

BOULDER'S 18TH ANNUAL WHITTIER GARDEN TOUR

BENEFITING WHITTIER INTERNATIONAL ELEMENTARY SCHOOL

MAY 30, 2020



SPONSOR BROCHURE

Sponsorship Benefits

An opportunity for your business to advertise at the 18th annual Whittier Garden Tour. This premier self guided walking tour of stunning private gardens in historic Mapleton Hill is a treasured Boulder tradition.

Why We Need You

Sponsoring the Whittier Mapleton Garden Tour is a unique cost effective advertising opportunity, allowing your business to reach over 1,000 home, garden and lifestyle consumers, while supporting your community. All proceeds from the Garden Tour help fund school programs at Whittier International Elementary School such as paraeducators, school lunches, classroom supplies, field trips and more. All donations are 100% tax deductible.



Daisy \$500

- Your company logo on Garden Tour signage, promos and banners and advertisement in media
- Business card-sized b/w advertisement or coupon in the Garden Tour program
- Additional direct advertising to 400+ Whittier families via Friday folders insert
- 2 Garden Tour tickets (\$40 value)
- 2 VIP Party tickets
- Distribution of promotional materials / swag to ticket holders



Columbine \$1000

- Large logo placement on all promotional materials and exposure in media
 - Quarter-page b/w advertisement or coupon in the Garden Tour program
 - Additional direct advertising to 400+ 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



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 400+ Whittier families via Friday folders insert
 - 6 Garden Tour tickets (\$120 value)
 - 6 VIP Party tickets
 - Distribution of your promotional materials and 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



Advertising Specifications

Requirements: 300 dpi or greater JPG, PDF, EPS or AI



Logo artwork due: April 1, 2020 | Advertising artwork due May 1, 2020



18TH ANNUAL WHITTIER-MAPLETON
GARDEN TOUR
TO BENEFIT WHITTIER INTERNATIONAL SCHOOL
MAY 30, 2020 • 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

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