

Virtual WalkingTown.DC

September 12-20, 2020

A
Cultural Tourism  DC
SIGNATURE EVENT



Often considered the best public tour program in DC, **WalkingTown DC** is going virtual in 2020! This popular, long-running event introduces DC visitors and residents to the art, culture, and history of Washington, DC. Cultural Tourism DC is excited to present **a virtual edition of WalkingTown DC this September 12-20!**

Virtual WalkingTown DC is a whole new approach to seeing DC's historic neighborhoods, new development, and neighborhood changes. We will use the Zoom Webinar platform to present maps, photos, and other images as tour guides offer insight into the heritage and social fabric of the District.

Previous editions of WalkingTown DC welcomed 2,500 people to 70-plus guided walking and biking tours of DC's rich heritage and cultural opportunities. September 2020 will continue that tradition, providing high-quality experiences that will leave participants yearning to visit DC and its neighborhoods as soon as they can. In fact, due to the easy access via Zoom, participant levels may increase significantly.

Below are highlights of CTDC's plans for VIRTUAL WalkingTown DC 2020:

- **Opening Day:** September 12 is a salute to and celebration of the members of the Guild of Professional Tour Guides of Washington, DC.
- **Times:** Weekends, tours start on the hour, Saturdays at 10:00 am and Sundays at 12 noon through 3:00 pm. Lunch time tours are Monday through Friday at 12 noon and 1:00 pm. Happy Hour tours start at 5:30 pm.
- **Duration:** Each tour is expected to last 30-40 minutes.
- **New feature:** *Slices of DC* Life, 15-minute narratives about a specific theme or DC personality.

Cultural Tourism DC, Inc. invites you to sponsor this innovative event in support of our mission to create and deliver authentic, memorable experiences for people to enjoy and learn about Washington, DC. Your sponsorship of Cultural Tourism DC:

- Promotes your company's commitment to America's historic capital city.
- Maximizes your visibility and influence in local, federal and global Washington.
- Aligns company interests with meaningful programs that connect to a diverse and multicultural audience.
- Offers access to dynamic social media channels - Facebook (22,500), Instagram (4,300), Twitter (20,570), weekly Culture Communiqué newsletter (21,000), and monthly page views (54,086) on CTDC's website.

We welcome opportunities to be creative and flexible and can design your sponsorship benefits package together. Join us. Sponsor the new Virtual WalkingTown DC. Be seen all over DC! Reserve your sponsorship by Wednesday, September 2, 2020.

2019 WalkingTown DC Metrics

2,800+ registered participants. Of the participants who responded to our survey:

- 43% are first-time participants in WTDC
- 32% were introduced to a new neighborhood
- 94% plan to visit the neighborhood again
- 65% female
- 66% age 55 or older
- 56.6% plan to dine and/or shop in the neighborhood of the tour

Social Media



20300+



3823+



21107+



GROWING

Media Coverage

August 26, 2019 – [Tour Guides Take Local History Lessons to the Streets for Nine-Day WalkingTown DC Event in September \(theDCLine.org\)](#)

September 3, 2019 -- [Events: Stroll through the City with WalkingTown DC \(ggwashington.org\)](#)

September 4, 2019 – [The best things to see, drink and do in the D.C. area in September \(washingtonpost.com\)](#)

September 12, 2019 – [Lots to Do This Week: Walking and Bike Tours of DC Theaters \(theatreWashington.org\)](#)

September 12, 2019 – [10 Things to Do Around DC This Weekend \(DCist.com\)](#)

September 20, 2019 – [The DC Lineup for this weekend: Fiestas, flora and signs of fall \(TheDCLine.org\)](#)

What Participants Said...

- *“Great introduction and overview of a neighborhood I didn’t know well. Engaging and very likable guide.”*
- *“Great tour! Fit perfectly into the lunch hour.”*
- *“I’ve lived in the DC area almost 15 years but learned many things I did not know. Thank you!”*
- *“Excellent! Great content, knowledgeable and friendly guide.... I lived in the neighborhood 30 years ago and it was fun to get context and learn more!”*
- *“Wonderful bike tour of monuments near the national mall.”*
- *“I really appreciated the racial analysis underlying the tour’s content and the connections between what happened to the Black community that was in this neighborhood to the development of systems of racism and white supremacy in the early-mid 20th century. It was powerful to experience what seemed to be an entirely white group having this experience together.”*

Sponsorship Benefits

Virtual WalkingTown DC

Customized sponsor benefits are available.



GOLD \$2,500

- Recognized as the official sponsor of up to three (3) VIRTUAL WalkingTown DC tours with “as sponsored by (company name)” on the event schedule
- Public acknowledgement and thank you at the start of all VIRTUAL WalkingTown DC tours (up to 35 tours planned).
- Option to provide walkers with branded giveaway and/or refreshments (at sponsor expense).
- Corporate logo on promotional materials including VIRTUAL WalkingTown DC event signage, web page, press releases, and weekly Culture Communiqué (21,000 subscribers).
- Social media exposure: Up to four (4) promotional posts on Twitter, Facebook, and Instagram over the course of our VIRTUAL WalkingTown DC. CTDC has 20,500 Twitter followers, more than 22,500 Facebook followers and over 4,300 Instagram fans.
- 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.

SILVER \$1,500

- Corporate listing on promotional materials including VIRTUAL WalkingTown DC event signage, web page, press releases, and weekly Culture Communiqué (21,000 subscribers).
- Recognized as the official sponsor of one (1) VIRTUAL WalkingTown DC tours with “as sponsored by (company name)” on the event schedule.
- Public acknowledgement and thank you at the start of all VIRTUAL WalkingTown DC tours (up to 35 tours planned).

BRONZE \$1,000

- Corporate listing on promotional materials including VIRTUAL WalkingTown DC web page, press releases, and weekly Culture Communiqué (21,000 subscribers).
- Public acknowledgement and thank you at the start of all VIRTUAL WalkingTown DC tours (up to 35 tours planned).

Sponsorship reservations and art work are due **Wednesday, September 2, 2020**

Sponsorship Reservation Form

Virtual WalkingTown DC 2020



YES, I want to sponsor Virtual WalkingTown DC 2020! Count me in for a sponsorship at (please check one):

Gold - \$2,500

Silver - \$1,500

Bronze - \$1,000

NO, I cannot sponsor Virtual WalkingTown DC 2020. Here is my donation of \$_____.

Company:

(As it should appear in promotional materials.)

Primary Contact:

Title

Address:

City:

State:

Zip:

Phone:

Mobile:

Email:

Please check one of the following payment options:

Check

The full amount is enclosed. Please make check payable to Cultural Tourism DC, Inc. and mail it to us at 700 12th Street NW, Suite 700, Washington, DC 20005

Credit Card

Let us know if you would like to charge your sponsorship to a credit card. We will call you at a convenient time to obtain your card number and submit the transaction while on the telephone with you.

Please return this completed form, along with your company logo in 300 dpi as a .pdf, .png, or .jpg, to Cultural Tourism DC by Wednesday, September 2, 2020.
Email both to **CCrowell@CulturalTourismDC.org**.

To learn more about **Virtual WalkingTown DC** and other sponsorship opportunities, contact **Cultural Tourism DC** at **202-355-4280** or **info@CulturalTourismDC.org**