Cultural Tourism DC will coordinate the 10th 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 events scheduled for Passport DC 2017:

- Passport DC Preview Day at the Tidal Basin – March 23
- A Celebration of Global Fashion – April 26
- European Union Culture Month—May 1-31
- Flower Mart at National Cathedral—Friday and Saturday, May 5 and 6
- Around the World Embassy Tour—Saturday, May 6
- Short Cut to Europe: European Union Embassies’ Open House—Saturday, May 13
- National Asian Heritage Festival: Fiesta Asia—Saturday, May 20
- Embassy Chef Challenge Gala—Wednesday, May 24

For the third consecutive year, Events DC is the presenting sponsor of this event. Other sponsors include The Melrose Georgetown Hotel, SH International LLC, and Macy’s Metro Center.

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.
2017 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, 3″w x 6″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 (12,400 fans) and Twitter (15,700 followers) throughout May 2017
- 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
- Four (4) tickets to Embassy Chef Challenge (May 24)

**Voyager $10,000**
- Advertisement* in the Passport DC program guide: no bleeds, 2-3/4″w x 3-1/2″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 (12,400 fans) and Twitter (15,700 followers) throughout May 2017
- 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
- Two (2) tickets to Embassy Chef Challenge (May 24)

**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 March 27, 2017, to receive recognition in the Passport DC printed program. Logos and artwork are due April 3, 2017.*
Sponsorship Confirmation Form
Passport DC - 10th Anniversary
May 1-31, 2017

☐ 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 6)
    ✓ Half-page ad in the Passport DC program guide. Artwork due April 3.
    ✓ 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 April 3.
    ✓ 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, April 3, 2017 to Cultural Tourism DC Inc. via:
Mail: 700 12th Street NW, Suite 700, Washington, DC 20005
Email: CCrowell@CulturalTourismDC.org

Not all benefits will be available after April 3, 2017. Cultural Tourism DC is a 501(c)(3) charitable organization. All contributions are tax deductible to the amount permitted by law.

Cultural Tourism DC Inc. • 700 12th Street NW, Suite 700 • Washington, DC 20005 • 202.661.7581
CulturalTourismDC.org
PASSPORT DC 2016 METRICS

2016 ATTENDEES

More than 235,000 participants in activities of May 1-31:
- 29,500 at Around the World Embassy Tour
- 23,700 taking in Shortcut to Europe: EU Embassies’ Open House
- 19,650 during the Fiesta Asia! Street Festival
- 90.3% are residents of the DC metropolitan area
- 42% are ages 25-34
- 67% are female

PASSPORT DC 2016 MEDIA REACH

#PassportDC
- 1,739,952 accounts
- 5,873,228 impressions

Media Coverage
- The Washington Post
- Examiner.com
- Washingtonian
- NBC4
- WUSA9
- The Washington Diplomat
- Times Union

PassportDC webpage
- 127,534 pageviews
- 54,376 unique visits
- 0:01:32 average visit time

Passport DC App
- 43,220 page views
- 4,092 unique visits
- 0:03:22 average visit time
- 6.4 average number of pages visited

2016 PARTICIPATING EMBASSIES IN THE AROUND THE WORLD EMBASSY TOUR
Afghanistan, African Union, Albania, Argentina, Azerbaijan, Bahamas, Bangladesh, Barbados, Belize, Bolivia, Botswana, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Ethiopia, Gabon, Ghana, Guatemala, Haiti, Indonesia, Kenya, Korea, Kosovo, Libya, Mexico, Mozambique, Nepal, Oman, Pakistan, Panama, Peru, Qatar, Saudi Arabia, South Africa, Sri Lanka, Uganda, Uruguay, and Venezuela.

* * *

ABOUT CULTURAL TOURISM DC
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 can see DC’s 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. Cultural Tourism DC and its programs encourage people to explore the District, help boost the community’s economic prosperity, and become civically engaged.

Cultural Tourism DC Inc. • 700 12th Street NW, Suite 700 • Washington, DC 20005 • 202.661.7581
CulturalTourismDC.org