

BOULDER'S 17TH ANNUAL WHITTIER GARDEN TOUR

BENEFITING WHITTIER INTERNATIONAL ELEMENTARY SCHOOL

JUNE 1, 2019



Sponsoring the Garden Tour is a unique advertising opportunity, allowing your business to reach over 1,000 home, garden and lifestyle consumers, while supporting your community.

All donations are 100% tax deductible.

About the Garden Tour

- Self-guided walking tour of the lovely and unique private gardens in Boulder's **historic Mapleton Hill**.
- A treasured Boulder tradition and **the premier garden tour in Boulder**.
- Held on the same day as the popular Mapleton Hill Rummage Sale, **increasing exposure** to the public.
- **The Hive** is our central gathering area with swag, ticket sales, food trucks, sponsor booths, and convenience stations.

About Whittier Elementary School

- Located in downtown Boulder and built in 1882, Whittier is the **oldest continuously running school** in Colorado.
- Whittier's **diverse student body** comes from many backgrounds and our support is critical. Whittier students come from **more than 25 countries** and speak **17 different languages**.
- Presented by the Whittier PTA, all proceeds from the Garden Tour helps **fund school programs** such as paraeducators, school lunches, classroom supplies, field trips and more.



Best In Show \$3000

- "Hero" logo placement on all promotional materials and exposure in media
- Color advertisement or coupon in Garden Tour program
- Additional direct advertising to 450+ Whittier families via Friday folders insert
- 6 Garden Tour tickets (\$120 value)
- 6 VIP Party tickets
- Distribution of your promotional materials / swag to ticket holders
- Campaigns on our social media channels and link to your website

PLUS

- Host a garden with dedicated signage and on-site table to meet guests and highlight your business
- Showcase your business at event check-in
- Opportunity to sponsor swag bag



Columbine \$1000

- Large logo placement on all promotional materials and exposure in media
- Quarter-page advertisement or coupon in the Garden Tour program
- Additional direct advertising to 450+ Whittier families via Friday folders insert
- 4 Garden Tour tickets (\$80 value)
- 4 VIP Party tickets
- Distribution of your promotional materials / swag to ticket holders

PLUS

- Campaigns on our social media channels and link to your website



Daisy \$500

- Your company logo on Garden Tour signage, promos and banners and advertisement in media
- Business card-sized advertisement or coupon in the Garden Tour program
- Additional direct advertising to 450+ Whittier families via Friday folders insert
- 2 Garden Tour tickets (\$40 value)
- 2 VIP Party tickets
- Distribution of promotional materials / swag to ticket holders

- Whittier is a 501(c)3 nonprofit, and all Garden Tour donations are tax-deductible (tax ID 20-1197027)
- Logo artwork due: April 1, 2019 | Advertising artwork due: May 1, 2019



Advertising Specifications

Requirements: 300 dpi or greater JPG, PDF, EPS or AI
Email file to: info@whittiergardentour.com



Logo artwork due: April 1, 2019 | Advertising artwork due May 1, 2019



17TH ANNUAL WHITTIER-MAPLETON
GARDEN TOUR
TO BENEFIT WHITTIER INTERNATIONAL SCHOOL
JUNE 1, 2019 • 9AM - 2PM

DAISY SPONSOR

eighth page BLACK & WHITE
advertisement

$2\frac{3}{8}'' \times 1\frac{7}{8}''$

COLUMBINE SPONSOR

quarter page
BLACK & WHITE
advertisement

$2\frac{3}{8}'' \times 3\frac{7}{8}''$

BEST IN SHOW SPONSOR

half-page COLOR advertisement

$5'' \times 3\frac{7}{8}''$