

Join us for **PASSPORT DC 2018**



Passport DC is a month-long journey around the world highlighting DC's thriving international community and its lively and varied culture. Celebrated annually in May, which also is

International Cultural Awareness Month in Washington, Passport DC is 31 days of programming by 70 embassies and more than 20 of DC's very best cultural institutions. In 2017, more than 200,000 people enjoyed the popular embassy open houses, street festivals, performances, exhibitions, workshops, and more.

Passport DC offers something for everyone to experience a global journey without leaving the city. Among the events scheduled for **May 2018**:

- European Union Culture Month—May 1-31
- The Flower Mart at National Cathedral—Friday and Saturday, May 4 and 5
- Around the World Embassy Tour—Saturday, May 5
- Short Cut to Europe: European Union Embassies' Open House—Saturday, May 12
- National Asian Heritage Festival: Fiesta Asia!—Saturday, May 19
- Embassy Chef Challenge Gala—Wednesday, May 23

What Participants Say about Passport DC...

"The ambiance of pride in our traditions, collaboration as a global community, and celebration. Love that your festival consciously showcases our diverse traditions while celebrating our common humanity. Everyone seemed happy for a day! I think it's the best day of the year in Washington, DC. It promotes curiosity and openness."

"Love, love, love the event -- one of my favorite DC events. Really appreciate that it's free and open."

"Fascinating to learn about countries; loved how different embassies highlighted very different things; free food; dance and music; seeing pride in the faces of the people from that country to show off what makes them special; diversity of attendees."

ABOUT CULTURAL TOURISM DC

Cultural Tourism DC (CTDC) develops and delivers authentic, memorable experiences for people to enjoy and learn about Washington, DC, beyond its monuments. Residents and visitors can see DC's neighborhoods by walking along 17 Neighborhood Heritage Trails and participating in WalkingTown DC, a 10-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 engage in arts and culture during PorchFest DC, a showcase for local performing artists in neighborhood settings. Affiliate member organizations provide authentic 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. Cultural Tourism DC and its programs encourage people to explore the District, help boost the community's economic prosperity, and become civically engaged.

Cultural Tourism DC Inc. • 700 12th Street NW, Suite 700 • Washington, DC 20005 • 202.661.7581
CulturalTourismDC.org

PASSPORT DC 2017 METRICS

2017 ATTENDEES

Nearly **200,000** participants in activities of May 1-31:

- 25,000 at *Around the World Embassy Tour*
- 23,000 at *European Union Embassies Open House*
- 20,000 during *The Flower Mart at Washington National Cathedral*
- 88.7 % are residents of the DC metropolitan area
- 44.7 % are ages 18-34
- 71.8% are female



PASSPORT DC 2017 MEDIA REACH

- 7,230,342 impressions

Selected Media Coverage

- The Washington Post
- Washingtonian
- WJLA TV7
- WUSA9
- The Washington Diplomat
- WTOP 103.5
- Brightest Young Things

CTDC's PassportDC webpage

- 118,212 page views
- 57,636 unique visits
- 0:01:23 average visit time

Passport DC App

- 38,880 page views
- 3,213 unique visits
- 0:03:57 average visit time
- 6.85 average number of pages visited

#PassportDC

- 1,739,952 accounts

EMBASSY PARTICIPANTS IN AROUND THE WORLD EMBASSY TOUR 2017

Afghanistan	Botswana	Haiti	Malawi	Qatar
African Union	Brazil	Indonesia	Malaysia	Saudi Arabia
Albania	Chile	Iraq	Mexico	South Africa
Angola	Colombia	Japan	Morocco	Sri Lanka
Azerbaijan	Dominican	Kazakhstan	Nepal	Tunisia
Bangladesh	Republic	Kenya	Nicaragua	Turkey
Barbados	Gabon	Korea	Oman	Uganda
Benin	Ghana	Kyrgyz	Pakistan	Uruguay
Bolivia	Guatemala	Republic	Peru	Zimbabwe

Links to the various **videos and photographs** taken during selected events of Passport DC 2017:

- Video: *A Celebration of Global Fashion* at Macy's. Please credit Valer Gergely -- <https://youtu.be/h1RhTwrPv-s>
- Photographs: *A Celebration of Global Fashion* at Macy's. Please credit Zaid Hamid Photography (Macy's) -- <https://app.box.com/v/042617MacysPassportEventFINAL>
- Video: *Around the World Embassy Tour, May 6* -- <https://youtu.be/ZS4Pd8eQ478>

Sponsorship Itinerary 2018

Passport DC is a month-long journey around the world highlighting DC's thriving international community and its lively and varied culture. Celebrated annually in May, which also is International Cultural Awareness Month in Washington, Passport DC is 31 days of programming by 70 embassies and more than 20 of DC's very best cultural institutions. In 2017, more than 200,000 people

enjoyed the popular embassy open houses, street festivals, performances, exhibitions, and workshops. **Passport DC** offers something for everyone to experience a global journey without leaving the city.



