



## **JOIN US FOR PASSPORT DC 2019!**

### **CORPORATE SPONSORSHIP OPPORTUNITIES**

**Cultural Tourism DC** will produce the 11th anniversary of **Passport DC** this year. The annual festival that commemorates “International Cultural Awareness Month” in the District of Columbia runs from May 1-31 and offers a wide array of cultural activities presented at embassy open houses, street festivals, and performing arts organizations throughout DC.



**Passport DC** highlights DC’s thriving international community and its lively and varied culture through programs at more than 70 embassies and more than 40 of DC’s very best cultural institutions. **Passport DC** offers something for everyone to experience a global journey without leaving the city. Among the Signature Events scheduled for **Passport DC 2019**:

- European Union Culture Month—May 1-31
- Flower Mart at National Cathedral—Friday and Saturday, May 3 and 4
- Around the World Embassy Tour—Saturday, May 4
- Short Cut to Europe: European Union Embassies’ Open House—Saturday, May 11
- National Asian Heritage Festival: Fiesta Asia—Saturday, May 18



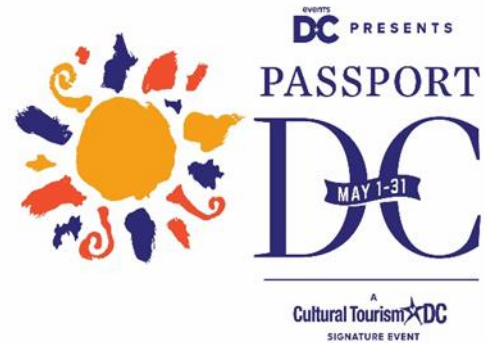
For the fourth consecutive year, Events DC is the presenting sponsor of this event. Other sponsors include Ronald Reagan Building and International Trade Center, Washington DC Economic Partnership and the DC Commission on the Arts and Humanities.

**Sponsorship opportunities are still available.** Please review the sponsor benefits listed and reserve your place today! For more information, feel free to call 202-661-7581 or visit [www.CulturalTourismDC.org](http://www.CulturalTourismDC.org).

### **ABOUT CULTURAL TOURISM DC, INC.**

**Cultural Tourism DC (CTDC)** develops and delivers authentic, memorable experiences for people to enjoy and learn about Washington, DC. 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 guided tours of DC sites; gain insight into 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. Cultural Tourism DC and its programs encourage people to explore the District, help boost the community’s economic prosperity, and become civically engaged.

## 2019 SPONSORSHIP LEVELS



### Globetrotter \$25,000

- Sponsorship of one table at each of the *Around the World Embassy Tour* Welcome Stations
- Advertisement in the Passport DC program guide: no bleeds, 4.5”w x 8”h, 300 dpi, in .jpg or .pdf format
- 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 (17,500 fans) and Twitter (18,900 followers) and Instagram (1,930) throughout May 2019
- 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) tickets to the private Passport DC Launch Reception with ambassadors

### Voyager \$10,000

- Advertisement\* in the Passport DC program guide: no bleeds, 4.5”w x 3.75”h, 300 dpi, in .jpg or .pdf format
- Logo\* on materials for Passport DC including program guide, event signage and event web page
- Social media recognition on Cultural Tourism DC’s Facebook (17,500 fans), Twitter (18,900 followers) and Instagram (1,930) throughout May 2019
- One sponsored post in CTDC’s *Culture Communiqué* (25,000 subscribers)
- Recognition in press release sent to local and national media outlets
- Four (4) tickets to the private Passport DC launch reception with ambassadors

