



**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 fifteen (15) years ago as DC Open House to attract residents and visitors to the city's historic neighborhoods. Since then, it has become an annual community fixture, 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. Tours are led by historians, licensed tour guides, community leaders and business owners, enthusiasts and docents, who all donate their time and expertise to share the riches of DC neighborhoods for this annual occasion. This 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 its two newest ones in Anacostita and LeDroit Park/Bloomingdale.



**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)

*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.*

# Marketing Efforts

Cultural Tourism DC staff will execute an integrated 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, blog pitches, social media posts, graphics and photos.

**Media/Advertising Partnerships** — Cultural Tourism DC enjoys strong relationships with Events DC and Destination DC who provide promotional support in three mediums. *Washington City Paper* and DCist are prospective media sponsors.

**Editorial Coverage** — Cultural Tourism DC has strong relationships with local media outlets and has previously received significant media placement and coverage.

## 2015 WalkingTown DC Metrics

**53 guided walking tours**

**2,000 registered participants**

- 38.1% were participating in *WalkingTown DC* for the first time.
- 50.8% said they had been introduced to a new neighborhood.

### **Media coverage**

**August 15, 2015** – [WalkingTown DC: Hidden Gems of Southeast DC with Jim Byers](#)  
(wherevent.com)

**September** – [WalkingTown DC—Free Walking Tours](#) (dc.about.com)

**September** -- [Six Weeks of Neighborhood Celebrations in Washington DC](#) (multicultural.com)

**September 7, 2105** – [The Freshman’s Guide to September](#) (rivaldc.com)


**September 14, 2015** – [Claire Schaefer Oleksiak to Lead WalkingTown DC Tour](#)  
(mountvernontriangle.org)


**September 16, 2015** – [Walking Tours Feature Varied Neighborhoods](#)  
(issuu.com/currentnewspapers)

**September 23, 2105** – [8 Fall-Friendly Reasons to Visit Washington DC](#) (travelandleisure.com)

**September 24, 2015** -- [WalkingTown DC Coming!](#) (vietdc.net)

### **Social Media**

Facebook – 11,486 Likes (increase of 10 percent) 

Twitter – 15,448 Followers (increase of 3 percent) 

Culture Communiqué – 25,000 subscribers

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# Your 2016 Sponsorship Benefits

## Platinum Sponsor (one available)

**\$10,000** //////////////////////////////////////////////////////////////////

### ON-SITE

- Recognized as a presenting sponsor of WalkingTown DC with Cultural Tourism DC in public acknowledgement at the start of all WalkingTown DC tours (up to 50 tours planned).
- Recognized as an official sponsor of five (5) sponsor-selected WalkingTown DC tours with “as sponsored by (company name)” on the event schedule.
- Opportunity for company representative to briefly address tour participants at sponsored tours. Tour scheduling subject to tour guide availability.
- Option to provide walkers with branded give-away and/or refreshments (at sponsor expense)
- Corporate logo on all “Your Tour Starts Here!” signage for all WTDC tours.
- Corporate logo on name badges of any sponsor-employees serving as WalkingTown DC volunteers on the five sponsored tours.

### PROMOTIONAL

- Co-branded as presenting sponsor with Cultural Tourism DC featuring your corporate logo on all promotional materials including WalkingTown DC event signage, web page, press releases, *Culture Communiqué* (25,000 subscribers), and tour reservation pages for each tour (up to 50 tours planned).
- Social media exposure: Up to six (6) promotional tweets and Facebook posts over the course of WalkingTown DC (CTDC has more than 15,000 Twitter followers and 10,400 likes on Facebook).
- One sponsored post in CTDC’s *Culture Communiqué* weekly e-newsletter highlighting your company’s support for WalkingTown DC (25,000 subscribers).
- Linked web ad on the event landing page for 90 days, starting three weeks prior to the start of WalkingTown DC (CulturalTourismDC.org receives an average of 30,000 hits/month).
- Link to sponsor website in thank-you email to all registrants following sponsored tours.

### HOSPITALITY

- First choice of volunteer opportunities for your employees and volunteer training from CTDC staff on-site at your company.

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## **GOLD \$7,500** //////////////////////////////////////////////////////////////////

### ON-SITE

- Recognized as the official sponsor of three (3) 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 \$5,000** //////////////////////////////////////////////////////////////////

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

### 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 17, 2016***

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## Sponsorship Reservation Form *WalkingTown DC 2016*

**YES**, I want to sponsor WalkingTown DC 2016!  
Count me in for a sponsorship at:

- Platinum - \$10,000       Gold - \$7,500  
 Silver - \$5,000       Bronze - \$2,500

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):  
     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, .tif, or .jpg **by Wednesday, August 17, 2016** via email to [CCrowell@CulturalTourismDC.org](mailto:CCrowell@CulturalTourismDC.org).

For more information and/or questions, please call 202-661-7581.