

Cultural Tourism DC

THE AFFILIATE ADVANTAGE

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 in the District of Columbia can see its 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.

Through these programs, Cultural Tourism DC encourages people to explore Washington, DC, boost the community's economic prosperity, and become civically engaged.

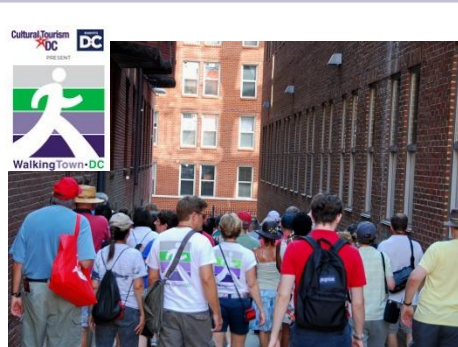
WHAT WE DO

- **Promote** and **raise visibility** of art, culture, heritage and tourism in DC.
- Serve as a **resource for learning** and discovering more about DC's rich history and culture, for visitors and residents alike.
 - Help **build audiences**.
- **Advocate** on behalf of the arts, culture and humanities communities in DC.
- Directly market events and activities to consumers, providing **niche marketing** and **promotional opportunities**.

PROGRAMS & PROJECTS



Passport DC: A month-long salute to international culture in the nation's capital.



WalkingTownDC: Annual free arts, culture, and history tours serving all 8 wards of the District.



PorchFests: Music in the 'hood. Live performances on porches, sidewalks & at storefronts.



African American Heritage Trail: Database and signs featuring African American history in DC.



DC Neighborhood Heritage Trails: DC's official walking trails honor community heritage in 17 neighborhoods.

KEY SUPPORTING PARTNERS



THE AFFILIATE ADVANTAGE IS . . .

Website

- Listing the Affiliates page on CulturalTourismDC.org with ability to hyperlink to Affiliate’s website
- Views from a monthly average of **30,000** visitors

Culture Communiqué (weekly e-newsletter to 25,000 subscribers)

- Opportunity to be included in curated event listings in the weekly *Culture Communiqué* email
- Opportunity to be featured as “Culture Choice” in the weekly *Culture Communiqué*
- Opportunity for advance publicity via BOLO (Be On the Look Out) section of the Communiqué
- One Affiliate is showcased in the “Affiliate Spotlight” in each week’s e-newsletter



Events Calendar

- Listing in Cultural Tourism DC’s events calendar
- Opportunity to be featured in the *Culture Communiqué* email, curated by the editor



Digital Media Promotions

- Opportunity to be included in posts on Cultural Tourism DC’s:
 - **Facebook:** 18,500 likes
 - **Twitter:** 19,700 followers
 - **Instagram:** 2,490 followers – and growing rapidly
 - **YouTube:** Take a [look!](#)
- Affiliate discounts available for:
 - Dedicated email marketing to ±35,000 email addresses
 - Display ads in the *Culture Communiqué*



Community Engagement

- Referrals to inquirers seeking visitor and tourist information
- Referrals to media outlets on DC arts and tourism-related topics
- CTDC annual or city-wide programs such as Passport DC and WalkingTown DC
- Opportunities for event/performance/exhibit giveaways, raffles, and promotions



Networking

- Cultural Tourism DC **LinkedIn** Group for discussions among professional cultural leaders
- Affiliate directory with contact information of peers at arts, cultural, and tourism institutions

Cultural Tourism DC Affiliate Pricing Levels

| Organization Size (Based upon Annual Budget) | Annual Payment (12-month Affiliation) |
|---|--|
| Less than \$2 million | \$330 |
| \$2 million to \$10 million | \$440 |
| Greater than \$10 million | \$660 |

JOIN TODAY!

For more information about the Affiliate Advantage, email Info@CulturalTourismDC.org or call (202) 661-7581.



Affiliate Application

Organization _____ Date _____

Street Address: _____

City: _____ State _____ ZIP _____

Mailing Address (if different from site): _____

Mailing City: _____ Mailing State: _____ Mailing ZIP _____

Public Phone: _____ Website: _____

CEO Name: _____ Title: _____

CEO Email: _____ LinkedIn: _____

Primary Contact: _____ Title: _____

Primary's Phone: _____ Email: _____

Alternate Contact: _____ Title: _____

Alternate's Phone: _____ Email: _____

Facebook: _____ Twitter: _____

YouTube: _____ Instagram: _____

Description of Organization: _____

Annual Budget: _____ Annual Affiliate Fee: _____

Payment Method:

We paid our Affiliate fee online at: <https://www.culturaltourismdc.org/portal/programs-online-registration?EV=34>

Enclosed is our check:

Check # _____ Date: _____ Amount: \$ _____

Please send check to:

Cultural Tourism DC, Inc.

700 12th Street, NW; Suite 700

Washington, DC 20005

Phone: (202) 661-7581

Email: Info@CulturalTourismDC.org

Cultural Tourism DC, Inc. is a nonprofit, 501(c)(3) organization.