

EICHLER
HOME TOUR **2017** SAN MATEO HIGHLANDS

"The nation's largest contiguous collection of Eichlers is nestled in the hills of the San Mateo Highlands. The Highlands Eichler Home Tour offers a rare opportunity to get a personal look into ten of these fabulous homes."

San Mateo Highlands Eichler Home Tour 2017

Great news! The San Mateo Highlands is hosting their 4th Eichler Home Tour in 2017. As a respected business with strong ties to our Highlands community, our committee would like to invite you to participate in this fantastic event. With an expected attendance of over 1,200 Eichler enthusiasts, this is an exciting opportunity to connect and gain exposure with a large target audience.

Details of the 2017 Event

The San Mateo Highlands Eichler community will open the doors to 10 of its prized homes to mid-century modern enthusiasts, remodel-bound guests seeking inspiration, and Eichler owners throughout the Bay Area and vicinity. The event is confirmed for Saturday, May 6th and Sunday, May 7th, and will run from 10am to 3pm, with a special evening reception (limited tickets) at one of the featured homes. This year's event will also feature a Modern Marketplace and a limited edition Tour Poster.

Opportunities to Participate

The tour offers varying levels of participation opportunities. We print a professionally designed booklet (around 1300 copies) showcasing the event and the homes, with different ad sizes to promote your business, and hand this out to every tour attendee. In addition to the ad placement, your business is listed in the widely used "Preferred Vendors & Resources" page for future remodelers and homeowners to reference. Your company will also be mentioned as a sponsor or vendor/resource on our website: www.eichlerhometour.org

In addition to the printed booklet and the website, we have social media presence on Facebook: www.facebook.com/eichlerhometour

To maximize your business exposure in this unique opportunity, having a physical presence at the tour is the best way to connect with guests. We also offer specific event pieces that can be sponsored.

See attached for the sponsorship package pricing and details. We look forward to speaking with you and finding the best sponsorship fit for your business.

Sincerely,



Jim Palmer
2017 Highlands Eichler Home Tour
info@eichlerhometour.org

EICHLER HOME TOUR 2017

SAN MATEO HIGHLANDS



Highlands Eichler Home Tour 2017: Sponsorship Packages and Pricing

*Proceeds from the event benefit Highlands Elementary School. All donations are tax deductible.
Sponsorship checks payable to: "Highlands Elementary PTA" and sent to:
Highlands Elementary School, c/o Eichler Home Tour, 2320 Newport Street, San Mateo, CA 94402*

PLATINUM SPONSORSHIPS: Limited to 3 (SOLD OUT)

a. back cover	\$3500 (SOLD OUT)
b. inside front cover	\$3200 (SOLD OUT)
c. inside back cover	\$2900 (SOLD OUT)

- Full page color ad in tour booklet* - (select one of the above ad locations), plus listing in the Preferred Vendor & Resource index
- Your company name with link to your website from our website's Resources page
- Physical presence at a tour home
- Your logo displayed on eichlerhometour.org (with link to your website)
- Your logo printed on the tour bag
- Opportunity to place 1-2 promotional items** in the tour bag for every guest (1300 tour bags)
- Six complimentary 2-day tour tickets (\$600 value)
- Two complimentary commemorative event posters
- Two complimentary "VIP Happy Hour" event tickets (\$80 value)

GOLD SPONSORSHIP: \$1800

- Full page color ad in tour booklet* plus listing in the Preferred Vendor & Resource index
- Your company name with link to your website from our website's Resources page
- Physical presence at a tour home
- Your logo displayed on eichlerhometour.org (with link to your website)
- Opportunity to place 1 promotional item** in the tour bag for every guest (1300 tour bags)
- One complimentary commemorative event poster
- Four complimentary 2-day tour tickets (\$400 value)

SILVER SPONSORSHIP: \$950

- 1/2 page color ad in tour booklet* plus listing in the Preferred Vendor & Resource index
- Your company name with link to your website from our website's Resources page
- Physical presence at a tour home
- Two complimentary 2-day tour tickets (\$200 value)

BRONZE SPONSORSHIP: \$550

- 1/4 page color ad in tour booklet* plus listing in the Preferred Vendor & Resource index
- Your company name with link to your website from our website's Resources page
- Table at the Modern Marketplace

FRIEND of the Home Tour: \$350

- 1/6 page color ad in tour booklet* plus listing in the Preferred Vendor & Resource index
- Your company name with link to your website from our website's Resources page
- Table at the Modern Marketplace

**Artwork for the ad to be provided by the sponsor in accordance with our Artwork Specifications Guide, before the deadline. **Promotional items for the tour bag to be provided by the sponsor, before the deadline.*