



# Sponsor WalkingTown DC!

September 14 - 22, 2019

**WalkingTown DC** 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 Saturday and Sunday.



Cultural Tourism DC produces *WalkingTown DC* to attract residents and visitors to the city’s historic neighborhoods, highlighting new development and neighborhood changes and offering real insight into the heritage and social fabric of 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 the tours.

Cultural Tourism DC (CTDC) develops strategic partnerships with companies who value our mission to create and deliver authentic, memorable experiences for people to enjoy and learn about Washington, DC. CTDC helps create a better understanding of the District and catalysts for shoppers and diners to patronize neighborhood businesses throughout the city. Your partnership with Cultural Tourism DC:

- Promotes the company’s commitment to America’s historic capital city and maximizes your visibility and influence in local, federal and global Washington.
- Aligns company interests with meaningful programs that impact local residents and visitors to Washington for brand enhancement, local economic contributions and outreach to a more diverse and multicultural audience.
- Affords company and employees’ an opportunity to experience and participate in a variety of CTDC programs and events throughout the year.
- Offers access to dynamic social media channels -- Facebook (20,034 fans), Instagram (2,850), Twitter (19,999 followers), and *Culture Communiqué* newsletter (weekly events e-letter) (21,000 subscribers) -- and monthly page views (30,000) on CTDC’s website.

Reflecting the culture of DC, we welcome opportunities to be creative and flexible and can design your benefits package together. **Sponsor WalkingTown DC and be seen all over DC!**

To learn more about sponsorship opportunities, contact CTDC’s development office.  
**Cheryl L. Crowell** at 202-355-4280 or [CCrowell@CulturalTourismDC.org](mailto:CCrowell@CulturalTourismDC.org)

*programs with the help of individuals, sponsors, and public and private grants*

# 2018 WalkingTown DC Metrics

## 76 guided walking tours

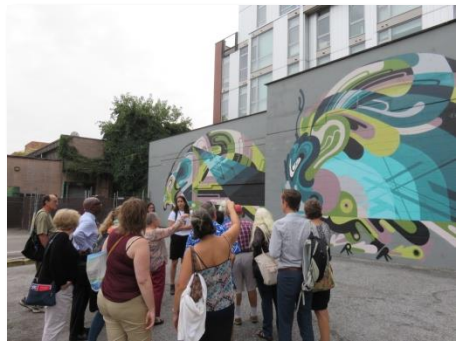
2,900+ registered participants. Of the participants who responded to our survey:

- 94.6% are residents of metropolitan Washington
- 71.0% are female
- 55.1% have graduate degrees
- 65.4% have 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% plan to dine and/or shop in the neighborhood of the tour




## MEDIA COVERAGE


- **August 29, 2018** – [Free walking and cycling tours of Washington, DC, during WalkingTown festival](http://latimes.com/travel) (latimes.com/travel)
- **September 14, 2018** – [Going Out Guide: 10 Things to Do in the DC area This Weekend](http://washingtonpost.com) (washingtonpost.com)
- **September 14, 2018** – [DC Lineup for the Weekend: Arts & Culture](http://TheDCLine.org) (TheDCLine.org)
- **September 15, 2018** – [Nine Days of Walking Tours Bring DC's History to the Streets](http://TheDCLine.org) (TheDCLine.org)
- **September 21, 2018** – [The DC Lineup for This Weekend: A Family-friendly Start to Fall](http://TheDCLine.org) (TheDCLine.org)



## SOCIAL MEDIA (as of June 28, 2019)

 21,566 fans

 20,500 followers

 3,440 followers

*Culture Communiqué* – 21,000 subscribers

## WHAT PARTICIPANTS SAID ABOUT WALKINGTOWN DC 2018

“I’ve never had a bad tour with your group but this guide was fabulous! After time was up, she took those who had time to a few more places [in southwest DC]!”

“Loved [the Rising Tide] bike tour -- probably the best I've taken in DC. Jeff was informative, friendly, projected well (which is so necessary on city streets), and kept a good pace of stops with talks and biking. I highly recommend!”

“The best Walking DC tour I’ve ever taken! The guide was an artist and had very interesting views not only on the [mural] art, some of which was his, but also on the social/community aspects of mural/graffiti art in DC.”

*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

Customized sponsor benefits are available.

## **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* (21,000 subscribers).
- Social media exposure: Up to four (4) promotional posts on Twitter, Facebook and Instagram over the course of WalkingTown DC. CTDC has 20,500 Twitter followers, more than 21,000 Facebook followers and over 3,000 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 \$2,500** //

### PROMOTIONAL

- Corporate listing on promotional materials including WalkingTown DC event signage, web page, press releases, and *Culture Communiqué* (21,000 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* (21,000 subscribers).
- Public acknowledgement and thank you at the start of all WalkingTown DC tours (up to 50 tours planned).

***Sponsorship reservations are due Wednesday, August 28, 2019.***

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# Sponsorship Reservation Form

## *WalkingTown DC 2019*

**YES, I want to sponsor WalkingTown DC 2019! Count me in for a sponsorship at (please check one):**  **Gold - \$5,000**     **Silver - \$2,500**     **Bronze - \$1,000**

Company: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ E-mail: \_\_\_\_\_

Please check one of the following payment options:

The full amount is enclosed. (Please make check payable to Cultural Tourism DC, Inc.)

Please charge this credit card (check one):

Discover \_\_\_\_\_ Visa \_\_\_\_\_ MasterCard \_\_\_\_\_ American Express \_\_\_\_\_

\_\_\_\_\_  
Name as it appears on card

\_\_\_\_\_  
Card Number

\_\_\_\_\_  
Expiration Date

\_\_\_\_\_  
CSV

\_\_\_\_\_  
Signature (required)

Please return your form with a scanned or electronic company logo in 300 dpi as a .pdf, .png, or .jpg **by Wednesday, August 28, 2019** via email to [CCrowell@CulturalTourismDC.org](mailto:CCrowell@CulturalTourismDC.org).

*For more information and/or questions, please call 202-355-4280.*

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