 1-31 and runs concurrent with “International Cultural Awareness Month” in the District of Columbia.

Passport DC attracts over 250,000 people to the city for a wide array of cultural activities presented at embassy open houses, street festivals, and performing arts organizations throughout the city. More than 70 embassies and over 30 of DC’s very best cultural institutions participate – and there are Signature Events:

- European Union Culture Month  
  May 1-31
- Flower Mart at Washington National Cathedral  
  Friday and Saturday, May 1 and 2
- Around the World Embassy Tour  
  Saturday, May 2
- European Union Embassy Open House  
  Saturday, May 9

What people say about the Passport DC embassy open houses:

- It was a real pleasure to see people enjoying their own homeland’s culture, while sharing it with us with pride.
- Being immersed in the culture of one’s childhood is enjoyable, and seeing so many different people enthusiastically feeling this joy was inspiring and fun!
- I loved how...Peru, Trinidad & Tobago, and the Philippines highlighted local businesses. I also loved the combination of U.S., expat, diaspora, and country-specific artisans, performers, foods, etc. It was very intentional and welcoming.
- Loved how thorough, generous, and completely engaging the experience was in Oman. That team really maximized their space and created meaningful interactions at the various activity stations.

- Exposure to culture, food, and people from all over the world...[G]etting to access embassies is such a unique DC experience!
- Thank you for doing this event! Please don’t ever stop!
- One of my favorite events of the year! Thank you!
- I am so glad there is this opportunity for so many people and kids to see other cultures – it’s so family-friendly.
Passport DC 2019 Metrics

2019 Participants
- 184,750 embassy visits at Around the World Embassy Tour
- 100,631 embassy visits at European Union Embassies Open House
- 19,875 visits to The Flower Mart at Washington National Cathedral
- 85.0% are residents of the DC metropolitan area
- 36.6% self-identified as people of color
- 37.4% are ages 18-34
- 77.6% are female

Passport DC 2019 Media Reach
- More than 460,580,470 impressions

#PassportDC
- 1,039,152 accounts

Passport DC webpages
- 118,156 page views
- 81,629 unique visits
- 0:01:51 average visit time

Passport DC Mobile Website
- 195,362 page views
- 21,732 unique visits
- 0:03:34 average visit time
- 5.5 average number of pages visited

Selected Media Coverage
- The Washington Post
- Washingtonian Magazine
- WJLA TV7
- WUSA9
- NBC4
- The Washington Diplomat
- WTOP 103.5
- WPGC 95.5
- Brightest Young Things

Since moving to DC a year ago, Cultural Tourism DC has been an exceptionally valuable resource. From weekly emails about DC happenings to annual events... Cultural Tourism DC has helped me go from being a passive DC transplant to a truly active DC citizen. Thank you!

Embassy Participants in Around the World Embassy Tour 2019

Afghanistan    Bolivia
 African Union  Botswana
 Albania        Cameroon
 Argentina      Chile        Gabon
 Australia      China        Ghana        Korea
 Azerbaijan     Costa Rica   Guatemala  Japan
 Bahrain        Cote d'Ivoire  Guinea        Korea
 Bangladesh     Dominican Republic  Guyana  Japan
 Barbados       Ethiopia      Haiti        Kosovo
 Belize         Ghana        Guyana        Kyrgyzstan
 Brazil

Watch Voice of America: Food & Culture, a short video about Around the World Embassy Tour 2019. (https://www.youtube.com/watch?v=9iCsGxKD038&list=PLyrKt1DPb591ZdktIG6F8F_qDtJ1uFn-u&index=4)
Passport DC Sponsorship Benefits

Cultural Tourism DC’s programs give our partners access to diverse and engaged audiences. Each sponsorship opportunity comes with its own unique benefits, and we can customize them to highlight the special features and capabilities of each partner company. We welcome occasions to be creative and flexible, and can design your Passport DC/Around the World Embassy Tour benefits package with you, including:

- Tickets to private receptions and events with ambassadors and elected officials.
- Activation space at each of the Around the World Embassy Tour Welcome Stations. Corporate-branded name tags and/or t-shirts for our event volunteers.
- Engagement and partnership opportunities with local District government officials and key neighborhood influencers.
- Employee volunteer engagement at neighborhood or embassy programs.
- Recognition and access to dynamic social media channels including logo branding in press releases to local and national media outlets.
- Advertising in selected program guides.
- Corporate logo on all promotional materials for CTDC events.
- Corporate logo on CTDC website.
- Opportunity for sponsored post in weekly Culture Communiqué newsletter (2,100 subscribers)

Please review the sponsor benefits below and contact us today!
Call 202-355-4280, email CCrowell@CulturalTourismDC.org, or visit www.CulturalTourismDC.org.

<table>
<thead>
<tr>
<th>SPONSOR BENEFITS</th>
<th>Globetrotter</th>
<th>Sojourner</th>
<th>Explorer</th>
<th>Voyager</th>
<th>Wayfarer</th>
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</thead>
<tbody>
<tr>
<td>Industry exclusivity at selected Passport DC (PDC) events</td>
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<td>X</td>
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<td>Logo displayed at selected PDC events</td>
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<td>Logo displayed on the Cultural Tourism DC (CTDC) website page</td>
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<td>Logo displayed on the PDC mobile website, with hyperlink</td>
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<tr>
<td>Logo displayed on all Passport DC sponsorship signage</td>
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<td>Recognition in all PDC media releases (local and national)</td>
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<td>Opportunity for media interviews with sponsor representative</td>
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<td>Social media* recognition throughout May 2020</td>
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<td>Dedicated sponsor email to Cultural Tourism DC’s list (30,000+)</td>
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<td>Logo in PDC printed program</td>
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<td>Sponsor exhibits and marketing materials at PDC Welcome Hubs</td>
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<td>Sponsor volunteers at AWET</td>
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<td>Sponsor volunteer training at employee site</td>
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<td>Sponsor branded nametags for volunteers at selected PDC events</td>
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<td>VIP tickets to a PDC Opening Reception</td>
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<td>Verbal recognition from the podium at PDC Opening Reception</td>
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<td>Display of stand-alone banners at the PDC Opening Reception</td>
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<td>Logo in the PDC Opening Reception printed program</td>
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<td>Line listing in the PDC Opening Reception printed program</td>
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<td>Include a pre-approved gift for VIPs at PDC Opening Reception</td>
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