



Sponsor WalkingTown DC!

September 15-23, 2018

WalkingTown DC is the best public tour program in the District, featuring more than 55 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 all 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) is committed to developing strategic partnerships with companies who share our mission to develop and deliver authentic, memorable experiences for people to enjoy and learn about Washington, DC, beyond its monuments. By doing so, CTDC helps create a better understanding of Washington, DC, and drives economic development 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 (17,957 fans), Instagram (2,010), Twitter (19,110 followers), Culture Communiqué newsletter (25,000 subscribers), and monthly page views (30,000).

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 202-661-7581 or 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

2017 WalkingTown DC Metrics

53 guided walking tours

2,500 registered participants

- 67.8% were female
- 46.6% had graduate degrees
- 49.1% had 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% planned to dine and/or shop in the neighborhood of the tour



MEDIA

WalkingTown DC receives great media coverage in WashingtonPost.com, 202Creates, tripsavvy.com and WETA.org, resulting in more than 43 million impressions.

MEDIA RELEASE (September 14, 2017): WalkingTown DC Returns September 16-24

July 27, 2017 – [August and September Calendar of Events](#) (dcmilitary.com)

August 2017 -- [September Events](#) (homesweetcity.com)

August 15, 2017 – [WalkingTown DC 2017](#) (weta.org)

August 16, 2017 – [Free Walking Tours in Washington, DC](#) (tripsavvy.com)

August 31, 2017 – [10 Free Things to do in DC This September](#) (washingtonpost.com)

September 13, 2017 – [Annual WalkingTown DC Tours Begin This Weekend](#) (currentnewspapers.com)

September 8, 2017 – [Your Fall 2017 DMV Festival Round-Up](#) (nbcwashington.com)

September 14, 2017 – [Going Out Guide: 14 Things to do in the DC Area the Weekend of Sept 15-17](#) (washingtonpost.com)

September 15, 2017 – [WalkingTown DC](#) (202creates.com)

September 15, 2017 – [WalkingTown DC 2017](#) (pressreader.com)

Social Media

Facebook – 17,358 fans

Twitter – 18,700 followers

Instagram – 1,780 followers

Culture Communiqué (weekly events e-letter) – 25,000 subscribers



What Participants Said about WalkingTown DC 2017...

“This was our first experience with Cultural Tourism DC and our final of three tours this week. A fantastic program that exposed us to even more of the great things in DC!”

“Fantastic tour! I learned so much about the Anacostia River, its health and challenges, and all the things the DC government is trying to do to improve its health. My sister, visiting from NY, was completely engaged and jealous that DC is doing so many things that her city should be doing! What a treat to hear from Tommy, but also Doug Siglin and the staff from Living Classrooms and DOEE.”

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Your Sponsorship Benefits

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* (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 \$2,500 //

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 \$1,000 //

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 22, 2018*

To learn more about sponsorship opportunities, contact CTDC’s development office.
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Sponsorship Reservation Form *WalkingTown DC 2018*

YES, I want to sponsor WalkingTown DC 2018!
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):

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 22, 2018** via email to CCrowell@CulturalTourismDC.org.

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