

**Cultural Tourism  
DC**  
PRESENTS



SEPTEMBER 15 to  
SEPTEMBER 21, 2014

**WalkingTown DC** is one of Cultural Tourism DC's longest-running programs. This popular event introduces DC residents and visitors to the art, culture, and history of Washington, DC through "bite-size" lunchtime tours, after-work "happy hour" tours, and tours throughout the day on Saturday and Sunday.

Cultural Tourism DC created WalkingTown DC 14 years ago to attract residents and visitors to the city's historic neighborhoods. In recent years it has become an annual community fixture, expanding to highlight new development and neighborhood change within the District.

WalkingTown DC tours are led by professional guides, community leaders, historians, and others who volunteer their time and expertise to share the riches of DC neighborhoods.

What will people see on WalkingTown DC? The site of the Beatles' first American show, evidence of the Irish influence on the city, African American cemeteries that served as part of the Underground Railroad, and more. Participants can also experience a guided tour of a Cultural Tourism DC Neighborhood Heritage Trail, as well as previews of upcoming Heritage Trails and other great additions to DC neighborhoods.



**Sponsor WalkingTown DC and be seen all over DC! Reservations are due August 4, 2014.**

To learn more about sponsorship opportunities, contact CTDC's development team:

**Cheryl Crowell** at 202-661-7581 or [CCrowell@CulturalTourismDC.org](mailto:CCrowell@CulturalTourismDC.org)  
**Liane Toohey** at 202-661-7581 or [LToohey@CulturalTourismDC.org](mailto:LToohey@CulturalTourismDC.org)

*Cultural Tourism DC is a 501(c)3 nonprofit organization that presents high-quality arts, cultural, and heritage programs with the help of individuals, sponsors, and public and private grants.*

# Marketing Efforts

Cultural Tourism DC staff will execute an integrated communications campaign that will promote and create awareness for WalkingTown DC through earned and paid media.

**Public Relations or Earned Media Campaign** — print and broadcast media outreach, blogger outreach and social media campaigns to create buzz and awareness with various key audiences (walking enthusiasts, and humanities lovers between the ages of 26 and 59).

**Media Room on Website** — news releases, blog pitches, social media posts, graphics and draft content to make the effort turnkey for bloggers.

**Media/Advertising Partnerships** — Cultural Tourism DC enjoys strong relationships with WAMU-FM, the Circulator and Destination DC who provide promotional support in three mediums. *Washington City Paper* and DCist are prospective media sponsors.

**Editorial Coverage** — Cultural Tourism DC has strong relationships with *The Washington Post*, NBC4, and Fox 5 and has previously received significant media placement and coverage.

## 2013 WalkingTown DC Metrics

**41 guided walking tours**

**2,000+ participants**


### **Media coverage**


September 25, 2013 – [WalkingTown DC's free tours will show you the sights of Washington](#) (Washington Post)

October 1, 2013 – [WalkingTown DC: October 2nd and 4th at noon](#) (Historic Dupont Circle Main Streets)

October 3, 2013 – [Nine things to do in the D.C. area on the weekend of Oct. 4-6](#) (Washington Post Going Out Guide)

### **Social Media**

Facebook – 5,427 Likes (increase of 340 Likes) 

Twitter – 9,900 Followers (increase of 1,900 Followers) 

Culture Communiqué – 24,400 subscribers

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# Your 2014 Sponsorship Benefits

## Presenting Sponsor (one available)

**\$10,000** //

### ON-SITE

- Recognized as the presenting sponsor of WalkingTown DC with Cultural Tourism DC in public acknowledgement at the start of all WalkingTown DC tours (up to 50 tours planned)
- Recognized as the official sponsor of five (5) sponsor-selected WalkingTown DC tours with “as sponsored by (company name)” on the event schedule.
- Opportunity for company representative to briefly address tour participants at sponsored tours. Tour scheduling subject to tour guide availability.
- Option to provide walkers with branded give-away and/or refreshments (at sponsor expense)
- Corporate logo on all “Your Tour Starts Here!” signage for all WTDC tours
- Corporate logo on name badges of any employee WalkingTown DC volunteers that will be a part of the five sponsored tours.

### PROMOTIONAL

- Co-branded as presenting sponsor with Cultural Tourism DC featuring your corporate logo on all promotional materials including WalkingTown DC event signage, web page, press releases, *Culture Communiqué* (26,000 subscribers), and tour reservation pages for each tour (up to 50 tours planned)
- Social media exposure: Up to six (6) promotional tweets and Facebook posts over the course of WalkingTown DC (CTDC has more than 11,800 Twitter followers and 6,300 likes on Facebook)
- One sponsored post in CTDC’s *Culture Communiqué* weekly e-newsletter highlighting your company’s support for WalkingTown DC (26,000 subscribers).
- Linked web ad on the event landing page for 90 days, starting three weeks prior to the start of WalkingTown DC (CulturalTourismDC.org receives an average of 30,000 hits/month)
- Link to sponsor website in thank-you email to all registrants following sponsored tours

### HOSPITALITY

- Four (4) tickets to the ACTIVATED! Art4All DC Launch Party this September
- First choice of volunteer opportunities for your employees and volunteer training from CTDC staff on-site at your company

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## **GOLD \$7,500** //

### ON-SITE

- Recognized as the official sponsor of three (3) WalkingTown DC tours with “as sponsored by (company name)” on the event schedule.
- Public acknowledgement and thank you at the start of all WalkingTown DC tours (up to 50 tours planned)
- Option to provide walkers with branded giveaway and/or refreshments (at sponsor expense)

### PROMOTIONAL

- Corporate logo on promotional materials including WalkingTown DC event signage, web page, press releases, and *Culture Communiqué* (26,000 subscribers)
- Social media exposure: Up to four (4) promotional tweets and Facebook posts over course of WalkingTown DC (CTDC has more than 11,800 Twitter followers and 6,300 likes on Facebook)
- Web ad on event web page for up to two weeks prior to the start of the walking tours (CulturalTourismDC.org receives an average of 30,000 hits/month)
- Link to sponsor website in thank-you email to all registrants following sponsored tours

### HOSPITALITY

- Two (2) tickets to the ACTIVATED! Art4All DC Launch Party this September

## **SILVER \$5,000** //

### PROMOTIONAL

- Corporate listing on promotional materials including WalkingTown DC event signage, web page, press releases, and *Culture Communiqué* (26,000 subscribers)
- Recognized as the official sponsor of two (2) WalkingTown DC tours with “as sponsored by (company name)” on the event schedule
- Public acknowledgement and thank you at the start of all WalkingTown DC tours (up to 50 tours planned)

### HOSPITALITY

- Two (2) tickets to the ACTIVATED! Art4All DC Launch Party this September

## **BRONZE \$2,500** //

### PROMOTIONAL

- Corporate listing on promotional materials including WalkingTown DC web page, press releases, and *Culture Communiqué* (26,000 subscribers)
- Public acknowledgement and thank you at the start of all WalkingTown DC tours (up to 50 tours planned)

**RESERVE BY AUGUST 4, 2014 TO ENSURE YOU RECEIVE ALL OF YOUR SPONSOR BENEFITS.**

Customized sponsor packages and benefits are available.

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