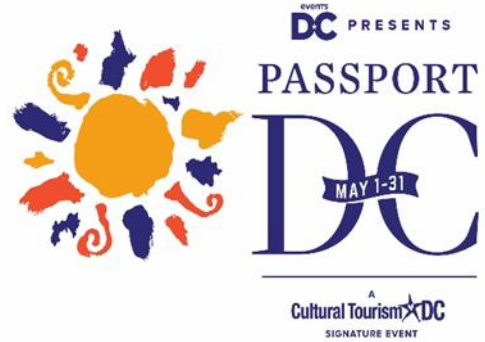
### Trekker \$2,500

- Logo\* on Passport DC program guide and event web page
- Two (2) tickets to Passport DC Launch Reception with ambassadors

*\*Sponsorship reservations required by **Monday, March 18, 2019**, to receive recognition in the Passport DC printed program. Logos and artwork are due **Tuesday, April 2, 2019**.*



**Sponsorship Confirmation Form**  
**Passport DC**  
**May 1-31, 2019**



- Yes!** I/We will sponsor at the following level:
  - \$25,000 Globetrotter
    - ✓ Display table at the Welcome Stations during the *Around the World Embassy Tour* (May 4)
    - ✓ Half-page ad in the Passport DC program guide. Artwork due Tuesday, April 2, 2019.
    - ✓ Six (6) tickets 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.
  - \$10,000 Voyager
    - ✓ Advertisement in the Passport DC program guide. Artwork due Tuesday, April 2.
    - ✓ Four (4) tickets to the private Passport DC Launch Reception with ambassadors
    - ✓ Premiere recognition package onsite, in print and online.
  - \$2,500 Trekker
    - ✓ Logo in the Passport DC program guide and website.
    - ✓ Two (2) tickets to the private Passport DC Launch Reception with ambassadors.
  
- 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, March 18, 2019,** to Cultural Tourism DC Inc. via:  
Mail: 700 12th Street NW, Suite 700, Washington, DC 20005  
Email: [CCrowell@CulturalTourismDC.org](mailto:CCrowell@CulturalTourismDC.org)

**Not all benefits will be available after Tuesday, April 2, 2019.** Cultural Tourism DC is a 501(c)(3) charitable organization. All contributions are tax deductible to the amount permitted by law.

## PASSPORT DC 2018 METRICS

### 2018 ATTENDEES

Nearly **150,000** participants in activities of May 1-31:

- 30,000 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
- 38.5 % self-identified as people of color
- 41.5 % are ages 18-34
- 71.8% are female



### PASSPORT DC 2018 MEDIA REACH

- More than **154,300,000** impressions

#### Selected Media Coverage

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

#### CTDC's PassportDC webpage

- 123,174 page views
- 53,376 unique visits
- 0:01:38 average visit time

#### Passport DC App

- 145,047 page views
- 12,014 unique visits
- 0:04:07 average visit time
- 7.11 average number of pages visited

#### #PassportDC

- 1,739,952 accounts

### EMBASSY PARTICIPANTS IN *AROUND THE WORLD EMBASSY TOUR 2018*

Afghanistan	Cameroon*	Kazakhstan	Qatar
African Union	Chile	Kenya	Rwanda*
Albania	China	Korea	Saudi Arabia
Angola	Costa Rica	Kosovo*	South Africa
Azerbaijan	Dominican Republic	Malaysia	Sri Lanka
Bahamas	El Salvador	Mexico	Thailand
Bahrain	Gabon	Micronesia	Trinidad & Tobago
Bangladesh	Ghana	Morocco	Turkey
Barbados	Guatemala	Nepal	Uganda*
Belize	Guinea	Oman-Sultan Qaboos	Uruguay
Benin	Haiti	Cultural Center	Uzbekistan
Bolivia	Indonesia	Panama*	Zimbabwe*
Botswana	Iraq	Peru	
Brazil	Japan	Philippines	

*\*These embassies exhibited on the lobby level of the University of the District of Columbia (UDC) Student Center located at 4200 Connecticut Avenue NW, Washington, DC.*

Watch the video compilation of Passport DC's *Around the World Embassy Tour, May 5, 2018* – [https://youtu.be/\\_CYOiLf9jt0](https://youtu.be/_CYOiLf9jt0)