



SEPTEMBER 16 to  
SEPTEMBER 24, 2017

**WalkingTown DC** is Cultural Tourism DC's longest-running program. It is the best public tour program in the District, featuring more than 50 guided walking tours in neighborhoods throughout the city. 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* sixteen (16) years ago as "DC Heritage Neighborhood Day" to attract residents and visitors to the city's historic neighborhoods. Since then, it has become an annual community event, expanding to highlight new development and neighborhood changes within the District.

From Congress Heights to Herring Hill, St. Paul's Rock Creek Parish to Dupont Circle, WalkingTown DC connects the public to well-known and unfamiliar places. Historians, licensed tour guides, community leaders and business owners, enthusiasts and docents, lead these tours. All of the guides donate their time and expertise to share the riches of DC neighborhoods for this annual occasion. WalkingTown DC is a unique way to enhance the knowledge of DC residents and visitors about places with which they may not be familiar.

WalkingTown DC participants can also experience a guided tour of a Cultural Tourism DC Neighborhood Heritage Trail, including LeDroit Park/Bloomingdale and Shaw.



**Sponsor WalkingTown DC and be seen all over DC!**

To learn more about sponsorship opportunities, contact CTDC's development office.  
**Cheryl L. Crowell** at 202-661-7581 or [CCrowell@CulturalTourismDC.org](mailto:CCrowell@CulturalTourismDC.org)

# Marketing Efforts

Cultural Tourism DC staff will execute a 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.

**Media Room on Website** — news releases, social media posts, graphics and photos.

**Media/Advertising Partnerships** — Cultural Tourism DC enjoys strong relationships with Events DC and Destination DC, both of whom provide promotional exposure across three digital platforms.

## 2016 WalkingTown DC Metrics

**56 guided walking tours --**

**2,000 registered participants --**

- 67.8% were female
- 46.6% had graduate degrees
- 49.1% had incomes of \$100,000 or more
- 39.3% participated in *WalkingTown DC* for the first time
- 55.4% said they were introduced to a new neighborhood
- 56.6% planned to dine and/or shop in the neighborhood of the tour

**MEDIA RELEASE (August 29, 2016):** [WalkingTown DC Returns September 17-25, 2016](#)

### *Press*

**September 7, 2016** – [Explore DC in Under an Hour with WalkingTown DC's Short Tours](#)

(NewseumResidences.com)

**September 8, 2016** – [Free Walking Tours in Washington, DC](#) (DCabout.com)

**September 15, 2016** – [WalkingTown DC 2016](#) (Downtown DC BID)

**September 17, 2016** – [WalkingTown DC: Art on the Move](#) (202 Creates)

### *Social Media*

Facebook – 15,633 fans

Twitter – 18,457 followers

Instagram – 1,051 followers

Culture Communiqué (weekly events e-letter) – 25,000 subscribers

*Cultural Tourism DC, Inc. 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.*



# Your Sponsorship Benefits

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

### ON-SITE

- Recognized as the official sponsor of up to five (5) 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* (25,000 subscribers).
- Social media exposure: Up to four (4) promotional tweets and Facebook posts over course of WalkingTown DC (CTDC has more than 15,000 Twitter followers and 10,400 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.

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

### PROMOTIONAL

- Corporate listing on promotional materials including WalkingTown DC event signage, web page, press releases, and *Culture Communiqué* (25,000 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).

## **BRONZE \$1,000** //////////////////////////////////////////////////////////////////

### PROMOTIONAL

- Corporate listing on promotional materials including WalkingTown DC web page, press releases, and *Culture Communiqué* (25,000 subscribers).
- Public acknowledgement and thank you at the start of all WalkingTown DC tours (up to 50 tours planned).

***Customized sponsor packages and benefits are available.  
Sponsorship reservations are due Wednesday, August 16, 2017***

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