**WHO WE ARE**

Cultural Tourism DC (CTDC) collaborates, develops, and delivers authentic, memorable experiences for people to learn about Washington, DC, beyond its monuments. Residents and visitors can see its neighborhoods by walking along 17 Neighborhood Heritage Trails and participating in WalkingTown DC, a 9-day festival of intriguing guided tours of DC sites; gain insight into our international diplomatic community via Passport DC and the Around the World Embassy Tour; and enjoy arts and culture during PorchFest DC, a showcase for local performing artists in neighborhood settings. Affiliate member organizations provide engaging cultural experiences using the extraordinary talents of local and visiting artists from across the globe, many of whom are the guests of their embassies, another unique DC resource.

**WHAT WE DO**

- Promote and raise visibility of art, culture, heritage and tourism in DC.
- Advocate on behalf of the arts, culture and humanities communities in DC.
- Serve as a resource for learning and discovering more about DC’s rich history and culture.
- Directly market events and activities to consumers, providing niche marketing and promotional opportunities.
- Help build audiences.
- Encourage people to explore Washington, DC, help boost the community’s economic prosperity, and become civically engaged.

**KEY SUPPORT PARTNERS**
CULTURAL TOURISM DC, INC.
700 12th Street, NW • Suite 700 • Washington, DC • 20005
Info@CulturalTourismDC.org • www.CulturalTourismDC.org • 202-355-4280
Cultural Tourism DC, Inc. is a nonprofit 501(c)(3) organization.

**AFFILIATE ADVANTAGES**

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**Culture Communiqué E-newsletter** (distributed to 20,000+ email addresses each week).
- User friendly and flexible design.
- Abundant Opportunities. No guarantees but your event can be . . .
  - Featured with a large photo positioned at the top of the Communiqué.
  - Featured Affiliate Spotlight in a prime position.
  - Highlighted in a curated list of the coming week’s very special events.
  - Showcased as a “Don’t Miss Cultural Choice”.
  - BOLO’d (Be On the Look Out) advance promotion.

**CulturalTourismDC.org Website** (Views from ± 30,000 visitors each month)
- Listing on the Affiliates page with a hyperlink to your website.
- Listing by geographic location to help tourists find you.
- Easy-to-navigate online Events calendar.
- Complete a simple form to list your events on our calendar.
- Digital Shopping Mall—Hyperlink to Your Online Store!
- Volunteer Job Board, let us know your volunteer positions, we will post them for you
- Employment Job Board, let us know when you have an open position
- Program Announcements—another avenue to get the word out!
- On-Demand Activities

**Digital Media Promotions**
- Connect and take advantage of our social media friends and followers.
- Get special discounts and services!
  - Sponsored e-blasts to 26,000+ email addresses—30% off list price.
  - Display and banner ads in the Culture Communiqué—30% off list price.

**More Discounts and Special Services!**
- Promote special discounts or promotions via CTDC e-blasts or Communiqué ads and we’ll complement your efforts with social media.
- Create commemorative heritage signs—10% off list price.

**Community Engagement and Networking**
- Referrals to inquirers seeking visitor and tour information.
- Referrals to media outlets seeking information on DC arts and tourism-related topics.
- Collaborate with other organizations and activities like Passport DC.
- Invitations to participate in citywide and neighborhood programs like WalkingTown DC and PorchFest.

**Others**
- Participate in Passport DC and promote your country’s culture and tourism during International Cultural Awareness Month in May.

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**Special Affiliate Organization Fees**

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(As defined on application.)

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**Testimonials**

...You really came through for us, and we’re so pleased that Dupont Circle suggested we become an affiliate. We’re suggesting that other civic associations do the same.

...The event raised more funds than anything in recent memory - all of which will support important events and improvements over the coming years.

We couldn’t have done this without your partnership. Your volunteers were great to work with and at critical when pulling everything together. Your publicity helped draw attendees whose admission more than covered the cost of the affiliate fee.

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