Globetrotter \$25,000

- Sponsorship of one table at each of the *Around the World Embassy Tour* Welcome Stations
- Customized, on-site training for Passport DC employee volunteers with corporate branded nametags
- Half-page ad in the Passport DC program guide
- Logo* on materials for Passport DC including program guide, event signage, and event web page and on-site at Passport DC's Around the World Embassy Tour
- Social media recognition on Cultural Tourism DC's Facebook (17,600 fans), Instagram (1,950 followers) and Twitter (19,000 followers) throughout May 2018
- Two sponsored posts in CTDC's *Culture Communiqué* (25,000 subscribers)
- Opportunity for sponsor ad in the commemorative souvenir Passport DC passports
- Recognition in the press release sent to local and national media outlets
- Six (6) invitations to the private Passport DC Launch Reception with ambassadors

Voyager \$10,000

- Quarter-page ad* in Passport DC program guide
- Logo* on materials for Passport DC including program guide, event signage and event web page
- Social media recognition on Cultural Tourism DC's Facebook (17,600 fans), Instagram (1,950 followers) and Twitter (19,000 followers) throughout May 2018
- One sponsored post in CTDC's *Culture Communiqué* (25,000 subscribers)
- Recognition in press release sent to local and national media outlets
- Four (4) invitations to the private Passport DC launch reception with ambassadors

Explorer \$5,000

- Eighth-page ad* in the Passport DC program guide
- Logo* on Passport DC program guide and event web page
- Two (2) invitations to the private Passport DC Launch Reception with ambassadors

Trekker \$2,500

- Listing in Passport DC program guide and web page
- Two (2) invitations to Passport DC Launch Reception with ambassadors

Sponsorship reservations required by **Monday, April 2, 2018, to receive recognition in the Passport DC printed program. Logos and artwork are due **April 11, 2018**.*

Sponsorship Confirmation Form Passport DC, May 1-31, 2018



- Yes!** I/We will sponsor at the following level:
- \$100,000 Producing Sponsor
 - \$50,000 Passport Sponsor
 - \$25,000 Globetrotter
 - ✓ Display table at the Welcome Stations during the *Around the World Embassy Tour* (May 5)
 - ✓ Half-page ad in the Passport DC program guide. Artwork due April 11.
 - ✓ Six (6) invitations to the private Passport DC Launch Reception with ambassadors
 - ✓ Marquee recognition package onsite, in print, and on-line including logo placement, media mentions, and social media campaign for Passport DC 2018
 - \$10,000 Voyager
 - ✓ Quarter-page ad in the Passport DC program guide. Artwork due April 11.
 - ✓ Four invitations to the private Passport DC Launch Reception with ambassadors
 - ✓ Premiere recognition package onsite, in print and online
 - \$5,000 Explorer
 - ✓ Eighth-page ad in the Passport DC program guide. Artwork due April 11.
 - ✓ Two invitations to the private Passport DC Launch Reception with ambassadors
 - ✓ Prominent recognition package in print and online
 - \$2,500 Trekker
 - ✓ Two invitations to the private Passport DC Launch Reception with ambassadors and a line listing in the Passport DC program guide
- No.** I/We are unable to sponsor this year, but enclosed is a tax-deductible donation for \$_____.

Payment Information

- Enclosed is a check payable to Cultural Tourism DC Inc. in the amount of \$_____.
- Please invoice me.
- Please charge my credit card.

Name on card: _____

Card number: _____ Exp. date: _____

Signature: _____

Contact Information

Contact Name: _____

Sponsor Name: _____

(as it is to appear in the marketing materials)

Address: _____

Phone: _____ Fax: _____

Email: _____

Please return this form by **Monday, April 2, 2018** to:

ATTN: Ms. Cheryl Crowell, Cultural Tourism DC Inc.

Mail: 700 12th Street NW, Suite 700, Washington, DC 20005

Email: CCrowell@CulturalTourismDC.org

Not all benefits will be available after April 2, 2018. Cultural Tourism DC is a 501(c)(3) charitable organization. All contributions are tax deductible to the amount permitted by law.